



WWW.PRODUCEPLUS.NET

# MARKET OUTLOOK

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## V&M FARMS

California is the nation's leading producer of strawberries accounting for 88% of the strawberries grown in the United States. In 2014, more than 2.3 billion pounds of strawberries were harvested. California's unique coastal environment with its western ocean exposure provides moderate temperatures year round. In California, strawberries are planted on nearly 40,000 acres. Coastal California's rich sandy soil and temperate climate extends the strawberry growing season 500 miles up the coast. The three major growing regions are the **Southern District**-Orange, Riverside and San Diego counties; the **Santa Maria District**; and the **Watsonville/Salinas District**. In addition, in each growing area, there are any number of small farms that sell in local farmer's markets. Cool weather climate in the Watsonville/Salinas region produces the sweetest tasting berries. The peak harvesting season runs through June, when up to 10 million pint baskets of strawberries are shipped daily. No matter the size of the farm or crop, all strawberries are picked, sorted and packed by hand in the field. Large growers that ship to outlying areas rush the full trays to onsite refrigerators that quickly cool the berries down to 34 degrees to create a longer shelf life as well as allow for transportation. Strawberries from smaller operations, like **V&M Farms**, are picked riper, are more flavorful, and are typical of the quality you find at farmer's markets. This week we begin offering a farmers market quality **Albion Strawberry** from Watsonville's V&M Farms via **Ainslee Urkofsky**. Ainslee can be found at many local farmer's markets this time of year selling her ripe, ready to use, Albion strawberries from V&M Farms. They are meant to be used within 3 days. \$25.75 case only. Please specify **FARMERS MARKET STRAWBERRIES** when ordering.

**"Farm to you overnight"**



MARCH 19, 2015

## Fromage Blanc

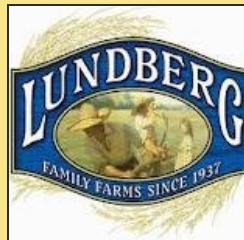
**Fromage Blanc** from **Orland Farmstead Creamery** is an item that should have a strong presence on your spring menus. The dairy, located in Orland, CA. uses fresh, raw milk from their small herd of Holstein cows to produce this cheese. Fromage Blanc is a soft, creamy spreadable cheese originating in northern France, where it is more commonly known as fromage frais-'fresh cheese'-fromage blanc means 'white cheese'. This fresh cheese has a distinct tangy flavor with a mild lemon finish. It can be easily substituted for cream cheese or ricotta in both sweet and savory dishes. In France, it most often appears on menus simply served with honey. However, the cheese is very versatile and can be used in dozens of culinary applications-spread on crackers, bagels, toast and bruschetta; broiled on top of sourdough bread; used in frittatas and other egg dishes; added to pastas and pizzas; served with smoked salmon; paired with fresh strawberries and used in cheesecakes and shortcakes.

**Orland Farmstead Fromage Blanc** is available in 32 oz. tubs-

\$13.75 and has a 3-4 week shelf life.



# LUNDBERG RICE



**Lundberg Family Farms** located in Richvale, CA. (Butte County), has been growing and harvesting rice in the area since 1937 and today offers a variety of organic and eco-farmed rice. The distinction between organic and eco-farm is minimal as all rice is grown according to sustainable agricultural practices. Organic rice varieties are grown, handled and processed in accordance with USDA National Organic standards, while eco-farmed varieties are grown with non-organic fertilizers and 'eco-friendly' pesticides and fungicides. We have been stocking Lundberg rice for several years and are pleased to offer the following varieties: **Arborio**-High starch, short grain for risotto. 6/2lb case/\$31.75. **Jasmine**-Aromatic long grain. Moist, tender, soft, and delicious. 6/2lb case/\$22.75. **Basmati** Exotic aroma, fluffy and dry. 6/2lb case/\$27.75. **Long Brown**-Natural whole grain, dry and fluffy 6/2lb case \$20.75. **Organic White Sushi**-Classic Japanese short grain rice specifically for sushi. 6/2lb case \$30.75. **Organic White Everyday**-Long grain white rice for stuffing, pilaf, salads, casseroles and stir-fry dishes. 6/1lb case \$27.75. **Wehani**-Honey-red grains with irresistible nutty flavor. 6/1lb case/\$20.75. **Black Japonica**- Juicy with a nutty mushroom like flavor and an exotic sweet spiciness. 6/1lb case \$20.75.



## FRESH PASTA



We are pleased to offer fresh handmade pasta from **Paragary Bakery**. The pasta is made fresh each day. We deliver fresh pasta **Tuesday-Saturday** and you must place your order by **4pm** for the following day's delivery. We are offering plain, unflavored pasta in the following cuts: **Fettuccine**-"Little ribbons" of flat pasta. \$5.95 per pound. **Pappardelle**-A 1-inch wide, flat ribbon of pasta traditionally used for rich, heavy sauces and ragu of meat and game. \$6.50 per pound. **Tagliolini**- Long, cylindrical ribbons of pasta. \$5.95 per pound. **Pasta Sheets**-Made to fit a full-size hotel pan, these sheets are perfect for lasagna and can be cut into desired size and shape. Cannelloni, Ravioli, and other stuffed pasta can be made using these sheets. \$5.95 per pound. 2 sheets per pound.



## LOCAL FARMS

### Riverdog Farm-Organic

King Richard Leeks-12 bunch  
Bloomsdale Spinach-4#\*\*\*GAPPING  
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#  
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#  
Mizuna-4#



### Dragon Gourmet Mushrooms

Oyster-5# \*LIMITED

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#



### Capay Organic-Organic

Nantes Carrots-24

bunch

Red Beets-12 bunch

Gold Beets-12 bunch



Redwood Hill is a small

## REDWOOD HILL CHEESES



family owned creamery located in Sebastopol that has been producing award winning goat milk products since 1968. We are pleased to stock the following:

**Bucharet**-6/5oz

**Crottin**-6/3oz

**Chevre**-2/3.5#

**Smoked Goat Cheddar**-5#

**Raw Milk Feta**-5#

**Goat Milk Yogurt**-12#



## Buy Local, Buy Fresh, Buy the Best

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