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MARKET OUTLOOK

Call Today! 530 581-1525



SPRING PRODUCE

We have contacted several of our local growers and farmers in an attempt to establish a timeline for spring fruits and vegetables. As always, weather is the determining factor regarding the start of the season for most crops. Spring is also time for baseball. So, shuck some peas and root for your favorite team!

SPRING TIMELINE

Strawberries-Current crop is being harvested in Watsonville. Ripe & ready to use Farmer's Market Strawberries from V&M Farms available by the case.

Cherries-Lodi cherry harvest will begin by mid May.

Fava Beans-Currently arriving from Mexico. Available by 25# case or pound. Coastal growers anticipate harvesting mid-April. **Morels**-Orchard variety currently available from Oregon.

Hedgehogs currently available. **Nantes Carrots**-Currently available from Capay Organic. **Purple Haze** and **Yellow Carrots** available from Riverdog Farms with pre-order.

24 bunch case. **Beets**-Bunched Red, Gold and Chioggia available from Riverdog Farms and Capay Organics. **Fiddlehead Ferns**-Available from Oregon growers with pre-order 5# case. **Ramps**-Midwest will start shipping in 1-2 weeks. **Spring Garlic**-Currently available and plentiful from Riverdog Farm. **King Richard Leeks**-Available from Riverdog Farms. **Spring Onions**-Currently available in red and white varieties. They have not started to bulb yet, young and tender. **English Peas**-California crop is very nice, 25# case mid 40's. Coastal growers anticipate harvesting mid-April. **Asparagus**-Delta supplies are steady. **Rhubarb**-Hothouse from Oregon; field-grown will start after Easter.

Beet Greens (Bulls Blood) Available from Riverdog Farms with pre order. **Kales**-Del Rio has an abundance of Baby Red and Dino Kale. **Red Mustard**-Available from Riverdog Farms with pre-order. 12 bunch case. **Red and Green Frisee Mustard** available from Del Rio. 2# case. **Chards**-Green, Red, & Rainbow available from conventional California growers. 12 bunch case or bunch (Rainbow-case only). **Organic Chard**-(Red or Gold) leaf-no stem available from Del Rio Botanical. 4# case. Organic **Fava Greens** & **Pea Shoots** available from Del Rio Botanical. 2# case. **Salad Mix with Petals and Herbs**-Available from Del Rio. 2# case.

Nettles-Available by the 2# case from Del Rio Botanical. **Dandelion Greens** (Red & Green) available with a pre order from Riverdog Farms. 12 bunch case. **Sausalito Springs Watercress**-Available in 2# bags. **Wrinkled Crinkled Cress**-Available from Del Rio Botanical. 1# case. **Arugula Rapini**-The edible leaves, stems, and shoots from arugula plants. Del Rio Botanical. 2# case. **Beet Greens** (Bulls Blood) Available from Riverdog Farms with pre order. **Kales**-Del Rio has an abundance of Baby Red and Dino Kale. **Red Mustard**-Available from Riverdog Farms with pre-order. 12 bunch case. **Red and Green Frisee Mustard** available from Del Rio. 2# case. **Chards**-Green, Red, & Rainbow available from conventional California growers. 12 bunch case or bunch (Rainbow-case only). **Organic Chard**-(Red or Gold) leaf-no stem available from Del Rio Botanical. 4# case. Organic **Fava Greens** & **Pea Shoots** available from Del Rio Botanical. 2# case. **Salad Mix with Petals and Herbs**-Available from Del Rio. 2# case.

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MARCH 27, 2014

Spring Greens

Spring is here, which means an explosion of greens at the market. Although many greens can be found throughout the year, they are most abundant, lush and tender in the Spring.

"Farm To You Overnight"

MARKET MOVERS



Avocado-California fruit has been consistently good. It is a little stubborn and taking an extra day or two to ripen. The market is steady. mid 40's on 60ct and high 40's on 48ct. **Berries**-Strawberry market is stronger due to East Coast demand. The market is currently in the high teens. All three regions (Oxnard, Santa Maria, and Watsonville) are harvesting. Blueberries from California are slightly higher high 30's. Blackberries-

high 20's and Raspberries-high 30's. Both limited supply. **Citrus**-The Lime market is getting stronger if you can believe it. Triple digits expected by mid week. (quotes as high as \$125). Larger sizes are extremely scarce. Mostly 250's & 230's crossing the boarder. Navel Oranges will finish in a week or two. Blood Oranges are done. Cara Cara will finish soon. **Grapes**-Chilean market is slightly stronger on Red & Green seedless grapes. **Melons**-Cantaloupe and Honeydew markets are in the high 20's. **Pears**-Northwest D'Anjous are better value and flavor than Chilean imported Bartletts. Currently selling Bartletts by the case only. **Tropical**-Pineapple market is stronger. Mango options limited. Exterior color has had little blush but internal color is very nice. **Artichokes**-Excellent value on all sizes from Castroville. 12's, 18's, 24's, & 36's all in mid 20's. Baby or Small Loose in low 40's. **As-**



paragus-Market is slightly stronger on Central California and Delta grown product as Mexico finishes. The market is currently in mid 40's on all sizes. Pencil, Standard, Extra Large, and Jumbo sold by the case only. All broken lot is large size only. **Beans**-The market is very strong (low 40's) on BlueLakes. Shelf life and quality only okay. **Broccoli**-Salinas/Watsonville now harvesting, the market is down slightly.



Brussels Sprouts-The market is very strong-high 30's-time to get them off your menu. **Cabbage**-The market is back to normal-mid teens. **Corn**-White and Yellow from Mexico very strong-mid 30's. **Cucumbers**-Slicing & English-mid teens. Pickling Cukes very limited-high 20's. **Lettuce**-Markets are slightly stronger. Transition week from desert to Salinas. Iceberg and all Leafs will be from Northern and Central California by next week. **Peppers**-Bell Peppers, especially green, are gapping in Mexico. Green market is very strong-high 30's. Red market-high 20's. **Squash**-Italian and Yellow remain strong. California production continues to be very light. **Tomato**-Market is up considerably on all sizes. Weather related gaps in Mexico and heavy east Coast demand will have all sizes and shapes in mid 20's by the weekend. **Onions**-Quality issues continue on remaining storage supplies. The market on Yellows in mid 30's. New crop can't get here soon enough!!



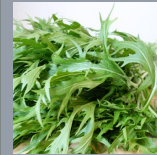
LOCAL FARMS

Riverdog Farm-

Bloomsdale Spinach-4#
Leeks-12 bunch
Spring Garlic-10#
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#



Capay Organic-

Nantes Carrots-24 bunch
Gold Beets-12 bunch



Sausalito Springs-
Watercress-2#



Delta Queen

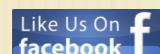
Asparagus-28#or pound

LOCAL FARM TOURS

The upcoming Spring and Summer months are a perfect time to see the bounty of produce our area has to offer. Many of our local farmers and growers love to have groups of chefs, sous chefs, pastry chefs, cooks, bartenders, servers and managers out to their farm to showcase their unique harvest. Being in the middle of a crop walking with the farmer, tasting things picked right out of the ground is a unique experience. If you would like to attend a farm tour in the coming months, please let us know by sending an email to bob@produceplus.net.



Buy Local, Buy Fresh, Buy the Best!



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