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MARKET OUTLOOK

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REDWOOD HILL CREAMERY

This week we are excited to introduce an exceptional line of goat milk products from **Redwood Hill Creamery**-7 cheeses including **Chevre**, **Feta**, & several small production '**Bloomy Rind**' cheeses as well as **Yogurt**, and **Kefir**. Redwood Hill is a small family owned creamery located in Sebastopol that has been producing award winning goat milk products since 1968. Redwood Hill was the first goat dairy in the United States to become Certified Humane in 2005. Until now, Produce Plus has carried only one brand of each of our specialty products-we choose to carry one brand of olive oil, one brand of vinegar, one brand of dairy, etc... In this case, we are now offering more than one brand of some of these cheeses-Chevre & Feta. We will still offer **Chevre** and **Feta** from **Sierra Nevada Cheese Company** but now you will have options as to which brand suits your needs as the two brands are distinctly different from one another. It is imperative that you request the **Redwood Hill** brand when ordering these cheeses as Sierra Nevada is still considered our 'house' brand. If you do not request a brand of cheese when ordering the Chevre or Feta, you will receive the Sierra Nevada brand.

We are now offering the following items from Redwood Hill Creamery-**Chevre**-Light-textured, rindless goat cheese that is similar to cream cheese but softer and fluffier. 3.5# tub/2 tubs per case \$64.75. **Raw Milk Feta**-Feta is traditionally made from a combination of sheep and goat milk. Redwood Hill Farm's raw milk feta, is made with pure raw goat milk. The curd is gently cut and formed into blocks by hand, then brined in natural salt water before aging. The cheese has a creamy texture and can be cubed, grated, shaved, or chunked which makes it a very versatile cheese for salads, pastas, pizzas, tacos, and will hold its own on a cheese board. 5#

block \$60.75. **Smoked Goat Milk Cheddar**-Smooth texture with a sweet, milky flavor and a rich smoky taste strong enough to hold its own with salty snacks and hoppy beers. Perfect for burgers. 5# block \$59.75. **California Crottin**-Awarded Best in Show at the American Dairy Goat Association National Cheese Competition. This French-style goat cheese has a wrinkly, edible white mold rind, a fluffy texture and robust, earthy flavor. Crottin is one of their most decorated artisan goat cheeses, twice voted Best Farmstead Goat Cheese by the prestigious American Cheese Society, and chosen as the best Crottin in a Wall St. Journal tasting. Better than the French originals! 3 oz each/6 pieces per case \$27.75. **Bucheret**-The flavors of the dense and buttery interior mix with hints of mushroom created by its white, bloomy rind. As it ripens and softens from the rind inward, Bucheret develops rich and complex flavors at different ages. 5oz each/6 pieces per case \$33.75.



SEPTEMBER 18, 2014

Yogurt and Kefir



In addition to the 5 goat milk cheeses on the left, we are pleased to offer goat milk yogurt and Kefir. Redwood Hill Farm Goat Milk **Yogurt** is a gold medal winning European-style yogurt made with the highest-quality Grade A goat milk. It has a velvety smooth, delicate texture and is uniquely delicious. Sugar, fructose, or any artificial ingredients of any kind are never used in their yogurt. 32oz tubs/6 tubs per case \$29.75.

Kefir is a cultured probiotic beverage similar in taste and texture to a drinkable yogurt. It is a deliciously mild beverage, with a naturally sweet, tangy flavor, and a refreshing hint of natural carbonation. The real difference between yogurt and kefir is the texture.

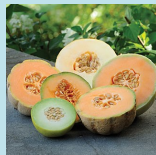


"Farm to you overnight"

MARKET MOVERS



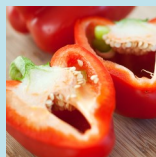
Apples-Several "New Crop" varieties are now available including Apple Hill Fuji, Gala, and Golden Delicious. **Avocado**-California will be replaced by Mexican grown Avocados this weekend. Market remains in the low 50's on 60ct fruit. **Berries**-Strawberries finishing in northern areas (usually happens in mid October). Southern areas are just starting. Supplies are very tight, market is in mid-high 20's. Blackberries (CA) mid 30's, Blueberries (CA) high 30's and Raspberries (CA)-high 20's. **Citrus**-Grapefruit market strong in low 30's as markets wait for Fall crops to begin. Lemons continue to be very strong in low 50's. Lime market down slightly-low 20's. **Grapes**-Red and Green Seedless slightly low 30's. **Melon**-Cantaloupe market stronger as Northern California winds down. Casaba, Crenshaw, Galia, Juan Canary, and Sharlyn melons are done from traditional sources. We continue to offer Riverdog Musk, Canary, Sharlyn, Charantais, and Local Mixed Melons. Season will finish in a couple of weeks. Local Black Seedless Watermelon are done. Vierra will continue to have conventional Seedless Watermelon for a couple more weeks.



Stonefruit-JJ Ramos White Peaches, Yellow Nectarines, and White Nectarines are done. We will have Central California and Washington grown Nectarines for a couple of weeks. Stonefruit season is finishing quickly! **Specialty**- Black Mission Figs will finish soon-giving away to Brown Turkish Figs. Kadota and Candy Striped are done. **Asparagus**-Market is down slightly on Mexican 11# cases. Peruvian imports helping ease supply issues. Market still in low 40's. Broccoli is a good California grown substitute. **Beans**-Dwellely French Beans gapping for a week or two. Blue Lakes, Yellow Wax, & Romano continue to be best available. **Broccoli**-Market remains strong in mid 20's on Bunched and Crowns. **Corn**-Brentwood is gapping for next 2-3 weeks. Yellow extremely limited from Central growers. Markets up substantially in 30's on White and Yellow. **Cukes**-Slicing and English Cukes up slightly as California winds down. **Lettuces**-Iceberg climbing again into mid 20's. Romaine Hearts down slightly-low 20's. **Peppers**-Biglieri done for the season. Castaneda will start to see gaps caused by heat wave and planting schedules. Green and Red market slightly higher. **Peas**-Snap Peas very limited-mid 40's. English Peas will finish very soon. **Squash**-Local growers starting to gap. Yellow Squash is very limited-mid 20's. Mexican Growers will begin shipping to the boarder this week. Market is stronger-some varieties will start to finish i.e. Sunburst, Summer, etc..



Del Rio Baby Mixed Squash winding down-very limited. Uncle Ray's Butternut, Kabocha, Spaghetti, and Red Kurri in stock. We should start stocking Pumpkins by the end of the month. **Tomatoes**-Roma market up considerably in the mid 20's due to tropical storms in Mexico and Baja growing regions. Round market slightly higher. **Wild Mushrooms**-Oregon Chanterelles are \$17.75#. Very clean and dry.

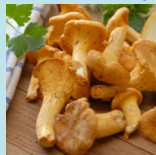


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LOCAL FARMS

Riverdog Farm

Medley Cherry Tomatoes-12 pint case
German Butterball Potatoes-25#
French Fingerling Potatoes-25#
Russian Banana Fingerling-25#
Jimmy Nardello Peppers-10#
Gypsy Peppers-10#
Canary, Charantais, Sharlyn, & Musk
Melons-5-6 piece case

Del Rio Botanical

Medley Cherry Tomatoes-12 pint case
Organic Heirloom Tomatoes-10#
Mixed Teenage Squash-20#
Squash Blossoms-35ct
Toy Box Cucumbers-10#
Mixed Baby Eggplant-2#
Red Frisee-2#

Larsen Apple Barn

Gala Apples-40#
Golden Delicious Apples-40#
Fuji Apples-10# or 40#

Dwellely Farms

Bluelake Beans-30# case or pound
Yellow Wax Beans-10#case
Romano Beans-10# case

Ray Yeung

Heirloom Tomatoes-10#
Toybox Heirloom Tomato Case-10#
True Vine Shady Lady Tomatoes-20#
True Vine Roma Tomatoes-20#
Butternut Squash-each or 35#
Red Kurri-35#
Kabocha Squash-35#
Spaghetti Squash-35#



Stillwater Orchard Peas

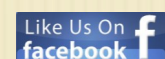
Bartlett-40# case or pound
Stark Crimson-20# case or pound
Bosc-20# case or pound
French Butter-20# case only
Comice-20# case only

Capay Organic

Padron Peppers-5#
Shishito Peppers-5#



Buy Local, Buy Fresh, Buy the Best!



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