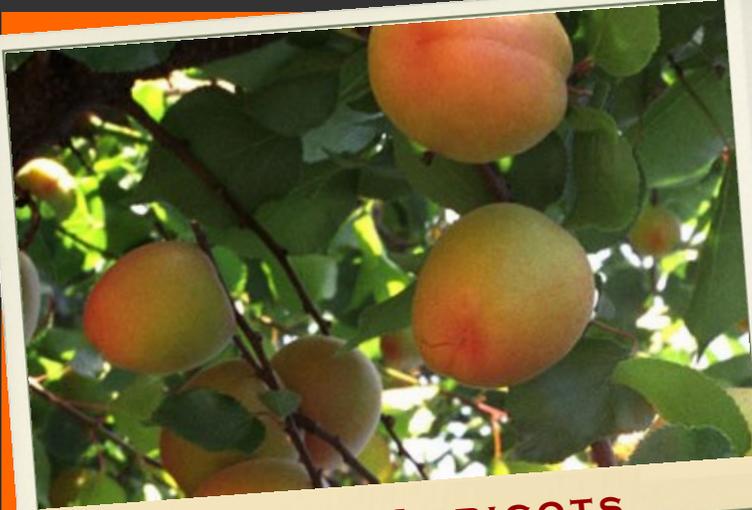


MARKET OUTLOOK

Call Today! 530 581-1525

MAY 15, 2014

Spring Fruit



APACHE APRICOTS

Apricots are an ancient fruit, probably first cultivated in China thousands of years ago and widely grown today throughout many Middle Eastern countries.

FROG HOLLOW FARM



This week we offer **Organic Apache Apricots** from **Frog Hollow Farm**. Located in Brentwood, the organic fruit from Frog Hollow is an established staple in many Bay Area restaurants and the farmer in chief, **Al Courchesne**, is a fixture at the San Francisco Ferry Plaza Farmer's Market. Until a few seasons ago, the legendary array of seasonal fruit from this farm has been unavailable in our area and we are pleased to be offering them to you again this year. The season for apricots is short and the fruit is delicate when ripe and,

over time, large commercial growers have developed fruit that may be absent of the original characteristics of the apricot-bright color, intense aroma and sweet flavor. In addition apricots are best ripened on the tree and a ripe apricot creates shipping and handling problems. Frog Hollow, certified organic since 1989 and only about an hour away from Sacramento grows up to a dozen varieties of apricots that ripen in succession-the fruit is picked when ripe and quickly transported to restaurant and market customers and will usually last 3-4 days when properly refrigerated at first, then left out to ripen overnight. The varieties may differ in size and color but the outstanding flavor of each variety will always be prominent. The Apache variety is available only this week. Next week, Frog Hollow will harvest Honey Rich Apriums.



This week we are pleased to offer to our customers a variety of early season local stonefruit. We are now stocking:

Brooks Cherries-The local cherry season can be short, lasting 8-10 weeks, from the first of May through the July 4th Holiday. These cherries are large and plump



with good color and sweet/tart flavor. Harvested from farms surrounding the Stockton, Lodi, and Manteca areas. Available by 15# case/pound. **Flavor Rosa Pluots**. Harvested in the Sacramento Delta town of Brentwood, Flavor Rosa Pluots are a plum-apricot hybrid with colorful skin, red-purple flesh, firm texture and sweet flavor-more plum than apricot.



Available by 24# case/pound. **Finger Limes** have made a very early debut in the market. Typically,

we would not see these unique citrus-like fruits until late July/early August. The interior pulp can best be described as citrus pearls, or citrus caviar. The citrus pearls can be squeezed out of the finger lime and used in any place that you would use a lemon or lime. 1/2 pint clamshell contains 20-30 pieces.



MARKET MOVERS



Avocado-The market is steady. Fruit still taking a day or two longer to ripen. Please stay a day ahead. Overall quality and flavor has been very good. **Berries** -Strawberries are steady in the high teens. Blackberries (Mexico), Blueberries (CA), and Raspberries (CA) are steady in the high 20's. **Citrus**-Limes continue to slide. Currently in the high 40's. Navel Oranges have finished, now stocking California Valencia Oranges. Flavor is decent with good juice content. Tangerines, Blood Oranges, Cara Cara and Kumquats are done. Meyer Lemons will finish soon. **Grapes**-Early California product is very tart and expensive. We will continue with Chilean imports for another week or so. **Melons**-California Cantaloupes have started and the market is improving into the high teens. Flavor better than average and will continue to improve. California Galia, Santa Claus, and Juan Canary available by the case only-high 20's. We won't offer a mix until other varieties start and pricing improves. **Stonefruit**-Peaches and Nectarines struggling to size up. Growers are blaming warm weather in December and January that caused premature blossoms and budding. Cherries are very nice-mid 50's on 15#



cases. **Tropical**-Mangoes are an excellent buy. Quality has been very good. Pineapple supplies are very limited. USDA is holding all imported containers for inspection and pesticide tests (very lengthy).

Artichokes-Pezzini Farms and Half Moon Bay will gap for 4-5 weeks. Larger sizes are very very limited. 18's-high 30's, 24's-low 40's, 36's-mid 30's. **Asparagus**-The market is up slightly-high 60's. Length and extent of damage from heat wave will determine how much longer we will have Delta Grass. Labor already becoming an issue as harvesters become Cherry pickers. **Beans**-Blueberries down slightly from Coachella. French Beans down as well from Mexico, mid 30's. **Broccoli**-The market is stronger into the low 20's on Bunched and Crowns. **Cauliflower**-

Gap longer than anticipated, worsened by coastal heat wave. The market is in the mid 30's and climbing. Romanesco still gapping-not available at all. **Corn**-Yellow and White "Desert Diamond" from Coachella. Markets in the mid 20's. Same seed used in Brentwood. Flavor and sizing has been very good. **Cucumbers**-The market is slightly stronger, high teens on Slicing Cukes. **Lettuces**-All lettuces, especially Leaf Lettuces drastically affected by coastal heat wave. Mildew issues and leaf damage causing harvest delays and supply limitations. Markets all up could get to low 20's. **Onions**-New crop Yellow, Red, and Whites continue to improve in price and quality. **Peppers**-Green Bell market is up considerably into mid 20's. Red Bells in the high 20's. **Squash**-Italian and Yellow Squash still in high 20's. Supplies from California and Mexico very limited. **Tomatoes**-The market is steady on all sizes and shapes.



LOCAL FARMS

Riverdog Farm-

Bloomsdale Spinach-4#-**Finishing**
Spring Garlic-10#
Red Spring Onions-10#
White Spring Onions-10#
Dino Kale-12 bunch
Red Beets-12 bunch
King Richards Leeks-12 bunch-**Done**

Del Rio-

Purple Artichokes-10-12ct
Pea Shoots-2#-**Limited**
Fava Greens-2#**Done**
Nettles-**Done**
Mache-1#
Arugula Rapini-4#
Red Frisee Mustard-2#
Arugula-4#
Mizuna-4#
Mulberries (Pakistani)-6/8 oz.
Spring Mix-2#
Braising Mix-4#

Capay Organic-

Nantes Carrots-24 bunch
Red Beets-12 bunch
French Fingerling Potatoes-24#
La Ratte Potatoes-24#
German Butterball Potatoes-24#

Frog Hollow Farm

Apache Apricots-24# case or pound

Sausalito Springs

Watercress-2#

Delta Queen

Asparagus-28# or pound

Solorio Farms

English Peas-case or pound
Fava Beans-case or pound

"Farm To You Overnight"



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