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MARKET OUTLOOK

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MARCH 3, 2016

Local Kiwifruit

This week we offer two varieties of an often overlooked piece of local, seasonal fruit-Kiwifruit. The Kiwifruit we offer at Produce Express comes from **Wild River Farm**, a 200 acre farm just outside Marysville, in Yuba County. Wild River Farm sits alongside the **Yuba River**, which surges out of the rugged Sierra Nevada Mountains into the fertile Sacramento Valley. Wild River's orchards are nourished by the highly fertile, nutrient-rich topsoil deposited by the river's overflow. The **Green 'Hayward'** variety is organically grown and offered in a single layer case or piece. 36ct \$16.75. **Gold Kiwifruit** has smooth, bronze skin and flesh that varies in color from light green to a clear, intense yellow. Compared to the Green Hayward Variety Kiwifruit, it is sweeter to the taste with a less tart, slightly tropical flavor. An attractive trait of gold kiwi is that its' skin has very little fuzz, making it more palatable for consumption without peeling. The fruit's flesh has a soft, unique texture and is packed with highly nutritious vitamins and antioxidants We offer Gold Kiwifruit in Single Layer case only. 36ct \$16.75.



RAINBOW CHARD

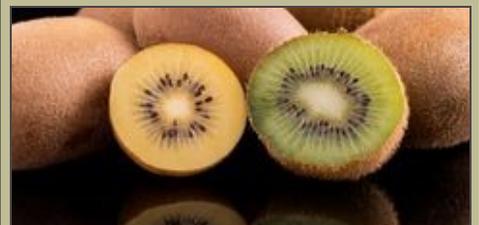
RIVERDOG FARM



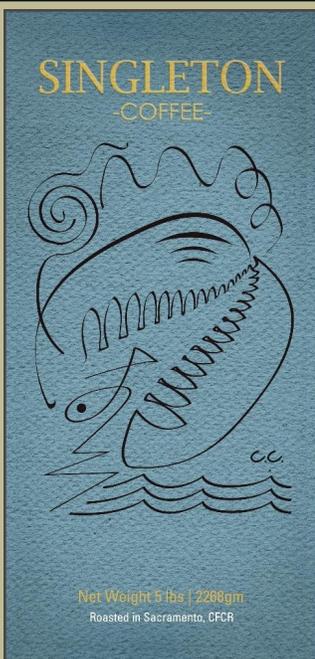
This week we are offering an outstanding array of seasonal greens and root vegetables from one of our favorite organic farms, Riverdog. Located in Guinda, Yolo County, Riverdog owners Tim Mueller and Trini Campbell grow, harvest and distribute over 100 crops on a nearly year round basis. **Collard Greens**-Leathery grey-green leaves become flavorful with slow cooking; A Southern classic for braising with bacon

or ham. Unlike their cousins kale and mustard greens, Collard Greens have a very mild, almost smoky flavor. 12 bunch \$18.75. **Chards** (Green, Red, Rainbow)-A hearty green and relative of beets, most varieties have wavy, ruffled, dark green leaves growing from a pale white rib. Other varieties, like Rainbow Chard, have red, yellow, and orange ribs extending up through the leaves. 12 bunch \$22.75. **Dino Kale**-An Italian heirloom variety with dark blue-green, narrow leaves up to a foot long. Heavily crinkled texture with strong flavor. 12 bunch \$22.75. **Bloomsdale Spinach**-This sweet, heirloom variety has a deeper and more interesting flavor than the standard flat leaf spinach. Each leaf is heavily crinkled, giving it a heartier texture. 4# case \$28.75. **King Richard Leeks**-An heirloom variety with long white tender stalks. 12 bunch \$36.75. **Scarlet Queen Turnips**-These slightly flattened turnips have sweet, crisp, white flesh with spicy, red skin. Internal red splashes of color add to the appeal. The dark green tops can be used in salads, or cooked on their own. 10# \$24.75. **Bunched Beets** (Red or Gold)-Great color, sweet flavor, edible greens. 12 bunch \$27.75.

"Farm to you overnight"



SINGLETON SPECIALTY COFFEE



We are pleased to offer our proprietary **Singleton Specialty Coffee**. The coffees-a Brazilian, a Guatemalan, a Blend of the two, Espresso, and a Mexican Decaf-are sourced and roasted by Sacramento based **Chocolate Fish Coffee Roasters**, exclusively for Produce Express. The beans for each of the varieties were carefully selected specifically with our restaurant customers in mind. The coffees are roasted to order in small batches to preserve flavor. All varieties are offered in 5# bags of whole beans unless you request the beans to be ground. **Huehuetenango, Guatemala**-(Way-Way-Tenango)-Consisting of four varieties, this coffee is washed processed and sun-dried with pear sweetness, stonefruit acidity, a juicy body and caramel aftertaste. \$12.35/pound. **Mogiana, Brazil**-This coffee is dried in the natural process with notes of milk chocolate and hazelnuts, a low acidity, creamy body and a lingering aftertaste.

\$12.45/pound. **Roadrunner Blend**-A 50/50 blend of the Guatemala and Brazil Coffees with a light chocolate sweetness, citrus and stonefruit acidity, medium body and a caramel aftertaste. The Roadrunner Blend is also used for the **Espresso Roast**. \$12.20/ pound. **Mexican Decaf**-Stonefruit sweetness, low acidity, buttery body and brown sugar aftertaste. \$14.45/ pound.



LOCAL FARMS

Sausalito Springs-Organic

Watercress-2# bag

Vierra Farms

Green Cabbage-35# case

Red Cabbage-35# case



Del Rio Botanical-Organic

Salad Mix with Petals and Herbs-2#

Baby Ragged Jack Kale-2#

Fava Leaves-2#

Pea Shoots-2#

Arugula Rapini-2#

Baby Dino Kale-2#

Baby Chard-4#

Braising Mix-4#

Red Frisee-2#

Honey-gallon

Honeycomb-16 oz

Baby Arugula-4#

Quail Eggs-10ct



Dragon Gourmet Mushrooms

Eryngii/Trumpet Roy-

ale-5#

Brown Beech-4#

White Beech-4#

Shiitake-5#

Oyster-5#



Riverdog Farm-Organic

King Richard Leeks-12 bunch

Bloomsdale Spinach-4#

Dino Kale-12 bunch

Collard Greens-12 bunch

Red Chard-12 bunch

Green Chard-12 bunch

Rainbow Chard-12 bunch

Scarlet Queen Turnips-10#

Bunched Beets-12 bunch



J.Marchini Farm

Radicchio-12 ct



Treviso-12ct

Castelfranco-12ct

Puntarelle-8ct

Mixed Chicory-case

Full Belly Farm-

Organic

Red Spring Onions-10#

White Spring Onions-10#

Capay Organics-Organic

Nantes Carrots-12 bunch

Romanesco-6ct



Buy Local, Buy Fresh, Buy the Best



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