



This Week's Specials

Organic Fuyu Persimmons, 25-count
Pineapple Quince, 30/32-count
Meyer Lemons, Conventional
Treviso Radicchio, 10-count



\$ 12.50 / flt
\$ 19.50 / cs
\$ 1.75 / lb
\$ 18.50 / cs

11 . 16 . 2009

MARKET NOTES

- **Artichokes:** Product is tight with light supplies for the remainder of the month
- **Lettuces:** Harvesting of new crops from Yuma and Huron has finally started, market remains steady with the exception on Romaine. Extremely pricey and low stock
- **Romaine Hearts:** pricing will be in the high range of \$50 - \$60 per case
- Quality of **Strawberries** are looking better this week and prices are down...YEA!!!!
- **Tomatoes:** Florida's bad weather = East Coast Pull = Higher Prices for 2-layer **Round Slicing Tomatoes** and **Romas**
- **Rainbow Carrots-** Faurot label is gapping. We will substitute with organic ones from Coke Farm
- **Navel Oranges** are coloring up nicely, juicy but not that sweet yet
- **Key Limes** are now available
- **Yellow Squash, Green Zucchini, Cucumbers, Eggplant** and **Melons** are all now harvested from Nogales, Mexico



November 26th

Thursday
Thanksgiving's Day

CLOSED

November 27th

Friday
Day After Thanksgiving's

CLOSED

November 28th

Saturday
Regular Service

OPEN

VegiViews
VegiViews



In SEASON



- Fresh Cranberries
- Satsumas
- Apples & Pears
- Pomegranates
- Pumelo
- Meyer Lemons
- Buddha Hand Citrons
- Brussels Sprouts

- Broccoli
- Parsnips
- Turnips
- Rutabagas
- Cardoons
- Celery Root
- Beets
- Radishes

- Salsify Root
- Quince
- Broccoli Rabe
- Leeks
- Fennel
- Purple Okinawan Potatoes
- Chards
- Kales

- Cabbage
- Persimmon
- Asian Pears
- Sweet Potatoes
- Yams
- Sun Choke
- Fingerling Potatoes
- Winter Squashes

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Market-at-a-Glance

MISC. VEGGIES

Availability of **Asparagus** from Peru has improved this week. The new crop **Asparagus** harvest in Mexico has not met initial expectations. As we continue with the harvest transition from Central California to the southwestern desert regions, various items will be in tight supply, including **Curly** and **Italian Parsley**, **Red Cabbage** and **Bunched Spinach**. Price levels continue to be high for **Bunched Broccoli**, **Broccoli Crowns** and **Cauliflower**. Cool weather is slowing growth and reducing supplies. Large sized **Celery** is in tight supply during this period of cold weather and seasonally high demand for Thanksgiving. Production is increasing for **Green Bell Peppers** in the Coachella Valley of California, thus bringing down the prices. **Red Bell Peppers** availability is adequate and prices are steady. All local **Blue Lake Beans** are finished.

LETTUCE | SEASONAL MIXES

California growers continue to battle the shortage of **Romaine** and other **Lettuce** crop items. Romaine yields continue to fall far short of seasonal averages due to quality issues. Availability will tighten even more for late week shipments as the harvest in the Central San Joaquin Valley winds down. Prices for Romaine have advanced to extreme levels. Average Romaine heads are only medium size due to the extensive trimming of the outer leaves in order to minimize quality issues.

Iceberg supplies are limited in California and Arizona. New crop harvesting is starting in Yuma. Expect increased stocks by next week. Overall quality is good except for the occasional wind burn on the outer leaves. **Leaf Lettuces** prices are stable despite tight supplies. The Yuma season is starting this week. The California season is ending.

Availability has improved somewhat for **Seasonal Mix** growers. End-of-season quality continues to be variable for both **Baby Spinach** and **Arugula**.

ONIONS | POTATOES

The quality for **Onions** are all-around excellent. Good availability on **Red**, **Yellow** and **Whites**.

New crop **Norkotahs Russets** are available from Washington. Colorado is going strong with new crop supplies as well. North Dakota and Wisconsin have good supplies of **Red**, **Yellow** and **White Potatoes**. Southern Washington has finished up for the most part on **Colored Potatoes**. Available Specialty fingerling potatoes: **Russian Banana**, **French**, and **Purple Peruvian**. They will add wonderful color to your dish.

TOMATOES

Tomatoes continue to be in extremely tight supply due to growing conditions in the various growing regions. Recent cold weather in Baja California and Mexico has caused a gap in production. Prices will continue to move significantly higher through Thanksgiving.

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

AVOCADOS

Chilean Hass is at peak season for oil content, providing for excellent taste. Mexican Hass also has great flavor. New crop Hass from California will become available by mid-December.

BERRIES

Strawberry production has rebounded. Although a wide range in quality exists, the strawberry harvest in Central California districts has produced surprisingly high quality late-season berries. Production continues to increase for Mexican **Blackberries** and **Raspberries**; prices have dropped to favorable levels. **Blueberries** from Argentina are now available with Chile also starting. We should see more competitive pricing as volume between these two production areas increases.

CITRUS

Desert **Ruby Grapefruit** has excellent flavor. Supplies have tightened for Mexican **Limes**, as we are currently in transition between growing areas. There has been a moderate increase in pricing. New crop **Navel Oranges** are in good supply for most sizes with the exception of the smaller sized 138s. The citrus harvest is in full swing in Florida, including **Navel** and **Juice Oranges**, **Grapefruit** and **Tangerines**. **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**. We currently have in stock 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. **Lemons** are in good supply, with product available from a number of areas, including Arizona, California and Mexico.

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

Black Grapes are almost done. **Green Grapes** are showing some amber cast due to storage. Color is very light in the **Red Crimson** variety. The stock for California Grape market is very limited. Expect prices to continue climbing. There will be a harvesting gap between the California and Chilean seasons (between late-November and early-January). Look for prices to rise as the season progresses. New crop **California Kiwi Fruit** is now available. **Fuyu** and **Hachiya Persimmons**, along with **Pomegranates** are in season. **Chilean Cherries** are expected by next week or so; however it's going to be real pricey in the \$70 range for a case of 11#.

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

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