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# MARKET OUTLOOK

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## DRY FARMED POTATOES

In the spirit of our New Years Resolution to offer our customers a new produce or specialty item each month, this week we bring back new crop dry farmed potatoes from **Little Organic Farm**. David Little, farmer-in-chief, grows over 20 varieties of organic heirloom potatoes, all of which are dry farmed. The farm is located between **Petaluma** and **Tomaes** (Marin County) where the distinct coastal environment contributes to this particular method of farming. Dry farming is a particular way of working the soil that requires no additional irrigation beyond the existing ground water. Dry farmed potatoes, as well as other crops that are farmed using this method are known to have better flavor because, as David explains, "it's simpler, less water, more flavor". When tasting these potatoes we did find them to have a distinct more concentrated potato flavor than the potatoes that we are used to using-due in most part to the dry farm technique. The potatoes are planted in the spring and harvesting begins after 90 days and continues throughout the fall. New crop potatoes, those that are harvested first, are higher in sugar content and the skin is loose. It is during storage in winter that the sugar turns to starch and the skin becomes firm around the flesh. There is some dirt that remains on the skin and the potatoes need to be rinsed and cleaned before use. They are best when simply prepared-baked and served whole or sliced; mashed, with skin left on, using a minimum of additional ingredients beyond salt and a little olive oil. We are offering the following varieties: **German Butterball**-Brown skin, yellow flesh, creamy flavor. Great mashed. **Yellow Finn**-Waxy brown skin, yellow flesh, creamy like Butterball with a bit more starch. **Laratte**-Small fingerling potato-nutty flavor, smooth buttery texture. Best roasted or boiled and mashed. **French Fingerling**-Shiny reddish skin, creamy flesh, great roasted. Potatoes are sized from 'A' (large), 'B' (medium), 'C' (small). These potatoes are a B/C mix. Dry Farm Organic Potatoes-25#-\$54.75. Now it's time to do your part-support our local farmers by finding a way to use these unique potatoes on your menus. Enjoy the harvest.



JANUARY 9, 2014

## Local Blood Oranges



This week we are offering local Blood Oranges from **Twin Peaks Orchards**, located in Newcastle, CA. A long established grower in **Placer County**, Twin Peaks has an established presence in our company as they supply us with a variety of stone fruit in the summer, persimmons in early winter and citrus in late winter and early spring. Twin Peaks employs principles of sustainable farming to maintain their extensive varieties of fruit trees. Blood oranges are characterized with an interesting and complex flavor when compared to other oranges. The juice is tart and rich with a hint of raspberry and less acidic than regular oranges. Early season Blood oranges have orange flesh with reddish veins and, as the season progresses, the flavor intensifies as the flesh eventually turns to a vivid crimson color. The degree of coloration in both flesh and skin depends on light, temperature and variety. **Moro** and **Tarocco** are the two varieties most common to our market and the Moro variety is more popular as the season is longer and the distinctive color more prevalent. 25# case/ \$41.75 also available by the pound.

**"Farm to you overnight"**

## MARKET MOVERS



**Apples**-All local and Apple Hill varieties are finished for the season. **Avocado**-Mexican fruit has been consistently good with a steady market. **Berries**-Strawberries from Oxnard have been very nice. Winter varieties are very resistant to inclement weather. The market is down into the high 20's. Stemberries are extra large and very nice. Blackberries are in the mid 20's, Blueberries in the mid 30's, and Raspberries in the high 30's. **Citrus**-Lime market is escalating into mid 30's. Due to weather issues in South America. Oranges and Lemons are up slightly as damage from December freeze becomes apparent. Local Blood Oranges from Twin Peaks have started this week. **Melons**-Cantaloupes from South America



very strong in the high 20's. Honeydews from Mexico are up slightly, in the mid 20's. **Pears**-Bartletts will finish in a week or so. We will switch to D'Anjous from the Northwest. Red D'Anjou, Bosc, Comice and Asian Pears are available. **Specialty**-Cinnamon persimmons are done and fuyus will finish soon. **Artichokes**-Coastal growers continue to fight lack of growth and extreme frost damage from December freeze. "Seeded" or thornless variety from Coachella are available. The market is very strong; 18's in mid 40's, 24's in low 40's, 36's in high 30's, and large



loose (Baby) in mid 40's. No small loose at this time. **Asparagus**-Imported from Peru. The market is very strong in the mid 50's. New crop Mexican grass will start later this month. **Beans**-Bluelakes from Coachella have been very nice. The market is in mid 30's. Baby French from Mexico are available. No Yellow wax Beans of quality. **Broccoli**-The market is up slightly into the high teens. **Brussels Sprouts**-Outstanding, locally sourced sprouts from Monterey Coastal growers. The market is down in the high 30's. **Cabbage**-The Green Cabbage market is extremely high due to lack of acreage and freeze damage. The market is in the mid 30's. **Cauliflower**-The market is easing into the low 20's. Green, Orange, & Purple available. Romanesco availability is very limited. Currently stocking smaller sized cases. The market is in the high



30's. **Celery**-The market is down slightly in the high teens. **Corn**-Yellow and White from Coachella is very reasonable in high 20's. Ears are medium to large size. **Cucumbers**-Slicing Cukes and English Cukes are from Mexico. **Lettuce**-Iceberg is in the mid teens. Leaf lettuces are up slightly. All product from "desert" region. **Bell Peppers**-Green bells will escalate due to freeze in Florida. **Squash**-Italian Squash market is up slightly in the low 20's. Winter squash-Local Butternut & Spaghetti should finish next week. Kabocha currently arriving from Mexico. **Tomatoes**-The market finally easing into low 20's on all round sizes and Roma. Mexican production has been very good. **Wild Mushrooms**-Chanterelles are done. Hedgehogs (high teens) and Black Trumpets (mid 20's).



## LOCAL FARMS

### Yeung Farms-

Butternut Squash 35# case/piece  
Acorn Squash-35# case/piece



### Riverdog Farm-

Bloomsdale Spinach-4#  
Leeks-12 bunch  
Celery Root-12 each  
Watermelon Radish-10#  
Black Radish-#



### Del Rio-

Nettles-2#  
Pea Shoots-2#  
Fava Greens-2#  
Arugula Rapini-4#  
Red Frisee Mustard-2#  
Arugula & Mizuna-4#  
Spring Mix-2#  
Braising Mix-4#  
Heirloom Winter Squash-#  
Red Sunchokes-5#



### Capay

### Organics--

Red Chard-12 bunch  
Rainbow Chard-12 bunch  
Dino Kale-12 bunch



### Twin Peaks Orchard

Blood Oranges-25#/pound  
Pummelo-14ct  
Melo Gold Grapefruit-16ct



**Buy Local, Buy Fresh, Buy the Best!**

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