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MARKET OUTLOOK

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SEPTEMBER 11, 2014

Sparrow Lane Vinegar

Produce Plus offers an excellent variety of artisan vinegars from **Sparrow Lane** who sources all of their wines from the Napa Valley and then produces their vinegar in a facility in Modesto. All vinegars are available by the gallon. **Apple Cider Vinegar**-Fresh Sebastopol apples give this rich golden colored vinegar a crisp zing! \$17.75. **Golden Balsamic** -Honey colored with the slight floral tones of the sweet Muscat Grape. \$20.75. **Champagne**-Delicate, crisp and fresh, with the classic color of fine champagne. \$17.75. **D'Anjou Pear**-Light yellow color with a luscious crisp pear flavor. \$20.75. **Pear Raspberry**-Dark rose color, with the taste of sweet pears and luscious raspberries. \$20.75. **Sherry**-Deep caramel color with a smooth and assertive crisp deep oak flavor. \$20.75. **Rice Vinegar**-Made from local Lundberg Farms rice, it is unseasoned with 5% acid which allows the full flavor of the rice to come through. \$16.75. **Mango, White Wine, Red Wine, Cabernet, Zinfandel, and Dark Balsamic** are also available.



LOCAL APPLES

LARSEN APPLE BARN



This week we are offering varietal apples from **Larsen Apple Barn**, one of the many growers located just past **Placerville** in the area known as **Apple Hill**. The Apple Hill Growers Association is comprised of more than 50 independently owned ranches offering a variety of locally grown mountain fruit. Additional businesses in the area include Christmas tree farms, several wineries, a micro brewery and several restaurants. Most of the Apple growers offer a variety of homemade pies and other desserts featuring their fruit. Larsen Apple Barn is the oldest (1860) family owned and operated farm in the area. Larsen offers over a dozen varieties of apples as well as pears, peaches and nectarines seasonally, along with fresh apple cider, honey and pumpkins. Apple Hill apples are seasonal, the harvest running from late summer and throughout the fall season. The following varieties are available this week. Other varieties will follow as they become available. **Gala**-Their dense flesh is creamy yellow and crisp, offering a mildly sweet flavor and floral aroma with red stripes over a pale yellow background. Better for eating out of hand and in salads rather than baking; also good for applesauce. 40# case \$39.75. **Golden Delicious**-Yellow in color with firm white flesh, balanced sweetness and acidity. Good for eating out of hand and in salads as well as being cooked as they are the apple of choice in the 1000's upon 1000's of pies baked each year in Apple Hill. They pair well with savory items and make excellent applesauce. 40# case \$39.75. **Early Fuji**-Excellent for eating out of hand and in salads but equally good in pies, tarts, and applesauce. They have yellow/green skin with red highlights, but will sometimes be nearly all red. 10# \$16.75 or 40# case \$42.75. Enjoy the harvest.

MARKET MOVERS



Apples-Local season just starting from Apple Hill. Northwest (Washington) Gravenstein, Galas, Honeycrisp, and Fuji have started as well. **Avocado**-We have located enough California fruit to make it at least one more week before switching to fruit from Mexico. Chilean imports have started at the retail level. Chilean fruit oxidizes very quickly and typically does not work well with food institutions. They will relieve pressure on California and Mexican supplies. **Berries**-Strawberries continue to climb. Northern crop is finishing and Southern California fruit just starting. Blackberries-low 30's, Blueberries-mid 30's, and Raspberries-high 20's. **Citrus**-Lime market has eased into low 20's. Lemon market is steady and very strong in the low 50's. Valencia Oranges are in the high 20's. **Melons**-R. Kelley has finished for the season. We now have Riverdog Canary, Charantais, Sharlyn, and Musk Melon available by the case or as a local mixed melon. **Stonefruit**-Twin Peaks finished a little over a week ago. JJ Ramos has fruit but is beginning to show weather related issues.

We will continue to source Peaches, Nectarines, Plums, & Pluots as long as possible. Apricots and Cherries are done. **Figs**-Black Mission Figs will last a few more weeks. Kadota (Green) Figs are limited and sold by the case only. **Pomegranates**-Local (Yuba City & Reedley) Pomegranates have started. Available by the case or piece. **Asparagus**-Market down slightly on Mexican grown "Grass". Sizing options are still limited. Larger sizes survive the long trip better than Standard or Pencil. **Beans**-Dwellely Farms Blue Lakes, French, Romano, and Yellow Wax continue to be the best available. Fresh Cranberry Beans have bright contrasting colors. **Broccoli**-Market is starting to ease as southern growers play catch up. **Cauliflower**-Market is easing into mid 20's. Green, Orange, Purple, Carnival and Romanesco available by the case only. **Corn**-Brentwood gapping until late September-early October. Yellow market is approaching \$30 range. **Cucumbers**-Lemon Cukes are very limited. We are still stocking Armenian and Mixed Cukes from Del Rio. **Eggplant**-Globe market from Central California very strong. **Lettuces**-We are starting to see short term relief in the Iceberg market. Prices will be going back up next week. Romaine Hearts of all sizes are down slightly as well. **Peppers**-Red Bell market has dropped into low 20's. Local Green Bells continue to be in the high teens. **Tomatoes**-Roma market getting stronger in the high teens. Shady Lady's from Ray Yeung are small due to lack of warmth at night. Heirlooms are flourishing. **Wild Mushrooms** -Oregon Chanterelles (\$17.75) and Lobsters (\$16.75) have been clean and dry.



"Farm to you overnight"



LOCAL FARMS

Riverdog Farm

Medley Cherry Tomatoes-12 pint case
 German Butterball Potatoes-25#
 French Fingerling Potatoes-25#
 Jimmy Nardello Peppers-10#
 Gypsy Peppers-10#
 Canary, Charantais, Sharlyn, & Musk
 Melons-5-6 piece case

Del Rio Botanical

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



JJ Ramos

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

Dwellely Farms

Bluelake Beans-30# case or pound
 Yellow Wax Beans-10#case
 Romano Beans-10# case
 French Beans-10#case
 Cranberry Beans -limited



Vierra Farms

Black & Yellow Watermelon-each

Ray Yeung

Heirloom Tomatoes-10#
 Toybox Heirloom Tomato Case-10#
 True Vine Shady Lady Tomatoes-20#
 True Vine Roma Tomatoes-20#
 Butternut Squash-each or 35# case

Stillwater Orchard Pears

Bartlett-40# case or pound
 Stark Crimson-20# case or pound
 Bosc-20# case or pound
 Seckel-20# case only
 French Butter-20# case only
 Comice-20# case only

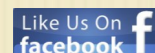


Capay Organic

Padron Peppers-5#
 Shishito Peppers-5#



Buy Local, Buy Fresh, Buy the Best!



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