

# This Week's Specials



10 . 26 . 2009

Sugar Pie Pumpkins

\$ .55 / lb

Butternut Squash, 35#

\$ 12.95 / cs

Fresh Japanese Yuzu Limes, by the #

\$ 4.25 / lb

Fresh Cranberries - 24/12-oz bags

\$ 39.80/ cs

## In Season

- ▶ Brussels Sprouts
- ▶ Cardoon
- ▶ Salsify Root
- ▶ Quince
- ▶ Fennel
- ▶ Persimmon
- ▶ Sunchoke
- ▶ Winter Hard Shell Squashes
- ▶ Fingerling Potatoes
- ▶ Fall Decorative Items
- ▶ Pomegranates

## Satsuma Tangerine



Also known as **Satsuma Mandarins**. Fruit is medium to small and shaped like a flattened sphere; sometimes slightly necked; seedless with between 10-12 segments.

One of the most distinctive features of these citrus fruits is that when they are peeled, the segments of the fruit separate easily. These are usually bright orange with a thin, leathery rind. As the fruit matures, the surface becomes increasingly bumpy and the rind separates from the flesh.

Its delectably sweet pulp is sometimes slightly tart and is almost always seedless. The Satsuma is quite aromatic and less acidic than other mandarins. These super sweet treats are great for eating out of hand.

## Market Notes

- ▶ Very limited baby **Arugula** from Star and Jayleaf labels due to last week's rainstorm; quality is severely compromised: no shelf life and not very green
- ▶ **Figs** are DONE
- ▶ Last of the **Heirlooms Tomatoes**. Available are local **Vine-Ripes** and **Mixed Medley Cherry Tomatoes**, along with other **Cherry Tomatoes**
- ▶ Ocean Mist **Cardoon**, 48-hr Pre-Order. Cardoon looks like overgrown celery and tastes similar to an artichoke. Pale green and fibrous, its inner leaves can be used (after removing tough strings) as an asparagus or artichoke substitute. Cardoon must be cooked; steaming, sautéing, and baking are popular methods. Try adding to stir-fries, soups, stews, or serve cold with aioli.



## Halloween Laughs

- ▶ what do ghosts add to their morning cereal?  
**booberies**
- ▶ what would a vampire *never* order at a restaurant?  
**a stake sandwich**
- ▶ what do you call someone who puts poison in a person's corn flakes?  
**a cereal killer**

## Fall Back 1-Hour

Daylight Saving Time ends November 1.

Before going to bed this coming Saturday, set clocks and watches back one hour. 2:00 am becomes 1:00 am local time.



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# Market-at-a-Glance

## MISC. VEGGIES

Back to normal pricing on all **Broccoli** and **Cauliflower**. **Broccoli Crowns** have sized up better due to warm temperatures over this past week. The **Bunched Broccoli** is more readily available. **Asparagus** continues to be stable. Good production numbers continue on jumbo sizes out of Peru. **Green, Red, and Yellow Bell Peppers** from Central California are becoming limited as they are on their seasonal decline. Demand is strong for California **Celery**, with current high prices expected to continue through Thanksgiving. **Chinese Napa Cabbage** is in extremely tight supply, and prices remain at the extreme. Due to cooler weather, California **Carrots** are slow to size up.

## LETTUCE

Recent lettuce prices are much higher than average. Relief is not expected until we fully get into the new desert fields, perhaps not until Thanksgiving. Until then, we could see some extreme pricing and product shortages. Harvest yields continue to remain very low, only half of normal. With Lettuce plants saturated with water, common issues are rusting and pinking on the ribs. Some growers are reporting that translucent water spots on **Green** and **Red Leaf Lettuces**. The harvest transition for **Iceberg, Romaine, and Leaf Lettuces** from the Salinas Valley to the Central San Joaquin Valley has started and by next week, Iceberg will be shipped primarily from Huron. Due to a severe water shortage in the San Joaquin Valley, planted acreage has dropped significantly. **Romaine Hearts** continue to be light in availability. **Spring Mix** supplies have tightened, as the transition to desert growing begins. Yields have dropped for **Baby Spinach** due to the recent storm. **Arugula** will continue to be in extremely tight supply.

## SPRING MIX

As it happens each year, harvest yields can really dip due to the cooler and wet weather conditions. We are seeing very tight supplies for Baby Arugula and Baby Spinach. These two greens are especially susceptible to quality issues during times of rain as they grow so low to the ground. We are expected to see extreme pricing on the available stock.

## ONIONS | POTATOES

The growers have finished their **Onion** harvests and yields were lower from prior year so we will be looking at higher prices in November. To accompany heartier fall dishes, available are specialty fingerling potatoes: **Russian, French, and Purple Peruvian**. They will add wonderful color to your dish. Along with these fingerlings, we also have **Red, Yellow** and **White Potatoes**.

## TOMATOES

Rains and wind in California's San Joaquin Valley all but ended the season. Market volatility is expected for all tomato types, which includes **Cherry, Grape** and **Roma** Tomatoes. Some shippers are speculating there will be light availability depending on how much damage there is in the fields from the past rain. Pricing for Romas are a better deal than **Round, Slicing Tomatoes**. Prices are also moving higher for **Cherry** and **Grape** tomatoes.

## APPLES | PEARS

Pink Pearl apples are finished. 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

Abundant supplies of **Avocado**, with heavy production in Mexico and Chile. A wide range in price exists according to size. Oil content is increasing and taste continues to improve.



## BERRIES

Following the unseasonable recent rains, California **Strawberries** continue to be in very short supply. This will have a big impact on overall supplies and pricing. This time of year, fields in Oxnard and Santa Maria become the main source for Strawberries. Mexico is also starting their season, which should help with supplies. Cold weather in Argentina has delayed the start of their **Blueberry** harvest. Prices are climbing and are quite pricey. The main pack size will be 4.4-oz and will move into the bigger packs as production increases. **Raspberry** production remains consistent and quality remains good. **Blackberries** supplies are starting to increase out of Mexico.

## CITRUS

The season has finished for **California Valencia Oranges**. However, the citrus harvest is in full swing in Florida, including **Navel & Juicing Oranges, Grapefruit** and **Tangerines**. New crop **Ruby Grapefruit** is now available from Arizona. **Buddha Hand Citron** are available. **Lemons** are in plentiful supply for most sizes, with moderate availability for the larger 95s and 115s. The **Lime** harvest is in full production in Mexico. Prices have dropped to favorable levels. New crop **Pumelos** are now available, along with **Fairchild Tangerines** and **Satsuma Mandarins**.

## MELONS

**Cantaloupes** from Arizona are in much better production this week. Quality for the fall crop is excellent with moderate sugar levels. **Honeydews** are in better supply with both production from Arizona and Mexico increasing. **Watermelons** are limited to mainly seeded watermelons this week with next week projected to yield more supplies of seedless.



## MISC. FRUIT

Orange **Fuyu Persimmons**, bright **Red Pomegranates**, and **Quince** are now available. Central American **Pineapple** will continue to have variable availability on various sizes through early November. **Mexican Pineapples** from Mexico do offer a competitive alternative. Even with the rains, **Kiwi Fruit** supplies are still very good. Seedless **Green Grapes** are very scarce and what is left is very sporadic when it comes to quality. Supplies look to remain very low. Seedless **Red Crimson Grapes** look to remain steady through this week.

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

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