



This Week's Specials

5.17.2010

Green Bell Peppers
25lb

\$13.95 / ^{CS}

Green Onions
48ct

\$8.80 / ^{CS}

Cello Spinach
4x 2.5lb

\$12.50 / ^{CS}

Org. German But-
terball Potatoes

\$44.50 / ^{CS}

MARKET NOTES

News Flash !

**WE WILL BE
CLOSED MONDAY
MAY 31ST IN OB-
SERVANCE OF ME-
MORIAL DAY.**

**ASPARAGUS -
THE MARKET IS
TIGHT DUE TO
STRONG DE-
MAND AND
LIGHT SUPPLIES
FROM ALL
GROWING RE-
GIONS.**

**RAMPS ARE COM-
ING TO AN END !!**

Weather

Temperatures may cool down a little with the expected arrival of a system out of the North Pacific. There may be a slight chance of rain.

Limited

Escarole
Asparagus
Bloomsdale Spinach
Gourmet Mushrooms

Done/ Ending

Red D'Anjou Pears
Celery Root
Sunchokes
Kumquats
Navel Oranges

New Items

White & Yellow Peaches
Yellow Wax Beans
Green Romano Beans
Chilean Quince
Scarlet Turnips
Vidalia Sweet Onions
German Butterball Potato
Cherries
Apricots / Apriums

On the Way

Figs - End of May
Melons - CA/AZ.

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

Purple Asparagus
Fiddlehead Ferns
Stinging Nettles
Squash Blossoms
Chilean Muscats
Gold Raspberries

VegiViews
VegiViews

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Market-at-a-Glance

ASPARAGUS :

Purple and White Asparagus is available in 11# cones with a pre-order. Regular green will be limited due to short supplies coming out of both Washington and the local regions. Demand continue to be strong.

TOMATOES :

THE SEASON IN NOGALES IS COMING TO AN END. EXPECT QUALITY TO TAKE A DIP.

Romas - Quality has been up and down with color being the main culprit.

Slicers - Good color on both 5 x 5 and 4 x 5 sizes. Availability good on both.

Cherry Tomatoes - Best choice here is the Toybox Cherry Tomatoes. Regular Cherries are coming in on the green side.

Green Tomatoes - On hand. Great for frying.

MISC. VEGGIES :

BELL PEPPERS : SEASON TRANSITIONING FROM MEXICO TO THE CALIFORNIA DESERT. SUPPLIES WILL CONTINUE TO BE SPARSE UNTIL PRODUCTION STARTS TO RAMP UP AROUND MID-MAY.

CHILES : PRICES STILL UP ON FRESH CHILES ACROSS THE BOARD

CAULIFLOWER : STRONG DEMAND HAS CAUSED SUPPLIES TO SHRINK. GROWERS WERE HOPING FOR WARMER TEMPERATURES TO SPEED UP THE GROWTH RATE IN THE FIELDS BUT THAT DID NOT HAPPEN.

CELERY : QUALITY HAS BEEN GOOD. CELERY ROOT CONTINUES TO BE PROBLEMATIC BECAUSE OF ITS SMALL SIZE.

LETTUCES: RED DISCOLORATION STILL BEING SPOTTED ON THE STEMS OF MANY VARIETIES DUE TO THE PAST RAIN. THERE ARE ALSO REPORTS OF MILDEW PROBLEMS IN SOME FIELDS. TIGHTER SUPPLIES ON BOTH RED AND GREEN LEAF DUE TO LESS PLANTINGS. SUPPLIES OF ICEBERG STRONG OUT OF SALINAS.

SPRING VEGGIES - CALIFORNIA FAVA, ENGLISH PEAS, GREEN GARLIC, FIDDLE HEAD FERN AND STINGING NETTLES.

ZUCCHINI - SUPPLIES HAVE IMPROVED ON BOTH MEDIUM AND EXTRA FANCY ZUCCHINI. PRODUCT IS FIRM WITH NICE DARK COLOR. GOLD ZUCCHINI LOOKING VERY NICE. FULL SIZE SUNBURST IS AVAILABLE.

ONIONS - QUALITY AND SUPPLIES HAVE IMPROVED WITH STEADY SHIPMENTS OUT OF TEXAS AS WELL AS LOCALLY. SWEET VIDALIAS ARE ON HAND.

BEANS - DESERT GROWN YELLOW WAX NOW AVAILABLE AS WELL AS GREEN ROMANO. HARICOT VERT - QUALITY IS HIT AND MISS. LONG BEANS HAVE BEEN DECENT.

POTATOES - NEW CROP KENNENBECS ON HAND. NEW CROP YUKONS COMING OUT OF BAKERSFIELD, SIZES RUNNING ON THE SMALL SIDE. NEW CROP GERMAN BUTTERBALL AND LAROTTE POTATOES AVAILABLE. PURPLE FINGERLINGS EXPECTED TO GAP FOR A WEEK OR SO. LOOK FOR THE MIXED MARBLE POTATOES TO BE BACK AROUND JUNE. PRICE OF LARGE RUSSETS AS WELL AS FINGERLINGS HAVE GONE UP.

BERRIES :

Strawberry - Very good supplies and good overall flavor.

Raspberry - Quality continues to improve. Price is down.

Blueberry - Both California and Florida will have better supplies this week. Prices are expected to go down.

Blackberry - Demand is steady. Flavor good.

CITRUS :

Limes - Larger sizes are still very limited. Price has come down as new crop progresses.

Grapefruit - California Rio Red variety starting up

Murcott season has ended.

MELONS :

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

Honeydew - Central American fruit has finished. Product coming out of Mexico with decent flavor.

Watermelon - Still hit and miss on flavor but improving. Supplies have been steady.

GRAPES :

Black seedless are the best of the bunch. Expect quality to diminish on both red and green. There may be a gap on green seedless as we wait for the California Perlettes to start.

Misc Fruit: Apricot, peaches and cherries available but flavor not there yet.