



This Week's Specials

3 . 15 . 2010

Leeks
12ct

Navel Oranges
113ct

Baby Artichokes
20lb

Watermelon Radish

\$ 12.50 / ^{CS}

\$ 13.50 / ^{CS}

\$ 28.80 / ^{CS}

\$ 1.60 / lb

MARKET NOTES

WEATHER

Cool temperatures and wind dominated the first half of last week but forecasters were unsure if that would prevail into the weekend. A few storms off the coast may bring a little moisture but is not expected to be anything major.

NCAA Basketball
Tourney starts March



18th

MARCH MADNESS !!

Is upon us...

Limited

Brussel Sprouts
Yellow Wax Beans
White Onion
Green Bell Peppers
Arugula - Bunched
Curry Leaves
Broccolini
Globe Eggplant
Lacinato Kale
Snap Peas
Onion Sprouts

Best Buy

Green Leaf Lettuce
30/36ct Artichokes (Frosted)
Red Beets
113ct Navel Orange

Done/ Ending

Hothouse Rhubarb
Ecuadorian Mangoes
Local Brussel Sprouts -
(Moving south of the border)
Gold Chantrelles

Incoming

Purple Asparagus - Next
Week

Field Rhubarb

Taiwanese Starfruit - starting

Broccoli Rabe - Salinas

Cardoon - Knoll Farms

New Items

** Available with a 48hr pre-order

*Morel Mushrooms
Fiddlehead Ferns
Stinging Nettles
Baby Kiwi - N.Z
Ojai Pixie Tangerines*

VeggieViews
VeggieViews

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Market-at-a-Glance

ASPARAGUS :

Local product showing signs of rain damage. Although spears are firm spotting has been prevalent. We will be switching back to 11 lb cones until things clear up.

TOMATOES :

**** LOOKS LIKE THE FLORIDA TOMATO CROP WILL NOT HEAT UP ANYTIME SOON. HERE ON THE WEST COAST, COOLER TEMPS AND PERSISTENT CLOUD COVER IS KEEPING THE FRUIT FROM MATURING THUS CAUSING SHORTAGES.**

Romas - Slight blemishes on the skin but flavor is decent. Overall color is fair. Better value than slicers.

Slicers - Quality is good but product coming in has been light in color. Red Clusters have been fairly consistent on color but not on size. Prices down a little due to slowed demand.

Cherry Tomatoes - Sweet 100's and Sugar Plums are your best choices right now. Regular Cherry tomatoes continue to come in without much color.

MISC. VEGGIES :

BELL PEPPERS : SIZES OF GREEN AND YELLOW BELLS REMAIN SMALL WHILE REDS ARE CONSISTENTLY LARGER. THIS TREND WILL CONTINUE UNTIL THE END OF THE MONTH. MARKET IS HIGH ON BOTH YELLOW AND GREEN BELLS.

BROCCOLI : CROWNS ARE SMALLER THAN PREVIOUS WEEK BUT QUALITY CONTINUES TO BE GOOD.

LETTUCES: PRICES INCHING UP AS PACKERS MOVE TO SALINAS AND HURON.

SPRING VEGGIES - ENGLISH PEAS, GREEN GARLIC AND FRESH GARBANZOS. PLEASE CALL FOR AVAILABILITY AND ORDERING PARAMETERS. LOCAL SPRING ONIONS ARE ON HAND.

ZUCCHINI - GOOD COLOR ON BOTH EXTRA FANCY AND MEDIUM. YELLOW SQUASH CONTINUE TO BE HIT AND MISS IN TERMS OF COLOR AND QUALITY. PRICE OF YELLOW SQUASH IS STARTING TO COME DOWN.

ONIONS - WHITE ONION ARE VERY LIMITED WITH DECENT QUALITY. INVENTORY OF YELLOW ONIONS OUT OF STORAGE IS STARTING TO DIMINISH AS WE WAIT FOR THE NEW

CROP TO BEGIN. LOOK FOR PRICES ON AN UPWARD TREND AS SUPPLIES DRY UP. SWEETS' HAVE GOOD BALANCE OF SUGAR AND ACIDITY.

BEANS - SUPPLIES ARE LIMITED ON YELLOW WAX AND HARICOT VERT. BLUELAKES ARE STARTING TO SHOW DAMAGE FROM THE RAIN.

AVOCADOS :

A heavy crop this year is causing fruit to size up slowly. However, growers have been able to meet demand so menus do not have to suffer. Flavor and color is good.

BERRIES :

Strawberry - Growing areas were hit with more rain although not as heavy as the past storms. Expect to see more white shoulders and some water damage as the week progresses. Flavor has been decent.

Raspberry - Quality is good with fairly steady supplies. Driscoll is still the main shipper / packer. Berries are decent size.

Blackberry - Quality and flavor has improved a little.

Blueberry - Shortages are expected in the upcoming weeks as growers in Chile struggle to get their fruit to ports and airports. USDA will not lift restrictions for another week or so.

CITRUS :

Lemons - Quality has been good with steady supplies. Meyer Lemons are as good as it gets right now and it's on SPECIAL this week so don't miss out.

Limes - Supplies have lightened due to rain in Mexico.

Cocktail Grapefruits - very tasty. Sold by the lb.

Ojai Pixies are on hand. Flavor and color are excellent.

Oranges - 72 ct Navels continue to exhibit great flavor and color.

MELONS

Quality of Cantaloupes and Honeydews have been inconsistent at best. Watermelon is definitely hit and miss.

GRAPES

Prices are leveling off but still on the high end. New shipments were expected over the weekend but quality has been only fair. Uncertainty over shipments due to the