



This Week's Specials

3 . 29 . 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.

Weather

Temperatures in the low 70s and 80s this past week has given the California growing regions a little kick-start as they move into the transition season. Crops moving from the desert to Salinas over the next few weeks.

Done/ Ending

Morel Mushrooms
Brussel Sprouts

Incoming

Ramps
Cardoon - Knoll Farms

New Items

*** Available with a 48hr pre-order*

Limited

Artichokes - ALL sizes
Watermelon
Hawaii Papaya
White Onions
Corn
Shiitake Mushrooms
Habanero
Broccolini

*Purple Asparagus
Fiddlehead Ferns
Stinging Nettles
Baby Kiwi - N.Z
Chilean Muscats
Local English Peas*

Best Buy

Strawberries

VegiViews
VegiViews

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Market-at-a-Glance

ASPARAGUS :

Prices will inch up as we get closer to Easter. Quality is good. Purple and White Asparagus is available in 11# cones with a pre-order.

TOMATOES :

**** LATEST NEWS FROM SUPPLIERS BACK EAST IS THAT PRODUCTION IS NOT EXPECTED TO BE BACK TO NORMAL UNTIL MID TO LATE MAY. THIS WILL UNDOUBTEDLY CAUSE CONTINUED SHORTAGES HERE SINCE EVERYONE WILL BE PULLING FROM THE SAME REGIONS. GROWERS IN NAGALES AND SAN DIEGO ARE HAVING A VERY DIFFICULT TIME GETTING ENOUGH FRUIT TO COVER DEMAND.**

Romas - Medium size but good color.

Slicers - Quality is good but product coming in has been light in color. Red Clusters continue to be on the small side. Yellow Clusters - best to order ahead.

Cherry Tomatoes - Sugar Plums are your best choice 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 : PRODUCT OUT OF SALINAS AND SANTA MARIA HAS PICKED UP.

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 - SUPPLIES SHOULD INCREASE ONCE THE BAJA

GROWING AREA BEGINS.

ONIONS - WHITE ONION ARE VERY LIMITED WITH DECENT QUALITY. PRICE IS VERY HIGH. YELLOW AND RED ONIONS HAVE STABILIZED PRICE WISE AND QUALITY REMAINS GOOD. TEXAS CROP IS EXPECTED TO START IN A COUPLE OF WEEKS IF WEATHER REMAINS GOOD.

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 - Things look like they are back to normal. Quality and color are very good going into the Easter holiday.

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

Blueberry - Things are starting to improve.

Blackberry - Still hit and miss. Flavor is improving.

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. Chilean Muscats have been spotted.