



This Week's Specials

White Corn
California

Meyer Lemons

Green Bells
25 lb

Red Cluster Tomato
11 lb

\$19.95 / cs

\$.88 / lb

\$17.80 / cs

\$14.50 / sk

4 . 19 . 2010

MARKET NOTES

News Flash !!

Christopher Ranch has announced that they will be phasing out the hard plastic tubs that they are currently using for their peeled garlic. They will be switching over to more environmentally friendly bags. They are hoping to have things roll out in the next few weeks.

Growers have begun reporting aphid

infestation issues due to the unsteady mix of hot and cold weather.

Leek growers report that crop is starting to bolt.

Onions - prices are expected to take another jump.

Alfalfa Sprouts will not be available due to a voluntary recall from one of the main suppliers.

Limited

Zucchini
White Onions
Red & Yellow Bells
sack Chiogga Beets

Done/ Ending

Morel Mushrooms
Brussel Sprouts
Organic Mix Chicory
Celery Root
Mixed Marble Potatoes

New Items

California Blueberries
Mixed Pee Wee Fingerlings
Local Favas

** Items below are available with a 48hr pre-order

*Purple Asparagus
Fiddlehead Ferns
Stinging Nettles
Squash Blossoms
Chilean Muscats
Ramps*

VegiViews
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Market-at-a-Glance

ASPARAGUS :

Purple and White Asparagus is available in 11# cones with a pre-order. Local green going strong with fairly consistent sizing.

TOMATOES :

MARKET HAS STEADIED DUE TO EASING DEMAND.

Romas - Medium size but good color.

Slicers - Color and quality improving.

Cherry Tomatoes - Sugar Plums are your best choice right now. Regular Cherry tomatoes starting to arrive with more color.

MISC. VEGGIES :

CHILES: PRICE IS UP ON HABANEROS, RED FRESNOS AND SHISHITOS DUE TO TRANSITION. PRODUCT WILL BE LIMITED.

BELL PEPPERS : PRODUCT OUT OF MEXICO IS STILL LIMITED AND SMALL. BOTH RED AND YELLOW BELLS ARE ARRIVING UNDER-COLORED. CALIFORNIA DESERT CROP HAS STARTED BUT PRODUCTION IS LIGHT ON GREEN BELLS.

LEEKs : CROP IS STARTING TO BOLT. THIS IS A YEARLY EVENT.

BROCCOLI : SO FAR SO GOOD EVEN WITH THE RAIN. QUALITY AND COLOR HAS BEEN VERY GOOD. MARKET HAS INCHED UP.

CAULIFLOWER : QUALITY HAS BEEN VERY GOOD. HEADS ARE NICE AND WHITE WITH VERY LITTLE BLEMISH. MARKET HAS INCHED UP.

CORN : CALIFORNIA WHITE CORN HAS LANDED.

LETTUCES: APHID ISSUES HAVE BEEN SPOTTED IN MANY CROPS BECAUSE OF UNSTEADY WEATHER (COLD AND WARM). SEEDING ISSUES WITH CABBAGE CAUSING SHORTAGES THIS WEEK. SAVOY AND NAPA CABBAGE WILL BE VERY LIMITED. SWEET GEM LETTUCE WILL BE GAPPING.

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

ZUCCHINI - SUPPLIES ARE GOOD ON BOTH MEDIUM AND EXTRA FANCY ZUCCHINI. PRODUCT IS FIRM WITH NICE DARK COLOR. YELLOW SQUASH - PRICE HAS STEADIED BUT

STILL UP.

ONIONS - PRICES STILL HIGH ON ALL ONIONS. WHITE ONIONS ARE AVAILABLE OUT OF MEXICO. WET WEATHER IN TEXAS MAY HINDER CROP.

BEANS - SUPPLIES ARE NON-EXISTANT ON YELLOW WAX. QUALITY OF BLUELAKES ARE FAIR AT BEST.

AVOCADOS :

FLAVOR HAS BEEN VERY CONSISTENT. STEADY SUPPLIES FROM CALIFORNIA. LOOK FOR THINGS TO TIGHTEN UP AS WE GET CLOSER TO "CINCO DE MAYO".

BERRIES :

Strawberry - May see some signs of rain damage from the last storms.

Raspberry - Quality and supply has been steady. Driscoll is still the main shipper / packer.

Blueberry - Berries are not big but flavor is decent.

Blackberry - Improving steadily as better berries are arriving to the market.

CITRUS :

Limes - Shortages will continue for the next few weeks. Key Limes are available as a less expensive alternative.

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

Navels - Flavor and quality very good on 72ct size.

MELONS :

Cantaloupe - Quality and availability improving. Flavor getting a little more consistent.

Honeydew - Still on the roller coaster. Up and down on flavor.

Watermelon - Things are getting consistently better. Good color and flavor on fruit arriving in the markets.

GRAPES :

Quality of green grapes have a slight edge over the red. Very good quality on the Black seedless. Chilean Muscats are available.