



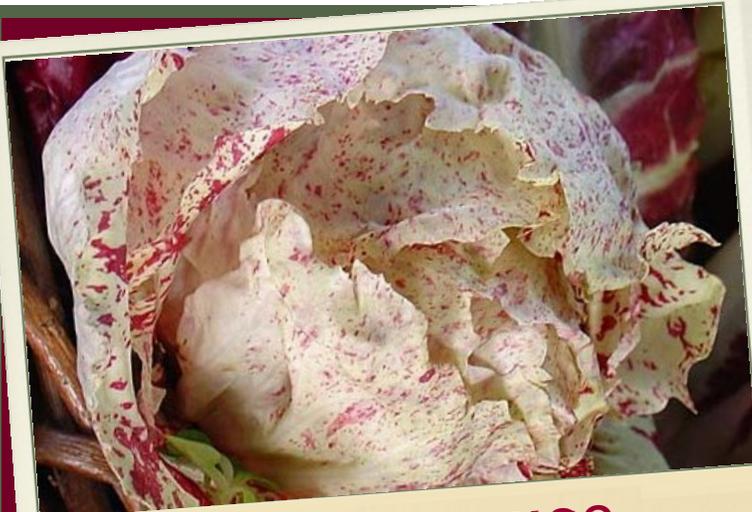
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# MARKET OUTLOOK

Call Today! 530 581-1525

JANUARY 23, 2013

On your menu this week



CASTELFRANCO

## CHICORIES & ENDIVES

Chicories & Endives are a closely related group of leafy vegetables that exhibit a variety of sizes, shapes, colors and textures and all have in common a particular flavor that ranges from mild to overly bitter. These vegetables, with the possible exception of Curly Endive (the most bitter), are quite versatile and may be used in any manner of culinary techniques. Some varieties-especially Belgian Endive, Radicchio and Escarole are excellent in salads and have a sturdy texture that makes them suitable for both braising and grilling. We offer the following varieties of Chicories & Endives. **Castelfranco**-A seasonal variety with the mildest flavor of all the chicories. Individual heads with attractive purple red fleck, creamy white leaves. **Radicchio**



-The "standard" variety of radicchio has deep red color with white veins, round, tight heads and firm leaves. **Treviso**-Treviso has the strongest flavor of all the radicchio varieties, wine red with narrow, white ribbed closed and elongated leaves. **Escarole**-A leafy type of Endive, with larger ruffled leaves and an open head. **Belgian Endive**-An ivory-white head with pale yellow-edged, closely wrapped leaves. Mildly bitter, tender, & juicy. **Red Endive**-A cross between white endive and Treviso with closely wrapped leaves, a mildly bitter, tender & juicy. **Curley Endive**-Bunches of long, deep green curly edged leaves with thin white ribs. It is both fibrous and bitter and is best when thoroughly cooked. **Puntarelle**-A long, spiky chicory. Its mild, bitter flavor blends the spiciness of arugula with the sweetness of fennel. **Frisee**-A smaller, lighter version of curly endive that results in delicate, slender curly leaves that range in color from ivory to apple green.



Some seasonal items to consider for your menus this week. **Hedgehog Mushrooms** from Oregon-dense, sweet, meaty and nutty. A perfect companion to **Pea Shoots** and **Fava Greens** from Del Rio Botanicals. Riverdog Farm has begun harvesting **Spring Garlic**. The tender shoots are 14-16 inches long and the diameter of your pinky



finger. Its sweet and delicate flavor pairs well with Little Organic Farms **Dry Farmed Potatoes**. German Butterball, Yellow Finn, Laratte, and French Fingerling have noticeably more flavor than their conventionally grown counterparts. **King Richards Leeks** will also complement the potatoes nicely. **Celery Root** is a nice option this time of year. Use with



other roots, such as parsnips and potatoes for pureed soups, as part of mixed roasted root vegetables, or julienned raw in salads & slaw. **Blood Oranges & Cara Cara Oranges** make colorful additions to desserts, cocktails & salads. Cara Cara Oranges are a type of navel orange with a distinctive pinkish red flesh that is characterized by a sweet cranberry-like flavor, seedless, tender and extremely juicy with bright citrus aromatics.



## MARKET MOVERS



**Avocado**-Market continues to creep upwards. Supplies from Mexico are tighter. Chilean fruit has numerous quality issues. The market is currently in the mid 40's on 60ct. **Berries**-Strawberry market is very tight. The market is up slightly in the high 20's. Florida experiencing freezing temperatures again this week. Blackberries in the high 20's, Blueberries in low 30's, and Raspberries are in the high 30's. Stemberries are available in the high 30's. **Citrus**-Oranges continue to escalate. All sizes are currently in the high 20's. Lime market is down slightly. Blood Oranges, Cara Cara, Satsumas and Meyer lemons continue from various California sources. Del Rio Kumquats available by the

case or pound. **Grapes**-California Red Grapes will finish next week. Green & Black seedless from Chile are very expensive-high 40's. **Melons**-Cantaloupe and Honeydews are in the high 20's-low 30's. Quality and flavor have been okay on Southern American fruit. Watermelon from Mexico are slightly higher. **Tropical**-Pineapple continues upward into mid 20's. Extremely short supplies from all Southern American regions. Mango market is slightly higher as many regions finish for the season. Currently sourcing product from Ecuador; Peru to follow. **Specialty**-All Persimmon varieties are done for the season. **Artichoke**-All sizes are relatively frost free. The market continues to improve. 18ct-low 30's, 24ct-low 30's, 36ct-high 20's. **Asparagus**-Supplies from Mexico continue to improve. The market will be in the low 30's by the weekend on 11# cases. 28# cases will start by early February. **Beans**-Bluelake market is very strong. Florida freeze will only make it stronger. French Beans have actually dropped into the mid 20's on 10# cases from Mexico. No Yellow Wax Beans of quality available. **Broccoli**-Market is easing into the high teens. **Brussels Sprouts**-Market continues to slide downward. Monterey County sprouts in the mid 20's. **Cabbage**-The market is improving but still strong on all varieties. **Carrots**-Baby Carrots, Baby Round Carrots, Baby Mixed Carrots available in 24ct cases. 5# Peeled Orange Carrots and Mixed available as well. **Cauliflower**-Market is easing into the low 20's. Green, Orange, Purple, Carnival, and Romanesco are available by the case. **Celery**-Market easing into high teens. **Lettuces**-Markets steady from desert region on all varieties including Romaine Hearts. **Peppers**-Florida freeze will affect supplies and cause east coast demand to switch to Mexico. Greens currently in the high 20's, Reds in mid 30's, & Yellow in high 30's. **Onions**-Market stronger on Yellow and Reds from Northwest. Export demand very high. Storage supplies are well below seasonal norms. **Tomatoes**-Market turning around and heading north again. Florida freeze as well as gapping caused by December freeze drastically affecting supplies. Mid 20's on all sizes anticipated by weekend.



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## LOCAL FARMS

**Vierra Farms**-  
Butternut Squash 35# case/piece

**Riverdog Farm**-  
Bloomsdale Spinach-4#  
Leeks-12 bunch  
Black Spanish Radish-#  
Watermelon Radish-10#  
Spring Garlic-10#  
Celery Root-12ea



**(Limited)** Heirloom Winter Squash-#  
Red Sunchokes-5#

**Twin Peaks Orchard**  
Blood Oranges-25# case/pound  
Melo Gold Grapefruit-16ct



**Little Organic Farm**-  
Dry Farmed Potatoes  
German Butterball-25#  
Yellow Finn-25#  
Laratte-25#  
French Fingerling-25#

**Capay Organic**-  
Green Chard-12 bunch  
Red Chard-12 bunch  
Rainbow Chard-12 bunch  
Dino Kale-12 bunch



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

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