

This Week's Specials



10 . 19 . 2009

Hawaiian Papaya, 8/9-ct

\$18.50 / cs

Fuyu Persimmons, 22#

\$ 22.50 / cs

We-Be-Little Pumpkins, 25-ct

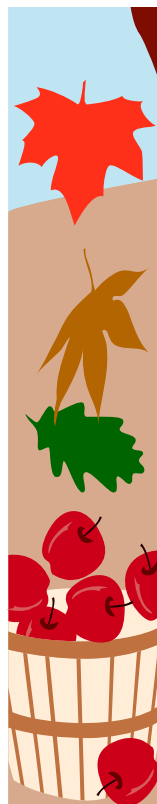
\$ 20.50 / cs

Oyster Mushrooms

\$ 3.50/ lb

Market Notes

▶ As damage assessments continue following last week's powerful storm system that impacted much of the state, many leaf lettuces are already showing signs of damage: water soaked leaves, fringe burn and discoloration. This warm and somewhat tropical system that provided record precipitation in many regions caused major flooding and has left many fields tattered and torn by the very strong winds. All these factors will keep lettuce and tender leaf items very light for the near future. The warm humid conditions following this system will also increase mold, mildew and disease in certain crops. Spinach and Spring Mix items are especially vulnerable.



In Season

- ▶ Brussels Sprouts
- ▶ Crab Apples
- ▶ Salsify
- ▶ Asian Pears
- ▶ Matsutake Mushrooms (48-Hr. Pre-Order)
- ▶ fresh Korean Chestnuts
- ▶ fresh Cranberries
- ▶ Fuyu Persimmon
- ▶ Rio Red Grapefruit
- ▶ Crab Apples
- ▶ Sunchoke
- ▶ Pomelo Citrus
- ▶ Feijoas (Pineapple Guavas)

Autumn is the season for delicious tasting varietal pears. Fresh pears makes for an excellent partner to cheese plates, sophisticate desserts, sliced into salads, or just eating out of hand. Bosc, Comice, Forelle, French Butter and Seckel are all readily available at this time of year. To ripen fruit, placed in paper bags for a few days to a few weeks in order to promote ripening from the inside out. When the pear appears to yield to moderate pressure from the fingertips, it is ripe and ready to eat.

1 Bosc

These are rather large with a long, tapering neck and long stem. Color ranges from deep yellow to dark tan, and the skin often has a russet look. It has a sweet taste, but is not particularly juicy. Its dense flesh makes it ideal for cooking, especially baking or poaching.

2 Comice

These are round-shaped with green skin and often a significant red blush on one cheek. Considered the king of the pears because of its extreme juiciness and sweetness, the Comice is the variety most often found in holiday gift boxes. Comice pears are excellent eaten raw, or served paired with cheese as a dessert.

3 Forelle

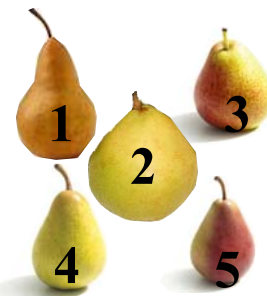
These have an attractive golden yellow color with a bright red blush and red freckles, and are small, sweet and quite juicy.

4 French Butter

Sweet and smooth-textured, its succulent silky flesh is very juicy. It's an excellent cooking pear, bake, poach, stew or used in tarts.

5 Seckel

These are a small variety with a dark green cast and often have red highlights. It is very sweet with a somewhat grainy texture.



Market-at-a-Glance

MISC. VEGGIES

Strong demand from the retail chain stores and light production volume, have pushed prices to extreme levels for **Bunched Broccoli** and **Broccoli Crowns**. **Celery** prices continue to climb as the harvest winds down. However, **Carrots** are very reasonably priced. **Asparagus** from Peru is in good supply at reasonable prices. Market for **Green Onions** has once again tightened, as we are currently in transition from Baja California to the Mexicali area. **Cilantro** is also in tight supply, and prices are on the rise. **Chinese Napa Cabbage** is in extremely tight supply, and prices are at the extreme. New crop **Green Bell Peppers** are available from the Coachella Valley. The overall market is tight as the season in the Hollister/Gilroy regions is winding down. **Red Bell Pepper** availability has tightened also, and prices have climbed. New crop **Globe Eggplants** are coming from Coachella. **Japanese Eggplant** will be limited for next 2 weeks.

LETTUCE

Following two days of heavy rainfall, growers are struggling to make up for lost harvest time. Wet, muddy fields have continued to slow harvesting. In addition, quality has become an issue. Expect to receive product that will be muddy. The warm and humid aftermath conditions have further contributed to quality issues in **Iceberg**, **Romaine** and **Leaf Leaves**, including "pink rib" and mildew. Prices are substantially higher than average, with no relief expected for the remainder of October. Cool weather has delayed the beginning of the harvest in the transitional growing area of Huron. The potential exists for an extreme shortage on **Iceberg** to develop in the coming weeks. **Spring Mix** supplies have tightened, as the transition to desert growing begins. Yields have dropped for **Baby Spinach** due the recent storm. **Arugula** will continue to be in extremely tight supply through next week.

ONIONS | POTATOES

The **Idaho Russets** market is tight. Rain occurred this past weekend, temporarily slowing harvesting activity. Idaho and Oregon continues with very good availability on **Red**, **Yellow** and **White Onions**. The Onion harvest has finished and yields are down from last year. We will be looking at higher prices in November.

TOMATOES

Tomato production in Central California is on hold this week due to heavy rain. Some packers are speculating on getting back into the fields by the end of the week. It will depend on how much damage there is in the fields. We can expect to see higher pricing and less availability. Achieving full red color will be challenging due to the cooler weather. Prices are also moving higher for **Cherry** and **Grape** tomatoes.

APPLES | PEARS

New crops of Washington apples now available: **Gala**, **Golden Delicious** and **Red Delicious**. A few California apple varieties still available are **Pink Lady**, **Fuji**, and **Granny Smith**. Varietal Pears now available: **Bosc**, **Seckel**, **Comice** and **Red Pears**.

AVOCADOS

Market has abundant supplies of Mexican Hass; however, we at VegiWorks is only using Chilean ones as they have a better oil content and taste.

BERRIES

Last week's major rainstorm drenched local growing areas, dropping upwards of five inches in Watsonville, bringing the **Strawberry** harvest to an abrupt end. With the end of the strawberry season in Central California now upon us, the emphasis on growing areas has shifted to Oxnard in Southern California. Because the harvest is in the early stages, strawberries will be in extremely tight supply through next week. Rain has kept growers out of the fields. **Blueberries** from Argentina and Chile will become available next week. **Blackberries** will continue to be in extremely tight supply, with better availability on **Raspberries**.

CITRUS

Late-season **California Valencia oranges** are still available; the recent storm has slowed the harvest, allowing growers to extend the harvest. We do not expect to see any significant disruption in supply during the transition to new crop **Navel Oranges**. The harvest in Florida is now in full swing, providing an alternative to California oranges. The harvest in Texas is also getting underway, in addition to oranges from Mexico. Australian Navels are also available. Volume is increasing for new crop **Lemons** from Southern California and Western Arizona. Lemons from Mexico are in plentiful supply. The **Lime** harvest is in full production in Mexico. Prices have dropped to favorable levels. New crop **Desert Ruby Grapefruit** is now available from Arizona. Quality and taste are excellent. New crop **Pumelos** is now available.

MELONS

Cantaloupes are in tight supply with the season almost finished in California. **Honeydews** are being sourced from Arizona and Nogales, however supplies are limited. Regional **Watermelons** are in very light supply. The recent rainstorm damaged what was left.

MISC. FRUIT

The seedless **Green Thompson** harvest is winding down. Weather conditions have caused some issues with coloring for seedless **Red Crimson**. Availability is tight for full color Red Crimsons. Black seedless and Red Globes are available. **Central American Pineapple** will continue to have variable availability on various sizes through early November. Bright Red **Pomegranates**, Orange **Fuyu Persimmons** and **Quince** are now available.

Decoratives

Please inquire for current availability. Some items will require pre-ordering. For special uniform sizing, 48-hrs required.

*Autumn Leaves
Bales of Straw
Candy Apples
Corn Stalks
Gourds
Indian Corn
Mini Hay Bales
Strawberry Corn
Wheat Bundles
White Pumpkins
Sugar Pie Pumpkins
We-Be-Little Pumpkins
Mini Orange Pumpkins
Mini White Pumpkins*

Squashes

*Banana
Blue Hubbard
Buttercup
Butternut
Carnival
Cinderella Pumpkin
Delicata
Green Acorn
Jarrahdale Pumpkin
Kabocha
Red Kuri
Spaghetti
Turban*

AS ALWAYS, WE SINCERELY APPRECIATE YOUR BUSINESS. HAPPY EATING!

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