



This Week's Specials

3 . 22 . 2010

Fennel
30ct

Strawberry
Watsonville

Manila Mango
18ct Mexican

Yukon Bakers
50lb

\$ 12.50 / ^{CS}

\$ 13.50 / ^{CS}

\$ 12.50 / ^{CS}

\$ 21.50 / cs

MARKET NOTES

News Flash !!

The USDA has placed a strict moratorium on both Curry and Kaffir Lime Leaves as well as any citrus with stem and leaf that is grown south of Fresno, CA. We will try to source out these products from growers that are north of Fresno but want everyone to know that these items will most likely not be available.

Limited

Honeydew Melon
Artichokes - ALL sizes
Cantaloupe Melon
Watermelon
Hawaiin Papaya
Brussel Sprouts
Napa Cabbage
Red Cluster Tomatoes
Lacinato Kale

Incoming

Living Arugula
Local Mint
Mexican Manila Mangoes
Cardoon - Knoll Farms

Best Buy

Strawberry - Improving
Fennel

New Items

** Available with a 48hr pre-order

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

Done/ Ending

Onion Sprouts

VegiViews
VegiViews

VegiWorks, Inc.
1910 Jerrold Avenue
San Fran., CA 94124
415.643.8686
415.643.5640 fax
sales@vegiworks.com

Market-at-a-Glance

ASPARAGUS :

Quality of local product starting to show signs of improvement. Prices will inch up as we get closer to Easter.

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 : PROBLEMS CONTINUE WITH SHORTAGES FROM MEXICO DUE TO RECENT STORMS AS WELL AS DISEASE ISSUES. MANY GROWERS ARE PICKING PRODUCT BEFORE THEY COLOR UP. LIGHT PRODUCTION AND SMALL SIZES WILL BE THE THEME FOR THE NEXT FEW WEEKS. CALIFORNIA DESERT CROP NOT DUE UNTIL THE END OF APRIL.

BROCCOLI : SALINAS HAS STARTED UP BUT NUMBERS ARE MODERATE. HEADS CONTINUE TO BE ON THE SMALLER SIZE BUT SHOULD IMPROVE AS THE SEASON GETS UNDERWAY.

LETTUCES: THINGS ARE LOOKING UP FOR THIS GROUP. RED AND GREEN LEAF LOOKS CLEAN AND FIRM. ICEBERG HAS GOOD WEIGHT WITH FEWER REPORTS OF RAIN DAMAGE. EXPECT CONTINUED IMPROVEMENT AS WEATHER STABILIZES.

SPRING VEGGIES - MEXICAN FAVA, 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. TEXAS' CROP IS EXPECTED TO BE LATE THIS YEAR SO IT'S WAIT AND SEE FOR THE TIME BEING.

BEANS - SUPPLIES ARE LIMITED ON YELLOW WAX AND HARICOT VERT. QUALITY OF BLUELAKES IMPROVING AS NEW FIELDS ARE PICKED.

AVOCADOS :

FULL STEAM AHEAD FOR CALIFORNIA GROWERS. FRUIT IS SIZING UP AND QUALITY IS VERY GOOD.

BERRIES :

Strawberry - Berries have been surprisingly good in both color and flavor. Watsonville about to start.

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

Blueberry - Things are starting to improve but quantities are still limited.

CITRUS :

Limes - Shortages will continue for the next few weeks.

Cocktail Grapefruits - very tasty. Sold by the lb.

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

MELONS

Quality of Cantaloupes and Honeydews have been inconsistent at best. Demand continues to exceed available supplies. Watermelon is definitely hit and miss.

GRAPES

Prices continue to be on the high side but availability has improved. Quality of green grapes have a slight edge over the red. Very good quality on the Black seedless.