



This Week's Specials

5.24.2010

Romaine Lettuce
24 ct

\$8.80 / ^{CS}

Valencia Orange
113 ct

\$12.85 / ^{CS}

Cello Spinach
4x 2.5lb

\$12.50 / ^{CS}

Belgian Endive
5 lb

\$12.85 / ^{CS}

MARKET NOTES

News Flash!

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

WEATHER UP- DATE

**TEMPERATURES
WILL CONTINUE
TO BE BELOW AV-
ERAGE AS WE ARE
EXPECTING MORE
COLD FRONTS TO
CROSS THE
NORTHERN PART
OF THE STATE.**

Limited

Rhubarb
Meyer Lemon
Escarole
Bloomsdale Spinach
18ct Artichokes
Large Limes

Done/ Ending

Ramps
Red D'Anjou Pears
Celery Root
Org Sunchokes
Kumquats
Navel Oranges
Blood Orange
Cara Cara Orange
Vidalia Orange

New Items

Calif. Perlette Grapes
Calif. Cantaloupes
Org. Crenshaw Melons
Scarlet Turnips
Cherries
German Butterball Potato
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
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. Demand continues to be strong. The California Central Valley crop is coming to an end which will limit supplies.

AVOCADO :

The continuing cold weather has hindered growth of the fruit. Product is good but market is dominated by smaller sizes. Growers are hoping for a warming trend.

TOMATOES :

THE SEASON IN NOGALES IS COMING TO AN END. EXPECT QUALITY TO TAKE A DIP. PRODUCT OUT OF SAN DIEGO WILL START SLOWLY.

Romas - Quality has improved. Seeing more consistent color. Price down.

Slicers - Both 5x5 and 4x5 have good color and weight.

Cherry Tomatoes - Mostly from Del Cabo.

Green Tomatoes - On hand. Great for frying.

MISC. VEGGIES :

BELL PEPPERS : CALIFORNIA DESERT CROP WILL SLOWLY TAKE OVER. LOOK FOR IMPROVEMENT (WEATHER PERMITTING) IN THE NEXT COUPLE OF WEEKS.

CHILES : PRICES STILL UP ON FRESH CHILES ACROSS THE BOARD

CAULIFLOWER : STRONG DEMAND HAS CAUSED SUPPLIES TO SHRINK. BELOW AVERAGE TEMPERATURES HAVE HINDERED GROWTH SO EXPECT TIGHT SUPPLIES.

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

BROCCOLI : QUALITY HAS BEEN GOOD. CROWNS ARE RUNNING A BIT ON THE SMALL SIDE.

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 - BLUELAKES OUT OF COACHELLA FINISHING UP WITH BRENTWOOD EXPECTED TO START FIRST WEEK OF JUNE. PRODUCT WILL BE TIGHT UNTIL THEN. YELLOW WAX VERY LIMITED.

POTATOES - NEW CROP KENNENBECS ON HAND. NEW CROP YUKONS COMING OUT OF BAKERSFIELD ARE STARTING TO SIZE UP NICELY. TASTY GERMAN BUTTERBALL AND LA-ROTTE POTATOES AVAILABLE. **MIXED MARBLE POTATOES ARE BACK IN STOCK.**

BERRIES :

Strawberry - Both flavor and color has been steady with most fruit on the medium to large side.

Raspberry - Very good color and sugar content.

Blueberry - Steady supplies with good flavor.

Blackberry - Nice and juicy.

CITRUS :

Limes - Larger sizes are still very limited.

Grapefruit - California Rio Red variety starting up

Murcott season has ended.

Meyer Lemons - limited supply.

MELONS :

Cantaloupes from the Desert growing region have landed. Mexico is finishing up on Cantaloupes but Honeydew supplies continue to be steady. Del Cabo starting up with Organic Crenshaw.

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

GRAPES :

Mexican Perlettes have started. Quality is good albeit on the tart side. Mexican Red Flames starting to trickle in. Most product out of Chile drying up.

Misc Fruit: White Peaches have decent flavor but not consistent. Black Mission Figs expected by weeks end.