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# MARKET OUTLOOK

Call Today! 530-581-1525



LOCAL ENGLISH PEAS

The arrival of the freshly picked English Peas are a telltale sign of spring. In early March, Peas start their season in Mexico, and as the season progresses, they cross the boarder into Southern California and then move north to Watsonville on the Central Coast. English Peas from Watsonville began earlier this week. The tender, sweet, plump legumes must be shucked from their inedible pods and can be used in many culinary applications such as spring vegetable ragouts, purees, soups, and salads, or simply eaten raw right out of their pods. We are offering English Peas by the case and pound.

## APRIL IS ARTICHOKE MONTH



**Artichokes** are the edible, immature flower of a cultivated thistle plant. They were introduced to America by Italian immigrants who settled near Half Moon Bay around the turn of the century. Today, California produces 100% of all commercially grown artichokes in the United States with one particular variety, the green globe, dominating the market. The vast majority (84%) of the crop is planted and harvested in the Central Coast region in fields surrounding the towns of Salinas, Castroville and Monterey. Artichokes are available year round with peak season running March through May and a second crop occurring in the early fall. The size of an artichoke is determined by its placement on the plant. Artichokes at the top of the plant are enormous; those 'chokes growing midway are the more medium sized and those growing at the base of the plant become shaded by the leaves and are referred to as baby artichokes. Now is the time to use and enjoy fresh California artichokes. **Organic Purple Long Stem Artichokes** are also available from Del Rio Botanical in a 12ct case only.



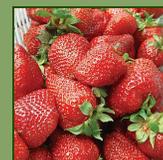
APRIL 10, 2014

## Avocado Oil



**Avocado Oil**, produced by **La Tourangelle** in Woodland is 100% pure, all-natural and handcrafted from fresh premium avocados. The beautiful emerald green oil has a nice fruity roundness that makes it appealing for both sweet and savory applications. Avocado oil can be used the same way you use your extra virgin olive oil. With a smoke point of 520°F, it is very practical to use in the kitchen for pretty much any application. On salads, it contributes a hint of avocado flavor, and is wonderful as a finishing oil. \$16.75/liter.

## STRAWBERRIES



After a brief hiatus caused by heavy rains, **V&M Farms** "Farmers Market" Strawberries are back. These Albion variety Strawberries are harvested, sorted, and packed by hand in Watsonville via Ainslee Urkofsky-Reyes. The berries are indicative of the quality of Strawberry you find at the Farmers Market. They are available in limited quantities and are meant to be used within 2-3 days. \$25.75/12 open-pint case only. Please specify **Farmers Market Strawberries** when ordering.

# MARKET MOVERS



**Avocado**-The market has been steady on California fruit. Quality has been very good.

**Berries**-The Strawberry market is up slightly due to heavy demand and East Coast pull. Plants stripped last week are still recovering. The market is in the high teens & will likely be higher for Easter week. Blackberries (Mexico) down slightly in high 20's. California grown Blueberries

are very strong. South American imports are done. The market is in the high 40's and climbing. Domestic Raspberries are shorter than anticipated. Supplies will be extremely tight for the next couple of weeks. We will be using other labels when Driscoll can't fill orders. The market is currently in the high 30's. **Citrus**-Limes continue to be very strong. Demand has eased substantially due to astronomical prices. Relief may come in next week or two as growing regions change. The market is still in the \$130 range. Navel Oranges continue to impress in quality and flavor. Supplies should finish very soon. Blood Oranges are done. **Grapes**-Chilean Grapes continue to escalate-Red's-high 30's, Blacks-mid 40's, and Greens-high 40's on 18# cases. **Melons**-Cantaloupes and Honeydews continue a slow slide in to low 20's. **Specialty**-Pomegranates are finally done for the season. Star Fruit available by the case or piece. **Tropical**-Pineapple market stronger in the low \$20's as Easter demand begins. Mangos



are very limited due to political (drug cartel) issues in Mexico. The market is currently in the mid teens. **Artichokes**-Seasonal favorite at its peak. All sizes are in the mid 20's, except babies in the low 40's. **Asparagus**-Limited to California harvest. (Mexico essentially done) The market is climbing into low 60's. Delta grown Delta Queen and Clements Ranch have been outstanding. Product arriving 5-6 days a week. Fresh, Fresh, Fresh!! **Beans**-California grown (Coachella) Bluelakes are very nice; the market is in the low 40's on 30# cases. **Broccoli**-Arriving locally from Vierra Farms and Salinas Valley. The market is in the mid teens on bunched and crowns. **Brussels Sprouts**-The market is very strong-high 40's. Quality of Mexican grown product is fair at best. Brussels Sprouts don't like heat. **Celery**-Market is slightly higher-high teens. **Lettuces**-Iceberg stronger as southern fields finish and northern fields struggle to meet demand. Leaf lettuces and Romaine Hearts up slightly as well. **Peppers**-The Green market is easing into the mid 20's, Reds & Golds are stronger-low 30's. **Onions**-The market is easing on storage product as new crop supplies begin. The market is down into the 20's on yellow and should continue to fall. **Tomatoes**-Markets "falling" into high teens on all sizes and shapes on Mexican grown product.



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*"Farm to you overnight"*

# LOCAL FARMS

## Riverdog Farm-

- Bloomsdale Spinach-4#
- Leeks-12 bunch
- Spring Garlic-10#
- Red Spring Onions-10#
- White Spring Onions-10#
- Green Chard-12 bunch
- Red Chard-12 bunch
- Purple Haze Carrots-(Pre-Order)



## Capay Organic-

- Nantes Carrots-24 bunch
- Red Beets-12 bunch

## Delta Queen

- Asparagus-28# or pound

## Sausalito Springs-

- Watercress-2#

# LOCAL FARM TOURS

The upcoming Spring and Summer months are a perfect time to see the bounty of produce our area has to offer. Many of our local farmers and growers love to have groups of chefs, sous chefs, pastry chefs, cooks, bartenders, servers and managers out to their farm to showcase their unique harvest. Being in the middle of a crop walking with the farmer, tasting things picked right out of the ground is a unique experience. If you would like to attend a farm tour in the coming months, please let us know by sending an email to [amber@produceplus.net](mailto:amber@produceplus.net)



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



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