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MARKET OUTLOOK

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JULY 24, 2014

Local Peppers

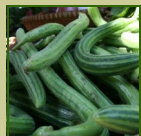
Though available year round, peppers are primarily warm season vegetables that flourish during the summer months. The many varieties of peppers can be divided into two main groups -sweet peppers and chile peppers. **Gypsy**-Medium size with long, tapered shape. Color changes from yellow-white to orange, then red during the harvest. Intense sweet flavor and excellent for roasting and stuffing. 10# case/Riverdog Farms **Padron**-A popular pepper, native to the ancient Spanish town of Padron. Padron is a small, green pepper, often crinkled, often fried, then served with quality olive oil and sea salt. Padron peppers are sweet and mild however, one in ten will be hot and spicy. 5# case/Capay Organics. **Shishito**-A bright, glossy green, Japanese chile pepper. Slightly curvy and wrinkly, they offer a moderate but distinctive heat. 5# case/Ron Kelley Farms. **Jimmy Nardello**-Long and conical in shape, sweet and light when eaten raw. It is considered one of the very best frying peppers as its fruity raw flavor becomes perfectly creamy and soft when fried. 10# case/Riverdog Farms.



MIXED CUCUMBERS

The hot days of summer are the best time to enjoy cucumbers. Mild in flavor, cool, crisp and crunchy, cucumbers are an essential ingredient in summer salads, chilled soups and even sandwiches.

DEL RIO CUCUMBERS



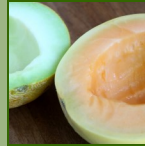
We are most familiar with the dark, green American slicing cucumber; however, there are other varieties, several of which are seasonal at this time of year, that serve to enhance the overall appeal of this particular vegetable. Botanists believe that cucumbers are descendants of wild gourds found growing in the Himalayas. Cucumbers are found in pictures and carvings in India dating two centuries before Christ. Today the largest and most widely varied types of cucumbers are still found growing in India. Varieties available this week from Del Rio Botanical include: **Armenian**-Pale green in color, ridged, thin-skinned, and slender with significant curved shape as they grow. The flesh is distinctively sweet with a mild, citric flavor. 10# case. **Lemon**-A baseball sized cucumber that has a lemony looking skin and shape. Their flavor is excellent, a bit sweeter than other cucumbers. 10# case. **West Indian Gherkins**-Round and covered in edible dull "spikes," strongly resembling green burrs. Their flavor is mild and resembles cucumbers when young without the strong "green" bitterness of some common cucumbers. **Citron**-A round Italian variety similar in size and shape to Lemon Cucumbers with crisp texture and refreshing flavor. 10# case. **Pepinito**-Crunchy and firm, about the size of a quail egg with a tinge of sourness. 1 pint clamshell. **Gherkins**-Small cucumbers 2-3 inches long used primarily for pickling. **Mixed Cucumbers**-A "ToyBox" of the above varieties. 10# case.



FARMER'S MARKET



Avocado-Quality and consistency greatly improved with new grower-West Pak. **Berries**-Strawberry market steady high teens. Raspberries and Blackberries high 20's. Blueberries (Oregon) best value-low \$20's. Local Blackberries arriving from Rich Collins (Dixon) 3 days a week. Get'em while they're here! **Citrus**-Lemon market is very strong-mid 40's on all sizes. Valencia Oranges continue to improve in flavor and appearance. Lime market escalating into mid 20's. **Grapes**-California Red and Green are very flavorful. Champagne Grapes available from Del Rio in 4# boxes. **Melon**-It is melon season! Cantaloupes and Honeydews in mid teens from Northern California. Vierra Farm Black Seedless Watermelons have deep red color and full flavor. Yellow Seedless available as well. Specialty melons include Casaba, Crenshaw, Galia, Juan Canary, Orange Flesh Honeydew, Santa Claus and Sharlyn. R Kelley Farms has sold out due to overwhelming demand. All varieties will be sold out for two weeks. We will source Musk Melon & Sensation (honeydew) melons from Riverdog, and Ambrosia melon from Capay to cover the gap. **Stonefruit**-Twin Peaks Peaches have been outstanding. White Peach, Yellow Nectarine, and White Nectarines available from Twin Peaks also. Dwelley Farms Pluots are back. Plums are from Central California and flavor is only fair. No local sources. **Tropical**-Pineapples and Mangoes have been very good.



No Starfruit due to statewide quarantine on fruit from Florida. **Specialty**-Black Mission Figs will return next week. Currently stocking Brown Turkish. Kadota and Candy Striped Figs will be available next week also. **Artichokes**-Market slightly improved due to lack of demand. Supplies are still very tight on Globe varieties. Growers only harvesting twice a week until early fall. **Asparagus**-Supplies from Mexico and Peru continue to be limited. The market is in the mid 40's on 11# cases. **Beans**-Dwelley Farms will gap Bluelake, French, Romano, and Yellow Wax Beans for 7-14 days. We will seek other sources. **Corn**-Market remains in mid 20's on White and Yellow. Brentwood and Dixon Ridge quality have been outstanding. **Cucumbers**-Slicing Cukes market down slightly. English Cukes remain strong in the mid 20's. Persian and Pickling Cukes available by the case only. **Eggplant**-Central California growers continue to struggle to meet demand. Market in the mid 20's. Riverdog Farms Heirloom varieties will start this week. **Lettuce**-Iceberg finally down into high teens. Relief will be short lived as more gaps approach. Romaine and Romaine Hearts continue to be very strong. **Peppers**-Green market is very strong-low 30's as Central California growers gap. Red market continues to improve into mid 20's. Castaneda and Biglieri begin to harvest Green Bells this weekend. **Chile Peppers**-Castaneda Jalapeno and Paschilla in stock. Tomatillos are limited. Corno di Toro, Gypsy, Shishito and Padrons available from various local growers. **Tomatoes**-Market has fallen drastically in last 7-10 days. All sizes in high teens from Central California growers. Ray Yeung "Shady Lady" True Vine Ripened Tomatoes are very meaty and full of flavor. 14 single varieties of Heirloom Tomatoes available. 10# ToyBox Mixed case also available. **"Farm To You Overnight"**

LOCAL FARMS

Riverdog Farm

Red Spring Onions 10#
White Spring Onions-10#
Medley Cherry Tomatoes-12 pint case
German Butterball Potatoes-25#
Gypsy Peppers-10#
Jimmy Nardello Peppers-10#
Red Beets-25#
Musk Melons-30# case
Sensation Melon-30# case



Del Rio Botanical

Medley Cherry Tomatoes-12 pint case
Toybox Heirloom Tomatoes-10#
Mixed Baby Squash-10#
Mixed Teenage Squash-20#
Squash Blossoms-35ct
Braising Mix-4#
Toybox Cucumbers-10#
Mixed Baby Eggplant-2#



Capay Organic

Padron Peppers-10#
Nantes Carrots-24 bunch
Collard Greens-12 count
Rainbow Chard-12 count



Dwelley Farms

Bluelake Beans-*GAPPING
Yellow Wax Beans-*GAPPING
Romano Beans-*GAPPING
French Beans-*GAPPING
Cranberry Beans *GAPPING
White Corn-48ct case or ear
Yellow Corn-48ct case or ear
Pluots-10# case or pound

Twin Peaks Orchard

White Peaches-20# case or pound
Yellow Peaches-20# case or pound
Yellow Nectarines-20# case or pound

Vierra Farms

Black Seedless Watermelon-each
Yellow Seedless Watermelon-each

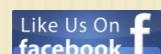


Ron Kelley Farm

Shishito Peppers-5
Savor Melon-*GAPPING
Passport Melon-*GAPPING
Crème de la Crème Melon-*GAPPING
Ambrosia Melon-*GAPPING



Buy Local, Buy Fresh, Buy the Best!



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