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MARKET OUTLOOK

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MAY 1, 2014

Mexican Cheeses

In anticipation of your upcoming Cinco de Mayo celebrations, we'd like to remind you of the availability of a brand of three varietal cheeses that are closely associated with and are in fact an integral part of Mexican cuisine-Queso Fresco, Oaxaca and Cotija cheeses. These cheeses come to us from a small, family owned business in Brentwood, CA. - **Queso Salazar**. The Salazar family has been making Mexican style cheese for over 50 years. They make the cheeses in small batches using whole milk from a small herd of Holstein cows. **Queso Fresco**-A creamy, soft and mild un-aged white cheese with a trademark salty-sour flavor used to garnish soups and tacos. \$27.50/ 5# wheel. **Oaxaca**-A semi-soft, slightly acidic cheese often called 'string cheese' as it pulls apart in a fashion similar to mozzarella-perfect for quesadillas, stuffing chilies, and in vegetable dishes. \$29.50 5# Wheel. **Cotija**-A dry aged cheese, similar to Parmesan with a nutty-salty flavor. Use crumbled over enchiladas and bean dishes. A popular street-vended treat in Mexico is a roasted ear of corn spread with mayonnaise and rolled in crumbled Cotija cheese then dusted with chili powder and lime juice. \$36.50 7# wheel.

Enjoy the celebration!



Madrid Santa Fe offers a unique corn tortilla-**Mi Abuelita Bonita** or grandma's tortilla. These tortillas have intense corn flavor and are as the 'closest to homemade as you can get.' Available sizes are 6" Traditional, 5" Blue Corn, & 6" Green Chile. 100ct case.

SANTA FE TORTILLAS



Madrid Santa Fe Trading Company is owned and operated by the Madrid family and is located on Freeport Blvd. in South Sacramento. Following a successful restaurant career in New Mexico and Sacramento, Andy and Lola Madrid started a tortilla business in 1983, initially producing six tortillas per minute. They created a line of specialty tortillas in 1993 and saw production rise to 5,000 tortillas a day. Currently, the business is in the hands of their children and they are producing up to 35,000 flavored tortillas per day. The Madrids emphasize the healthy aspects of their tortillas; low fat, no food coloring, cholesterol free, no trans fat. They use 100% soybean oil, whole wheat flour and literally bake fresh ingredients-garlic, onions, spinach, tomatoes, jalapenos, cilantro-into their flour tortillas. The following 12-inch flour tortillas packed in 100 ct cases are available in the following flavors:(8 & 10 inch sizes are available with a 48 hour pre order) **Tomato Basil, New Mexico Red Chile, Spinach Onion, Whole Wheat Flour, Variety Pack**. The following flour tortillas are packed 100 per case, in 8, 10, or 12 inch sizes and available with a 48 hour pre order. **Black Bean & Garlic, Garlic Butter, Chipotle, Rosemary & Olive, Cinnamon & Sugar**.



MARKET MOVERS



Avocado-California product has been very nice. The market is anticipated to be steady for Cinco de Mayo weekend. **Berries**-Strawberry market is steady-high teens. Oxnard, Southern California finishing and could cause supply issues for Mother's Day. Blackberries are steady-high 20's, Blueberries are down slightly-mid 30's, and raspberries are

down slightly-high 30's. **Citrus**-Lime market is beginning to fall with each shipment. Currently in high 80's and sliding. Navel Oranges will finish soon. California Valencia have decent flavor and high juice content. Lemon market is steady. Blood Oranges, Cara Cara, and Kumquats are done. HALO Tangerines will finish in a week or less. **Grapes**-Chilean market continues to escalate. Red's-low 40's, Greens-high 40's, & Blacks-mid 40's. **Melons**-Cantaloupes (Guatemala) mid 20's. Honeydew (Mexico)-high teens, and Watermelon 5/6 each have been cutting and eating well for this time of year. Crenshaw, Galia and Charantais available from Mexico-high 30's. **Stonefruit**-Peaches, Nectarines, Apricots, and Cherries are available from Southern California. Quality okay, sizing small, and flavor is nowhere near local tree ripened fruit. **Tropical**-Pineapple supplies are very tight. The market is steady-high teens. Mango market is easing as new regions and varieties start. **Artichokes**-Larger sizes escalating quickly. 18's & 24's-mid 30's, 36's-mid 20's. **Asparagus**-California supplies still very tight. The market should remain relatively stable for Mother's Day week. **Beans**-Blue lakes slightly higher from Coachella and Central Valley growers; high 40's. French Beans-high 30's from Mexico. Wax and Romanos are still limited. Coastal Favas have been very nice, the market is easing into the mid 30's. **Brussels Sprouts**-Product from Mexico very strong-high 50's. **Cauliflower**-The White market is beginning to ease into the mid 20's. **Corn**-Quality and flavor from Coachella has been very good on White and Yellow. Bi-Color available by the case only. The market is in the low 20's. **Cucumbers**-The market is steady on slicing and English Cukes. Pickling Cukes will be very limited for a couple of weeks. **Lettuces**-Iceberg and Romaine remain strong-high teens. Gaps and less acreage are causes. **Onions**-We are finally into new crop Yellow, Red and White Onions. The markets are improving and quality is vastly improved. **Tomatoes**-Markets are stable on all sizes and shapes. **Wild Mushrooms**-Morels are limited. No Chanterelles, Black Trumpets, or Hedgehogs. Best substitute is Chef's Sampler or single varieties like Trumpet Royale, White or Brown Clamshell.



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LOCAL FARMS

Riverdog Farm-

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



Del Rio-

Purple Artichokes-12 ct
Honey-Gallon
Pea Shoots-2#
Fava Greens-2#
Wrinkled Crinkled Cress-2#
Mulberries (Pakistani) 6/8 oz
Arugula Rapini-4#
Red Frisee Mustard-2#
Arugula-4#
Mizuna-4#
Spring Mix-2#
Braising Mix-4#
Nettles-**Done**



Capay Organic-

Nantes Carrots-24 bunch-**Limited**
German Butterball Potatoes-24#
La Ratte Potatoes-24#
French Fingerling Potatoes-24#

Sausalito Springs-

Watercress-2#

Delta Queen

Asparagus-28# or pound

V&M Farms

Farmers Market Strawberries-Flat only

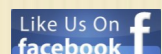
Solorio Farms

Fava Beans-case or pound
English Peas-case or pound

"Farm to you overnight"



Buy Local, Buy Fresh, Buy the Best!



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