



12 . 14 . 2009

# This Week's Specials



**Meyer Lemon**  
Conventional

**\$1.00** / lb

**Moro Blood Orange**  
Cal-Specialty, 38#

**\$29.00** / cs

**Cara Cara Navel**  
SunKist, 72-Count

**\$24.00** / cs

**Parsnip Root**  
20# Sack

**\$18.95** / sk

## MARKET NOTES

Heavy rain from this weekend in California as well as unseasonably COLD and FROSTY conditions will have a major impact on the majority of crops

The cold, wet weather this past week has also created an extreme shortage for **Celery**. These conditions made it hard to get into the fields to harvest

**Figs:** officially FINISHED for season

Out of Stock on **Epic Roots Mache**. We will be subbing with Babe Farm label

**Strawberry:** All rained out. Poor quality with mostly white shoulders and water soaked fruit; along with some light decay and bruising

**Scarborough Frisee** will be out until end of the week at least. We will be subbing with Coke Farm and Faurot Ranch labels

**Lettuce** Items: All prices are lower

This will be the last couple of weeks for good, firm quality **Fuyu Persimmons**

**NEW**

Organic **Del Cabo Crenshaw Melons**  
22# Case

## In Season

### CITRUS

Moro Blood Orange  
Cara-Cara Navel Orange  
Clementine Tangerine  
Meyer Lemon  
Satsuma Mandarin  
Navel Orange

### ROOT VEGGIES

Celery Root  
Fennel (Sweet Anise)  
Kohlrabi ... Salsify ... Radishes  
Sunchoke ... Radicchio

### Hearty GREENS

Lacinato Kale (Black Dino)  
Curly Kale  
Rapini (Broccoli Rabe)  
Cabbage ... Chicories  
Collard Greens

### ONIONS

Cipollini Onions ... Pearl Onions

### FRUIT

Kiwi Fruit  
Persimmon  
Pomegranate ... Quince  
Cranberries ... Wild Huckleberries



**December 25th**

Friday

Christmas Day

**CLOSED**

**December 26th**

Saturday

Regular Service

**OPEN**

**VeggieViews**

VegiWorks, Inc.  
1910 Jerrold Avenue  
San Fran., CA 94124  
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sales@vegiworks.com

# Market-at-a-Glance

## LETTUCES

Growers are gradually coming into sync with harvest schedules for **Iceberg Lettuce** in the Imperial Valley and Arizona. Head size and weights are increasing. Quality is generally very good, however with the recent cold weather; epidermal peeling is beginning to appear. Availability is also improving for **Romaine**, although **Romaine Hearts** continue to be in short supply and are priced at a substantial premium. **Baby Spinach** availability will depend on the variable weather conditions.

## ONIONS | POTATOES

Excellent quality and competitive prices on **Onions**. Washington **Norkotahs Russets** are going strong with good quality and availability. North Dakota and Wisconsin have good supplies of **Red**, **Yellow** and **White** potatoes. Available Specialty fingerling potatoes: **Russian Banana**, **French**, and **Purple Peruvian**.

## TOMATOES

We have no relief yet in the **Tomato** market. Supplies remain tight and prices extreme for **Round**, **Slicing Tomatoes**. Demand is also brisk for **Romas**. The harvest in Mexico is two weeks behind schedule with very limited production. Baja California growers continue to suffer low yields. **Grape** and **Cherry tomatoes** are also in extremely tight supply.

## MISC. VEGGIES

Prices for **Asparagus** will be stable for now until we get closer to the Christmas pull. **Broccoli** supplies have tightened considerably for both **Bunched** and **Crowns** due to cold weather in both Oxnard and Santa Maria, CA.. Prices are on the rise. Availability for broccoli from Mexico is also very limited. There are adequate stocks of **Cauliflower** and prices are holding steady. **Green Bells** are in plentiful supply with very competitive prices. Last pick of **Green Bells** from the Coachella Valley before transitioning over to Mexico. **Red Bells** are in short supply. Demand exceeds light supply for **Celery**, with Southern California currently the only growing area. Recent weather conditions have slowed plant growth and harvesting. Prices have increased to extreme levels and are expected to continue to rise. Tight market conditions continue for **Carrots**. Growers are experiencing continued light yields. California **Leeks** are in tight supply, along with **Curly & Italian Parsley**, **Snow Peas** and **Snap Peas**. Prices for **Cucumbers** have increased as cooler weather in Mexico is slowing production. Mexico's squash supplies are very good on both **Italian Green Zucchini** and **Yellow Squash**.

## APPLES | PEARS

Washington apples are in good supply. Varieties include Braeburn, Fuji, Gala, Golden Delicious, Granny Smith and Red Delicious. Pears available, including Bartlett, Bosc and D'Anjou varieties.

## AVOCADOS

**Hass Avocados** from Mexico and Chile continue with good supplies, and high oil content gives the fruit excellent flavor. The best value continues to be on the smaller 60-count size. The California harvest is expected to begin in early January.

## BERRIES

Adverse weather conditions have effectively shut down the **Strawberry** harvest in California. Demand exceeds supply. The early season harvest in Florida is getting underway. **Blackberries** and **Raspberries** are in good supply from Mexico. The **Blueberry** harvest is quickly winding down in Argentina; Chile will soon become the primary growing area. We do not expect to see any significant increase in **Strawberry** availability until early January.

## CITRUS

California **Navel Oranges** are in plentiful supply for all sizes and grades. Quality is outstanding. The harvest is underway in Texas for domestically grown **Hamlin Juicing Oranges**, Navels and Grapefruit.

New crop **Limes** from Mexico are in plentiful supply for the large sized 110s & 150s.

**Lemons** are in good supply, with the exception of the small sizes (200s & 235s).

The size profile has been reversed this season, with the crop heavy to the larger sizes. The lemon harvest in Mexico has finished, and this has further contributed to the shortage of small sized lemons.

The small sizes will continue to be in tight supply until early February, when the lemon harvest will begin in Ventura County. **Grapefruit** is in tight supply. A great variety of citrus is available; including **Meyer Lemons**, **Moro Blood Oranges**, **Cara-Cara Navels**, **Satsuma Mandarins**, **Fairchild Tangerines**, **Pumelos**, **Oro Blancos**, **Clementine Mandarins**, and **Minneola Tangelos**. In season are **Buddha Hand Citrons**, **Key Limes** and **Kumquats**.

## MELONS

**Cantaloupes** from Guatemala are now available, with good supplies on the large sized 9-counts. **Honeydews** are in fair supply at comparatively higher prices. **Watermelon** prices are high. We will not see any meaningful increase in production until the harvest returns to Northern Mexico (Sonora) in April.

## MISC. FRUIT

The harvest is quickly winding down for **California Grapes**. Chilean grapes are due to arrive by late-December. California **Kiwi Fruit** is in good supply and quality continues to be very good. Central American **Pineapple** is in good supply. There are still excellent supplies of domestic fall fruit items available like **Pomegranates** and **Quince**.

