



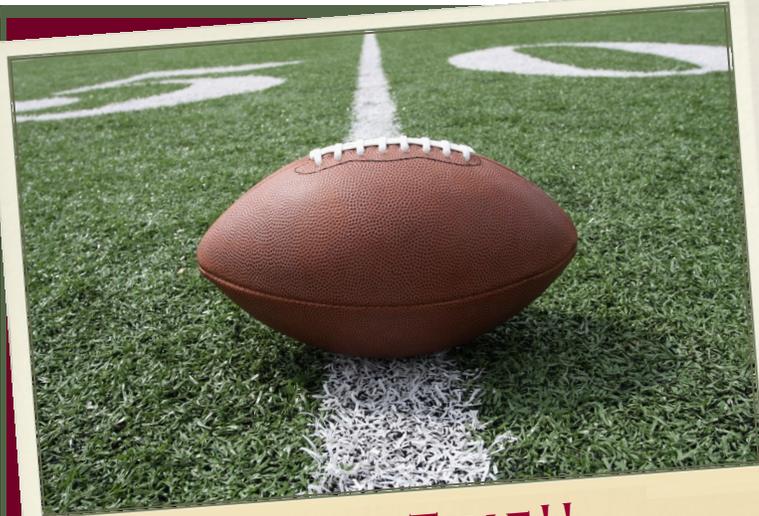
WWW.PRODUCEPLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525

JANUARY 30, 2014

Locally Made Tortillas



PARTY TIME!!

Weather you are rooting for Manning's second ring or loud mouth Sherman's first, make sure your nachos, chips, dips, tacos and burritos are made with these locally made ingredients. Go Broncos!!

QUESO SALAZAR

This week we are featuring a brand of three varietal cheeses that are closely associated with and are in fact an integral part of Mexican cuisine-**Queso Fresco**, **Oaxaca** and **Cotija** cheeses. The cheeses come to us from a small, family owned business operating out of a new facility in Brentwood, CA.-**Queso Salazar**. The Salazar family has been making Mexican style cheese for over 50 years. They make the cheeses in small batches using whole milk from a small herd of Holstein cows. The cheese making process uses a low temperature pasteurization technique that preserves the natural flavors while complying with industry standards regarding the proper use of fresh milk to make cheese. **Queso Fresco**-Creamy, soft and mild un-aged white cheese with a trademark salty-sour flavor used to garnish soups and tacos. 5# \$29.50. **Oaxaca**-Semi-soft, slightly acidic cheese often



called 'string cheese' as it pulls apart in a fashion similar to Italian mozzarella-perfect for quesadillas and for stuffing chilies and in vegetable dishes. 5# \$29.50. **Cotija**-Dry aged cheese, named after the town of origin in Michoacán-similar to Parmesan with a nutty-salty flavor, used crumbled over enchiladas and bean dishes. A popular street-vended treat in Mexico is a roasted ear of corn spread with mayonnaise and rolled in crumbled Cotija cheese then dusted with chili powder and lime juice. 7# \$38.50. These cheeses are easily adaptable for use in salads, pastas and gratins or substituting Oaxaca for mozzarella on creative pizzas for a more assertive flavor.



Madrid Santa Fe Trading Co.

is owned and operated by the Madrid family and is located in South Sacramento near the Metropolitan Airport. Madrid Santa Fe

offers a unique corn tortilla-**Mi Abuelita Bonita** or grandma's tortilla. These tortillas have intense corn flavor and are advertised as the 'closest to homemade as you can get.' **Sonora Corn Tortilla**-A traditional home-style tortilla perfect for tacos, enchiladas and eating out of hand. 6 inch size, 100ct case. **Green Chile Sonora Corn**-Fresh green chilies added to the traditional Sonora Corn tortillas. 6 inch size, 100ct case.

***Requires a 48 hour pre order.** **Sonora Blue Corn**-Traditional Sonora Corn tortillas made with organic coarse ground Blue Corn with Chia Seed and Quinoa incorporated for a hearty texture with earthy, nutty flavors. ***Requires a 48 hour pre-order.** The Madrid's bake fresh ingredients into their flour tortillas with no dyes or trans fats. We stock a limited supply of 12" Santa Fe Flour Tortillas-**Tomato**



Basil, New Mexico Red Chile, Spinach-Onion, Whole Wheat, & a Variety Pack. The following are packed 100/case, in 8", 10" or 12" size and available with a **48 hour pre order.** **Black Bean & Garlic, Garlic Butter, Chipotle, Rosemary & Olive, and Cinnamon & Sugar.**

MARKET MOVERS



Avocado-The market continues to be very strong from Mexico. California crop will be very light. Growers may begin harvesting minimal amounts as early as this week. Any help to increase supplies may help lower the

market. **Berries**-Strawberry quality has been outstanding. Lack of East Coast supply inflating West Coast market. Santa Maria (California) anticipating harvesting by Valentine's Day. Additional supplies could help ease holiday demand. Market will remain strong. Stemberries are available-always best to pre



order. Raspberries in the high 30's-supplies are very tight, Blackberries in the high 20's, and Blueberries in the low 30's. **Citrus**-Oranges continue to climb. Damage caused by freeze and lack of options nationwide drastically affecting supplies. **Grapes**-California Red Grapes will finish this week. Chilean market in the 40's. **Melons**-Cantaloupe (low 30's) and Honeydew (high 20's) from South America continue to be expensive. Watermelon quality



improving, market-pushing double digits. **Tropical**-Pineapples are steady. Supplies continue to be limited. Mangoes are seasonally challenged as new varieties and regions start. **Purees**-Meyer Lemon puree returns after a 6 month shortage. **Specialty**-All persimmon varieties

are done for the season. **Artichokes**-Relatively free of frost damage. All sizes are in the low 30's. **Asparagus**-New fields and regions have started in Mexico. Market is currently in high 40's on **28# cases**. Sizing typically large to extra large. California not expected to begin harvesting until March. **Beans**-Bluelake supplies are very light. The market is in high 40's on 30# cases. French Bean market is stronger-in the 30's. **Broccoli**-Excellent value mid teens on 18ct bunched or crowns. **Brussels Sprouts**-Seasonal favorites in low 20's from coastal growers. **Cabbage**-Green Cabbage finally back to normal (high teens). **Cauliflower**-Roller coaster ride heads upward into 20's. Green, Orange, Purple, Carnival, and Romanesco available by the case. **Celery**-Market continues to ease into high teens. **Cucumbers**-Slicing Cukes and English Cukes are steady in the high teens. Pickling, Persian and Japanese available by the case only. **Eggs**-The market is very strong due to weather issues and feed cost. **Lettuce**-The market is steady on Iceberg and all Leafs including Romaine Hearts. Very nice Baby Lettuces from Coachella for Valentine's Day menus. Varieties including Lola Rosa, Red Oak, Green Oak, Baby Green & Red Romaine, Baby Mixed, Artisan, and Little Gem. **Onions**-The market is still climbing as storage supplies dwindle. **Potatoes**-Very nice, clean Idaho grown 60ct potatoes are best option for frying. **Rhubarb**-The market is strong on 15# Hot House grown cases from Washington. Quality and color are good. **Tomatoes**-The market is steady in the 20's. East coast demand still causing inflated market. **Wild Mushrooms**-Lack of rain destroying seasonal availability. Oregon Hedgehogs are in the high teens.



"Farm to you overnight"



LOCAL FARMS

Vierra Farms-
Butternut Squash 35# case/piece

Riverdog Farm-

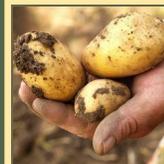
Bloomsdale Spinach-4#
Leeks-12 bunch
Black Spanish Radish-#
Watermelon Radish-10#
Spring Garlic-10#
Celery Root-12ea
Red Beets-25#



(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!

WWW.PRODUCEPLUS.NET