



WWW.PRODUCEPLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525



GIUSTO'S SEA SALT

Several weeks ago we introduced a new line of Natural and Organic Flours from San Francisco's **Giusto's Specialty Foods**. This week we are pleased to announce an additional item from Giusto's-**Sea Salt**.



APRIL 3, 2014

Spring Things

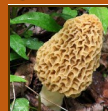
Green Almonds are unripe almonds, picked before the shell has a chance to harden. Like their cousin, the peach, green almonds have a fuzzy exterior with a jell-like interior with a grassy, fruity flavor. The "nut" has a gelatinous texture, similar to a firm grape. They are a rare delicacy and are very popular in Mediterranean cuisines. Green almonds can be sliced whole to be used as a garnish for soups and salads and they pair very well with fish and seafood. Locally grown 8# case \$33.75.



Delta Asparagus Ravioli. Handmade ravioli are made with whole milk ricotta, Parmigiano Reggiano and the locally grown, prized asparagus our region is known for. Dress the ravioli with a fresh spring vegetable ragout & fresh herbs finished with butter and Parmesan cheese, or pair with spring lamb. 5# box \$39.75 Frozen.



Fiddlehead Ferns-The fiddlehead fern is the coiled form of any new fern that has not yet unfurled. These Western variety fiddleheads are brown, small and fresh. Fiddleheads have a somewhat chewy texture and they must be blanched before eaten. Their flavor is similar to asparagus and green beans. \$52.75/5lb. **Morels** -Orchard variety currently available from Oregon.



ALL NATURAL FROM LIVE SEA BEDS

Giusto's Natural Sea Salt is 100% Pure Sea Salt harvested from the **San Francisco Bay**. This extraordinary product is extracted from the only living sea salt bed in North America. The majority of the world's sea salt is extracted from salt mines thus lacking the mineral rich characteristics that give sea salt its distinct and exceptional flavor. Giusto's Natural Sea Salt is 100% pure-there are NO FLOWING AGENTS, ADDED MINERALS or ANTI-CAKING AGENTS. The Sea Salt is cleaned and washed with a purified sea water brine to remove any unwanted impurities and then dried using a combination of solar and kiln heat. The salt is then run through a series of screens in order to achieve Giusto's Specialty Foods custom specification. We now stock Giusto's Sea Salt in 2# bags \$4.50, and the following products in 25# bags-All Purpose Flour, Organic All Family Flour, Semolina, "00" High Protein Flour, High Performer/High Protein Flour, and Rice Flour.

HEIRLOOM GARLIC INFUSED SALTS



Abbott Organics is a local organic farm in West Sacramento specializing in heirloom garlics. They are currently launching a new product line of Heirloom Garlic Infused Finishing Salts. We offer **Heirloom Garlic Infused Celtic Grey Salt** and **Heirloom Garlic Infused Alderwood Smoked Salt** in 2# bags. \$12.75.

MARKET MOVERS



Avocado-California market is steady. Quality continues to be very good but is taking an extra day or two to ripen. **Berries**-Rain is affecting harvest of Strawberries. Overall quality is very nice. Shelf life will be weaker. Market in high teens. "Farmers Market" open pint berries are available by the case only. Blackberry market is stronger in the high 20's. Blueberries from California are considerably higher, mid 40's on 6oz clamshells. Raspberries steady in the high 30's. **Citrus**-Lime market continues to dominate the produce world. Supplies continue to be non-existent. Current market around \$135 per case. Relief could be weeks away until demand softens. Blood Oranges have finished for the season. Navel and Cara Cara oranges will finish soon. **Grapes**-Chilean Red and Green markets are slightly stronger. **Melons**-Cantaloupes and Honeydews are steady in high 20's. **Tropical**-Pineapple market is getting stronger as holiday demand approaches. Market is currently in the low 20's. Mangoes are very limited, all growing regions are in transition. **Artichokes**-Approaching peak season in Castroville. All sizes in mid 20's except Baby or Small Loose (high 30's). **Asparagus**-Quality of Mexican product is very poor. California and Delta markets stronger due to increased demand. The market will get stronger as holiday demand increases. All sizes currently in high 50's on 28# cases (around \$2lb.) **Beans**-Bluelake market is improving as Coachella starts. The market is in mid 30's. Wax and French Beans are limited from Mexico. **Broccoli**-The market is steady in the high teens on Northern California grown product. **Brussels Sprouts**-The market is in the mid 40's on Mexican grown product. Coastal California growers are done. **Corn**-White and Yellow will start from Southern California this weekend. The market will be strong but should improve quickly. **Cucumbers**-Pickling cukes continue to be very limited as Mexico finishes. **Lettuce**-Transition is complete, however heavy rains will affect harvest and quality of new fields. The markets on iceberg and all leaf lettuces are up slightly. **Peppers**-Green market improving as California (Coachella) starts. Red market considerably higher on product from Mexico. **Chile Peppers**-Jalapeno, Anaheim, Pascilla and Tomatillo markets improving. **Squash**-Italian and Yellow markets improving as California production improves. **Tomatoes**-Markets are very strong-high 20's on all sizes and shapes. Cherry tomatoes and Grape tomatoes higher as weather created gaps limit supplies.



"Farm to you overnight"



LOCAL FARMS

Riverdog Farm-

- Bloomsdale Spinach-4#
- Leeks-12 bunch
- Spring Garlic-10#
- Red Spring Onions-10#
- White Spring Onions-10#
- Green Chard-12 bunch
- Red Chard-12 bunch
- Red Beets-12 bunch
- Chioggia Beets-12 bunch



Del Rio-

- Pea Shoots-2#
- Fava Greens-2#
- Nettles-2#
- Wrinkled Crinkled Cress-2#
- 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

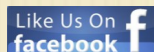
- Asparagus-28# or pound

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 amber@produceplus.net



Buy Local, Buy Fresh, Buy the Best!



WWW.PRODUCEPLUS.NET