



This Week's Specials

Organic Fuyu Persimmons, 25-count

\$ 12.50 / flt

Pineapple Quince, 30/32-count

\$ 19.50 / cs

Meyer Lemons, Conventional

\$ 1.75 / lb

Treviso Radicchio, 10-count

\$ 18.50 / cs



11 . 09 . 2009

MARKET NOTES

- **Broccoli & Cauliflower:** light supplies and only fair quality
- **Leaf Lettuces | Seasonal Mixes | Spinach:** no relief in sight as substantial damage has occurred on these corps. Quality levels are fair at best and carton weights have declined for many lots. Main problems are mildew, bacterial spots, ribby and twisty leaves, plus fringe burn
- Prices for both **Romaine** and **Romaine Hearts** have gone to an all-time high with sub-par quality. We are waiting for harvest from Yuma, AZ to start up some time in the next week or two to fill in for the short volume
- **Strawberries** are very limited and will be for the coming weeks
- California Valencias **Oranges** are finished for the season. We will be switching over to ones from Texas. Color is still very light but has decent sugar level
- **Cantaloupe & Honeydew Melons:** early season melons are green and low sugar...best alternatives are the orange-flesh honeydew and Tuscan cantaloupes
- Due to the cold weather, **Yah-Whoo Micro Greens** will be out of stock until further notice
- **Heirloom Tomatoes | Figs | Concord Grapes:** DONE

In Season



- FRESH CRANBERRIES
- SATSUMA MANDARINS
- APPLES & PEARS
- POMEGRANATES
- PUMELO
- BRUSSELS SPROUTS
- TURNIPS
- RUTABAGAS
- BEETS & RADISHES
- SALSIFY ROOT
- QUINCE
- LEEKS & FENNEL
- CHARDS & KALES
- CABBAGE
- PERSIMMON
- ASIAN PEARS
- SUN CHOKE
- FINGERLING POTATOES
- WINTER HARD SQUASHES
- FALL DECORATIVES



November Holiday Schedule

November 11th
Wednesday

Veterans Day

OPEN

November 26th
Thursday

Thanksgiving's
Day

CLOSED

November 27th
Friday

Day After
Thanksgiving's

CLOSED



November 28th
Saturday

Regular Service

OPEN

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Market-at-a-Glance

MISC. VEGGIES and ETC.

Gold Chanterelles steady. **Fresh Porcini** will be available for next two weeks. Great value on **Globe Eggplants**. The new crop **Asparagus** harvest in Mexico has not met initial expectations, with Hurricane Rick hitting the growing areas during mid-October, causing up to half of the fall season's production to be lost. Strong holiday demand has also pushed prices higher. As we approach the Thanksgiving holiday, current high prices will remain for **Bunched Broccoli**, **Broccoli Crowns** and **Celery**. Strong holiday demand, combined with weather-induced gaps in planting will continue to keep prices high. Quality for broccoli is typical for this time year, with a purple caste in the heads and a "branchy" appearance to the stalk. Recent cool weather in California has resulted in smaller than normal size for the Carrot crops. Production has dropped on **Jumbo Carrots** and prices have inched upwards. Carrot supply is expected to be tight until the end of the year. As we approach the harvest area transition from Central California to the southwestern desert areas, various items will be in tight supply, including **Curly & Italian Parsley**, **Chinese Napa Cabbage**, **Red Cabbage** and **Bunched Spinach**. However, excellent quality **Green Cabbage**, **Kale**, and **Leeks** are all in good supply. As more supplies of **Green Zucchini**, **Yellow Squash**, and conventional **Cucumbers** are being harvested from Nogales, prices are lower this week. Prices remain high for **Green Bell Peppers**. New crop **Blue Lake Beans** is expected by next week from Nogales. **Cilantro**, **Tomatillo**, and **Red Fresno Chile Peppers** all have limited availability.

LETTUCE | SEASONAL MIXES

Unseasonable weather conditions that occurred during September and October resulted in substantial damage to the late season harvest for various items in Central California, including Romaine, Red Leaf, Butter, Green Leaf and Iceberg. Hot weather conditions, followed by heavy rain, again followed by heat and then high winds have significantly affected crop condition and shelf life. Bacterial leaf spotting, in addition to other quality issues, have caused a drastic reduction in yield. Growers are making every effort to maintain quality levels, however head size is small and carton weights have declined.

As **Seasonal Mix** items begin the transition to new growing regions, shortages of varying degrees are typical and this year looks to be especially challenging given the growing conditions in Central California this fall. Yields remain low in these late season fields and supplies will remain light as the season quickly winds down.

ONIONS | POTATOES | TOMATOES

As reported earlier, Onion productions are down from last year so we will see some higher prices in this market. Good supplies of **Red**, **Yellow**, and **White potatoes** from both North Dakota and Washington. Available Specialty fingerling potatoes: **Russian Banana**, **French**, and **Purple Peruvian**. They will add wonderful color to your dish.

The Tomato market has experienced a steep drop in production due to growing conditions in the various growing regions. Recent cold weather in Baja California and Mexico has caused a gap in production. An extended period of unseasonably hot weather that occurred in Florida during September and October has resulted in damage to

the crop, causing a three-week delay in achieving full production for **Round Slicing Tomatoes** and **Romas**. Prices will continue to move significantly higher through Thanksgiving.

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**, **Forelle**, **French Butter**, **Seckel**, **Comice** and **Red Pears**.

AVOCADOS

Hass Avocados from Chile and Mexico continue with plentiful supplies on the 48-counts. Recent price declines have stabilized. Avocados from Chile and Mexico have improved oil content...eating quality is excellent. Abundant supplies will be available through December.

BERRIES

Strawberries continue to be in extremely tight supply for premium quality fruit. Production is increasing for Mexican **Blackberries** and **Raspberries**; prices have dropped somewhat to more favorable levels. **Blueberries** from Argentina are now available, and Chile is also starting...we hope to see more competitive prices as volume between these two production areas increases.

CITRUS

Sunburst Tangerines (an early honey variety) are now available from Florida. New crop California **Pumelos** is now available. Flavor is very similar to that of grapefruits. Coming into season are **Buddha Hand Citrons**, **Fairchild Tangerines** and **Satsuma Mandarins**. Starting next week, we will be carrying from *Rising C Farms* out of Madera County their **Satsumas** with stem and leaves. We have conventional **Meyer Lemons** from *Bee Sweet* on special this week: **\$1.75** per pound. Desert **Ruby Grapefruit** is now available from Arizona...both quality and taste is excellent. The harvest is also underway in Texas for Navels, Juicing Oranges and Grapefruit. Current high price levels for new crop **Navel Oranges** are expected to begin to ease by mid-November. **Lemons** are in good supply, with product available from a number of areas, including Arizona, California and Mexico. The Mexican **Lime** harvest is in full production and prices continue to slide.

MELONS

The fall melon harvest continues in Arizona...prices remain steady for most sizes of **Cantaloupes**. **Honeydews** from Mexico are in good supply with very competitive pricing. Regular and seedless **Watermelons** from Northern Mexico continue with plentiful supplies and favorable prices. We expect to see higher prices by mid-November, when a gap in production will occur.

MISC. FRUIT

Seedless **Black Grapes** are essentially finished. Prices for both seedless **Red Crimson** and **Green Thompson Grapes** are high; supplies are limited. Expect the market to continue rising next week. New crop California **Kiwi Fruit** is now available, along with **Pomegranates**, **Fuyu** and **Hachiya Persimmons**, and **Quince**. Central American **Pineapple** will continue to have variable availability on various sizes through November.

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

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