



WWW.PRODUCEPLUS.NET

# MARKET OUTLOOK

Call Today! 530 581-1525



OUR FAVORITE SPRING CROP

The California asparagus acreage has dwindled over the past 15 years due to competition overseas and housing/commercial development in Southern California.

## DELTA ASPARAGUS



Due to our favorable weather conditions, we have seen **Sacramento Delta Asparagus** hit the market a little early this year. We have received a limited supply of our first of the season Delta Asparagus. As exciting as this is, we need to preface this by saying that supplies will be tight at first and because of that we will have to supplement with occasional deliveries of California Asparagus—meaning not from the Delta. It is possible that you will receive Delta Asparagus on one delivery and California on the next. As supplies catch up in the coming weeks, we will not have the need to supplement with Southern California 'gras'. Asparagus is packed in 4 sizes—**Small, Standard, Large, and Jumbo**. The size of the asparagus you choose should be determined by how you intend to cook it. **Small**, about the diameter of a pencil, is great for sauté/stir-frys and very quick cooking. **Standard**, the most common size, is roughly the diameter of your pinky finger and great for blanching for chilled salads or cold appetizers. **Large**, the diameter of your index finger is great for grilling as it will allow you to add a nice char and still be al dente. **Jumbo** is about the diameter of your thumb and perfect for longer cooking applications like roasting or braising. It is important to know that size has no bearing on flavor, color, texture or tenderness. Both Delta Asparagus and California Asparagus will be packed in 28# cases, unlike out of season asparagus from Peru which is packed in 11# cases, to offer you the best value. To learn more about our favorite local crop, we encourage you to look up the California Asparagus Commission's website at [Calasparagus.com](http://Calasparagus.com).

FEBRUARY 27, 2014

## Nippon Shokken

In August, Nippon Shokken, a Japanese seasoning company, opened its new 70,000-square-foot U.S. headquarters in West Sacramento's Southport Business Park. Nippon Shokken chose Yolo County for its rich agricultural land and high quality water supply. We are pleased to offer several products made locally in their new facility. Nippon Shokken does not use MSG, High Fructose Corn Syrup, artificial flavors or preservatives. We stock the following items:

**Tempura Batter**—A multi-purpose batter that creates a crisp and light texture. Can be used for anything that can be battered and fried; simply add cold water, beer, or club soda. 3.3#/\$11.50. **Ginger Sauce**—Use as a marinade and stir-fry sauce. Contains fresh ginger and miso paste. 4.8#/\$18.50. **Teriyaki Sauce**—Contains prune juice as a sweetener. 5.4#/\$17.50. **Yakiniku Sauce**—A Japanese citrus BBQ sauce. Use as a marinade & glaze or add to stir-frys. 4.9#/\$20.50. **Black Pepper Sauce**—A nice balance of sweet and peppery. Use as a marinade and glaze for meats and seafood. 4.8#/\$20.50. **Peanut Sauce**—Made with roasted peanuts, peanut butter and lemon. Use as a dipping sauce or peanut dressing for cold noodles & salads. 4.4#/\$17.75. **Karaage Batter**—Use for crispy fried chicken, onion rings, fish and chips, and calamari. 3.3#/\$12.50.

# MARKET MOVERS



**Avocado**-Market slightly stronger on Mexican fruit. California inconsistencies and lack of product tightening supplies. 60ct in mid 40's.

**Berries**-Strawberries in the low 20's. Oxnard & Santa Maria in full harvest. Watsonville starting. Anticipated rains will tighten supplies and drive market upward. Raspberries in the high 30's, Blackberries in the low 20's, and Blueberries

are in the low 30's. **Citrus**-The Lime market remains very strong in the mid 50's. HALO Mandarins have been an outstanding substitute for Satsumas Kumquats are finishing soon.

**Melons**-Cantaloupes are sliding into the mid 20's & Honeydews are into the low 20's. Watermelons remain very strong. **Tropical**-Mango quality and price beginning to improve. Pineapples are steady in the high teens.

**Artichoke**-Markets remain strong on larger sizes. 18's-mid 30's, 24's-low 30's, 36's high 20's. **Asparagus**-Delta Queen asparagus in stock. Local market is stronger than Mexican market. Quality and freshness are a big improvement. Please be specific when requesting a certain size. We have options! 28#

case in the mid 40's. **Beans**-Bluelake market climbing into high 30's. French Beans in the low 40's. **Broccoli**-Vierra Farms is done. We are returning to central California growers. The market is down into the mid teens. **Brussels Sprouts**-Coastal growers are done. Product now arriving from Mexico. The market is in the 20's. **Cauliflower**-The market is in the high

teens. Green, Orange, Purple and Carnival available by the case. Local grower Capay Organics is supplying us with Romanesco (30's). **Corn**-Yellow corn in the low 30's from Mexico. Quality is better than average. **Cucumbers**-The market is slightly stronger. **Lettuce**-All Iceberg and Leaf Lettuce varieties are steady. **Peppers**-Green and Red markets climbing into the high 20's. Supplies are very tight as regions transition in Mexico and Baja. Chile Peppers transitioning as well. Jalapenos are considerably stronger. **Squash**-Italian market is up slightly. Butternut from Mexico improving in size. The market is in the low 20's. **Tomatoes**-Market forecasts a slight increase. This weekends rain may cause sharp increases. **Onions**-Yellow market in the high 20's. California new crop will not start until early April. Mexico and Texas will be very short due to weather damage and water issues.



**"Farm to you overnight"**



# LOCAL FARMS

## Riverdog Farm-

- Bloomsdale Spinach-4#
- Leeks-12 bunch
- Black Spanish Radish-#
- Watermelon Radish-10#
- Spring Garlic-10#
- Celery Root-12ea
- Red Spring Onions-10#
- White Spring Onions-10#



## Del Rio-

- Pea Shoots-2#
- Fava Greens-2#
- Nettles-2#
- Wrinkled Crinkled Cress-8oz
- Mache-1#
- Arugula Rapini-4#
- Red Frisee Mustard-2#
- Arugula-4#
- Mizuna-4#
- Spring Mix-2#
- Braising Mix-4#

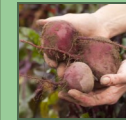
## Little Organic Farm-

- Dry Farmed Potatoes
- German Butterball-25#
- Yellow Finn-25#
- Laratte-25#

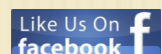


## Capay Organic-

- Nantes Carrots-24 bunch
- Green Chard-12 bunch
- Red Chard-12 bunch
- Rainbow Chard-12 bunch
- Dino Kale-12 bunch
- Romanesco-12-16ct
- Red Beets-12 bunch



**Buy Local, Buy Fresh, Buy the Best!**



WWW.PRODUCEPLUS.NET