



WWW.PRODUCE PLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525

EXOTIC SPICES



In addition to some of the more common dried herbs and spices like, **Bay Leaves, Cinnamon, Black Peppercorns, Coriander, Paprika, Cloves,** etc.. we have recently broadened our line up to include some popular exotic spices. **Aleppo Chile Pepper**-A staple in Mediterranean and Middle Eastern cooking, these red chile flakes have a sweet, sharp flavor with moderate heat.

Use instead of crushed red pepper flakes for a true ethnic flavor.

1#/\$14.50. **Pink Peppercorns**-Not a true peppercorn, but the dried fruit of a Baies Rose plant. They have a delicate pepper flavor and impart a light rose color to food. 1/2#/\$14.50. **Szechuan Peppercorns**-Berries of a small, prickly ash tree which grows in the Szechuan region of China with a spicy, woody, and delightful citrus aroma that gives a tingling sensation to the tip of the tongue. 1/2#/\$13.75.



Tellicherry Peppercorns-Black Peppercorns from the Eastern Coast of South India. The flavor of the Tellicherry is clean and aromatic, and considered a superb Black Peppercorn. 5#/\$51.75.

Harissa Spice Blend-A hand blended mixture of New Mexico Chiles, Aleppo Peppers, Paprika, Garlic, Sea Salt, Cumin, Coriander, Sumac, Caraway, Vinegar Powder, Tomato Powder and Birdseye Chile. Use as a spice rub for grilled meats and to flavor vegetable dishes and soups. 1#/\$11.75.

French Vadouvan Curry-A sophisticated interpretation of an Indian Masala that combines Curry, Curry Leaves, Mustard Seeds, Fenugreek, Cumin, Coriander, Roasted Onion, Garlic, Cardamom, and a hand full of other ingredients including Dried Shallots, Salt and Sugar. It has a rich savory flavor and is a better option than curry powder. 1#/\$12.75. **Fennel Pollen**-Wild fennel flowers are picked at full bloom, and then dried and screened to assure the sweetest and best flavor possible. 1oz/\$22.75. **Saffron**-The threads of a



Crocus flower are deep red and bright orange in color and are about 1" long. The threads are highly aromatic and have a taste of bitter almonds. Saffron is used extensively in Mediterranean cuisines to flavor meats, poultry, fish, risottos, and pasta dishes. 1oz/\$82.75. **Star Anise**-Star Anise is an important spice in Chinese and Vietnamese cooking and is an

essential ingredient in the Chinese five spice powder. Star Anise is not the same as Anise Seed. Star Anise is rusty brown, star shaped ranging from 1" to 1-1/2" wide with a robust sweet-spicy licorice flavor. Use to flavor roasted chicken, fish and shellfish, and clear broth based soups. 1#/\$13.75.



FEBRUARY 19, 2015

German Butterball Potatoes

Full Belly Farm is a 350-acre certified organic farm located in the Capay Valley about an hour north of Sacramento and just up the road from Riverdog Farm. Full Belly has been farmed using organic practices since 1985 and is certified by California Certified Organic Farmers. Full Belly's system includes: growing and marketing over 80 different crops; providing year-round employment for farm labor; using cover crops that fix nitrogen and provide organic matter for the soil; selling produce within a 120-mile radius of the farm; and planting habitat areas for beneficial insects and wildlife. One of the farm's goals is to integrate farm production with longer-term environmental stewardship. Full Belly hosts many activities and tours of the farm including their annual Hoes Down Harvest Festival held in the Fall. For info regarding the tours and festival, please visit their website at fullbellyfarm.com. This week we are pleased to offer **German Butterball Potatoes** from Full Belly Farms. German Butterball Potatoes are an undisputed favorite Russet-type, heirloom potato with rich, golden, flaky flesh and a creamy texture. It can be used in all manners-mashed, gratin, roasted, pureed, etc.. 25# case/\$72.75.



"Farm to you overnight"

MARKET MOVERS



Avocado-The market is steady-mid 40's on Mexican fruit. California market slightly higher. Oil content in California fruit very inconsistent. We will continue with Mexican fruit for another 2-3 weeks. **Banana**-

The market is up drastically into low 30's. South America has dealt with a lot of weather issues (heavy rain, extremely cool temperatures, and hurricanes) this season. Supplies are

down about 60%. In addition, the port strike in Southern California is affecting what is loaded on vessels as well as when it will be unloaded. Large gaps are expected in the supply chain.

Berries-Large to extra large California grown strawberries are being harvested in three major growing areas (Oxnard, Santa Maria, and Watsonville). The market is easing into mid 20's and should continue downward. Raspberries (CA) high 30's, Blackberries (MX) mid 20's, and Blueberries (Chile) mid 30's. **Citrus**-



Lemon market up slightly into low 30's and mid 30's. Lime market very strong mid 30's and will continue to climb due to weather issues in South America. Murcott Tangerines have been very nice with great flavor and minimal seeds. Blood Orange, Cara Cara, Clementine, Minneola, Meyer Lemons, Honey Tangerines, Pummelos, and Kumquats available. Marsh Grapefruit from Twin Peaks is very limited. **Melons**-Cantaloupe market is down into low 20's, Honeydew-high teens, Watermelon are small and pricey. **Tropical**-The Pineapple market is

steady in the high teens- low 20's shortages expected as a result of South American supply issues. The Mango market is down slightly but supplies remain challenged mid teens. **Artichoke**-Supplies continue to be very limited on all sizes. 18's, 24's, and 30's all in mid 40's. Baby Chokes-low 50's. "New Crop" Chokes from Castroville are about 2-3 weeks away. **Asparagus**-Now stocking 28# cases from Mexico. The market is in the high 50's. Supplies and sizing options remain limited. California will begin harvesting next week. The Delta will follow in a couple weeks-early-mid March. **Broccoli**-The market is down drastically on Bunched and Crowns mid teens, great value. **Cauliflower**-The market is steady-mid-high



teens. Green, Orange, Purple, Carnival, and Romanesco available by the case only. **Carrots**-Jumbo Carrot market down slightly. Supplies improving. Baby Bunched Orange, Mixed, and Round available as well as peeled Orange and Mixed. **Corn**-White and Yellow from Mexico is limited. The market is in the high 20's- low 30's. **Lettuce**-The market is back down to seasonal norms. Iceberg in the mid teens, Green and Red Leaf in the high teens, Romaine-high teens/low 20's, and Romaine Hearts-mid 20's. Baby Mixed Lettuce has returned and quality is much better. **Mushrooms**-Hedgehogs are limited from Oregon due to heavy rainfall. Black Chanterelles are in the mid teens. **Peppers**-The market is steady. Green high teens, Red- Gold mid 20's. Tomatillos remain very strong in the low 30's (Mexico). **Tomato**-The market is expected to get a little stronger on all sizes and shapes as Mexico anticipates more rain. Mixed Medley (Del Cabo) down into high 20's.



LOCAL FARMS

Full Belly Farm-Organic

Dino Kale-12 bunch
Tokyo Turnips-24 bunch
German Butterball Potatoes-25#

Riverdog Farm-Organic

King Richard Leeks-12 bunch
Black Spanish Radish-pound
Watermelon Radish-pound
Green Garlic-pound
Spring Onions-Red & White-10# case

Del Rio Botanical-Organic

Salad Mix with Petals and Herbs-2#
Heirloom Winter Squash-#
Baby Ragged Jack Kale-2#
Red Frisee Mustard-2#
Baby Dino Kale-2#
Fava Greens-2#
Braising Mix-4#
Pea Shoots-2#
Honey-gallon
Arugula-4#*LIMITED
Mizuna-4#



Dragon Gourmet

Mushrooms

Oyster-5#
Shittake-5#
Brown Beech-4#
White Beech-Pre-order-4#
Eryngii/Trumpet Royale-5#

California Endive

Belgian Endive-10#
Red Endive-8#
Mixed Case-8#



J. Marchini Farms

Castelfranco-12ct
Puntarelle-8ct
Radicchio-piece or 12ct case
Treviso-12ct

Capay Organic-Organic

Romanesco-12ct
Green Chard-12 bunch
Red Chard-12 bunch
Rainbow Chard-12 bunch
Nantes Carrots-24 bunch
Red Beets-12 bunch



Buy Local, Buy Fresh, Buy the Best



WWW.PRODUCEPLUS.NET