



WWW.PRODUCEPLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525

JANUARY 16, 2014

Kale



ROMANESCO

Striking in appearance, Romanesco is an heirloom cauliflower, native to the Mediterranean coast. These florets form a pyramid of spiraling, pointed cones. It is sweet with a mild nutty flavor and absent the somewhat pungent flavor of cauliflower. 8ct case. \$35.75.

Dino Kale-An Italian heirloom variety with dark blue-green, narrow leaves up to a foot long. Heavily crinkled texture with strong flavor. Related to broccoli, cauliflower, Brussels sprouts and collard greens. Believed to have anti-cancer properties. Rich, sweet and earthy. Dino Kale makes great additions to soups and braises and are favored by a long, slow cooking process. Locally grown in Yolo County by Capay Organics. 12 bunch/case \$25.75.

WINTER BRASSICAS



This week we feature a variety of winter vegetables that belong to a rather large botanical family known as the brassicas. The most familiar vegetables in this group include Broccoli, Cauliflower, Cabbages, Brussels Sprouts, Radishes and Turnips. Though available year round, the majority of the group are recognized as 'cool season' crops and it is several of the lesser known members of this group that flourish and are quite popular at this time of year. **Kohlrabi**-Resembling a turnip with distinct protruding stalks topped with collard like leaves. Kohlrabi has tough, outer skin, either violet or green in color, and whitish green firm, crunchy flesh with a flavor similar to broccoli. **Broccoli Rabe**-A close relative to the turnip that looks like tiny bunches of broccoli on long stems nestled among spiky large leaves. A yellow flower or two may appear. Aggressive, pungent and bitter. **Cauliflower**-Along with broccoli, the most recognized variety of all the brassicas.



White cauliflower available by the piece or case. Green, Purple, Orange colored heads also available by the case as well as a mixed 'Carnival' case. **Brussels Sprouts**-A very versatile winter vegetable. They may be steamed, roasted, braised, sliced or shredded and sautéed. **Radishes**-Watermelon radishes and Black Spanish radishes available from Riverdog Farms. Sold by the pound.



Mixed Baby Kale-Young tender leaves best suited for a unique salad, a quick sauté, in pastas, sandwiches, and soups. Very mild with a flavor similar to baby arugula (with less bite). Its leaves are sturdier than those of many other baby lettuces, so baby kale salads can stand up to a wide array of ingredients and bolder flavors without being overwhelmed. 3# case. \$19.75



MARKET MOVERS



Avocado-The market is getting very strong. Mexican fruit will continue to escalate until California begins to harvest (early February??). **Berries**-Strawberry market will get stronger. Weather issues in Mexico and Florida, freeze has eliminated about 40% of normal supply. The market is currently in high 20's, Raspberries in the high 30's, Blueberries in the high 30's, and Blackberries in the high 20's due to rain in Mexico. **Citrus**-Orange market is very strong. The freeze damaged trees and has caused bloom drop which is drastically affecting supplies. The market is currently in the high 20's on all sizes. The Lime market is very strong as well and getting stronger-high 30's. Local Twin Peaks Blood Oranges have great color and flavor. Satsuma Mandarins will finish this weekend. We will switch to Paige Tangerines. **Grapes**-California Green Grapes are done. Chilean market is very strong-high 40's. We should have California



Red Grapes for another week or two. **Melons**-Cantaloupes and Honeydews from South America are very strong-high 20's. **Specialty**-All persimmons will be finished by this weekend. **Tropical**-Pineapple market is very strong. The market is expected to be in the mid 20's by the weekend. **Artichokes**-The market is down slightly. Chokes show minor frost damage but are overall pretty clean. **Asparagus**-Mexico harvesting new fields. The market is down considerably into the low 40's. 28# pound cases will start by the end of January as supplies greatly increase. **Beans**-Bluelake market is getting stronger currently in the high 30's. **Broccoli**-The market is stronger in the low 20's. **Brussels Sprouts**-The market is easing from coastal growers. Currently in the high 30's on 25# cases. **Cauliflower**-The market is stronger, in the mid 20's. Green, Orange, Purple, carnival and Romanesco available by the case only. **Celery**-The market is steady in the high teens. **Cucumbers**-The market is stronger from Mexico. **Lettuce**-Iceberg up slightly. Leaf Lettuces and Romaine Hearts are steady. **Peppers**-Bell peppers are in high demand. Florida freeze and Mexican showers causing supply issues. Greens in the high 20's, Reds in the low 30's, and Yellows in the mid 30's. **Squash**-Italian and Yellow markets up due to Mexican showers. The market will be in the mid 20's by the weekend. **Winter Squash**-Currently offering the last of Vierra Farms Butternut. Spaghetti and Kabocha are from Mexico. **Tomatoes**-The market is steady in the low 20's on all sizes and shapes. We are anticipating the market to escalate as damage from Florida freeze is accessed.



Wild Mushrooms-Chanterelles are done!! Hedgehog (high teens) and Black trumpets (high 20's) from Oregon are available. California season is non exist-

LOCAL FARMS

Vierra Farms-

Butternut Squash 35# case/piece



Riverdog Farm-

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

Del Rio Botanicals-

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-

Green Chard-12 bunch
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



Little Organic Farm-

Dry Farmed Potatoes
German Butterball-25#
Yellow Finn-25#
French Fingerling-25#

"Farm to you overnight"



Buy Local, Buy Fresh, Buy the Best!

WWW.PRODUCEPLUS.NET