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MARKET OUTLOOK

Call Today! 530 581-1525

OCTOBER 2, 2014

Perfect Puree



Produce Plus offers an extensive variety of fruit purees, concentrates, and blends for use in the kitchen, pantry, and bar. This week we are introducing two new products from **Perfect Puree of Napa Valley**, one puree, and one extract blend.

Cranberry Puree-A slightly sweeter, smoother and sauce-like cranberry. This flavor lends itself to a myriad of uses including cranberry beverages and cocktails, sauces and of course, to accompany turkey dishes and stuffing. 30oz container \$14.75.

Hibiscus Extract Blend-Created from the extract of the edible hibiscus flower, this slightly sweet-tart blend has lemon-berry notes and floral aromatics that will be a favorite for chefs, pastry chefs, and bartenders alike. 30oz container \$15.75. We also offer the following seasonal purees and concentrates- Pomegranate, Blood Orange, Mandarin, Meyer Lemon, Sir William Pear, Green Apple, Black Currant, Prickly Pear, and many others.



POMEGRANATES

LOCAL VARIETAL POMEGRANATES

It's Fall. Time for Pomegranates, Pumpkins, and Persimmons. We will discuss the latter two in the next few weeks as this week we are offering four distinct varieties of pomegranates from **Windmill Vineyards**, a farm and event center located nearby in **Woodland, CA**. The most common variety, the industry standard, is the large glossy crimson red pomegranate with the varietal name **Wonderful**. While the Wonderful variety is probably the best



looking pomegranate, it is the ruby red kernels, each containing a hard seed, botanically called Arils, that are more important than the external leathery skin. The seeds of the four varieties we are offering this week differ in color, flavor, and texture. **Sharp Velvet**-A large sized pomegranate with a dark red exterior and dark seeds the color of crushed red velvet. The seeds are tender and crisp with a burst of sweet juice and mild acid. **Pink Satin**-Tender translucent pink seeds with refreshing sweet flavor.



Kashmir-Firm reddish-pink seeds with intense sweet-tart flavor. **Desertnyi**-Tender, dark red, juicy seeds with sweet citrus overtones. Perfect for desserts. All varieties are offered by the 20#



case \$31.75 (Approximately 25 pieces per case) or \$1.95 each with the Sharp Velvet variety being our house variety meaning if you order a case of pomegranates, you will receive the Sharp Velvet variety. All other varieties should be ordered by name. Enjoy the harvest.



MARKET MOVERS



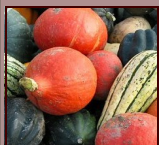
Avocado-Transition to Mexican fruit has been a little bumpy. Fruit-oil content-has been inconsistent. Boxes have been a little "checker board" or unevenly ripened. This weeks fruit seems to be more consistent. The market is down slightly. **Berries**-The Strawberry market is easing in to the mid 20's. Last weeks rain

caused harvesting and quality issues with northern fruit. Southern fruit slightly higher. Stemberries limited-and smaller. Raspberry market in mid 30's. Blackberries-mid 30's, Blueberries up drastically-mid 40's. Fresh Cranberries will start early next week. **Citrus**-Lemon market should begin to ease next week. Pipeline is refilling as new regions begin to harvest. Grapefruit will be very limited for another 2 weeks, the market is in high 30's. Lime market is reasonable in mid high teens. **Grapes**-Red and Green market in high 20's. Cotton Candy, Concord, Witch Finger and Champagne Grapes are done for the season. **Melons**-Cantaloupe and Honeydew are finishing in Northern and Central California. All mixed Melons and specialty varieties are done for the season. Vierra Farms will have Black Seedless Watermelons for another week or so. **Pears**-



Stillwater Seckels and French Butter have already finished for the season. Next week we will transition to Northwest (Oregon) fruit. **Stonefruit**-All local stonefruit is done for the season. **Tropical**- Pineapple market has eased into high teens. Fruit has very good flavor and color. Mango supplies are very limited. Currently sourcing fruit from Brazil. Starfruit (Taiwan) has returned. Available by the case or piece. **Asparagus**-Quality and shelf life were affected by hurricane and heavy rainfall in Mexico. Product seems to be improving this week. **Beans**-Dwelley Beans are winding down. All varieties still available. **Broccoli**-Market steady on Bunched-mid 20's, Crowns-high 20's. **Brussels Sprouts**-Monterey coastal growers are fighting overcast skies which is slowing growth. Quality remains very good, market in high 30's. **Cabbage**-

Northern growers are finishing. Very little Cabbage grown in southern region due to water restrictions. Market in high 20's on Green and it could be several weeks before we see relief. **Corn**-Brentwood and Dixon will harvest this week; market remains very strong low 30's. **Cauliflower**-Supplies continue to be limited-high 20's. **Cucumbers**-California slicers and English Cukes are finishing Mexican market slightly higher. **Lettuces**-Iceberg easing into high teens. Butter, Romaine, and Romaine Hearts slightly higher. **Peppers**-Castaneda struggling to meet demand. Cooler temps slowing growth-size. Sourcing Bells and Chiles from Southern California and Mexican growers. **Squash**-Italian and Yellow Squash are up drastically as Northern California growers finish. Market in high 20's. Summer and Sunburst very limited. Local Butternut, Acorn, Delicata, Kabocha, Red Kuri, & Spaghetti available. We are offering assorted pumpkins. **Tomatoes**-Round market very steady-high teens. Roma improving-mid 20's. **Wild Mushrooms**-Chanterelles from Oregon are limited (heavy rain). The market is slightly higher-high teens.



"Farm to you overnight"

LOCAL FARMS

Riverdog Farm

Medley Cherry Tomatoes-12 pint case
German Butterball Potatoes-25#
French Fingerling Potatoes-25#
Russian Banana Fingerling-25#
Jimmy Nardello Peppers-10#
Gypsy Peppers-10#
Delicata Squash-18#
Sugar Pie Pumpkin-35#



Del Rio Botanical

Medley Cherry Tomatoes-12 pint case
Organic Heirloom Tomatoes-10#
Mixed Teenage Squash-20#
Squash Blossoms-35ct
Toy Box Cucumbers-10#
Mixed Baby Eggplant-2#
Red Frisee-2#
Honey-gallon



Larsen Apple Barn

Gala-10# or 40#
Golden Delicious-40#
Jonagold-40#
Red Delicious-40#
Fuji-**Gapping**



Dwelley Farms

Bluelake Beans-30# case or pound
Yellow Wax Beans-10#case
Romano Beans-10# case
French Beans-**Limited**

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#
Red Kuri Squash-35#
Kabocha Squash-35# or piece
Spaghetti Squash-35# or piece

Stillwater Orchard Pears

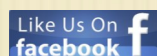
Bartlett-40# case or pound
Stark Crimson-20# case or pound
Bosc-20# case or pound
Comice-20# case only

Capay Organic

Dino Kale-12 bunch
Shishito Peppers-5#
Red Chard-12 bunch
Green Chard-12 bunch



Buy Local, Buy Fresh, Buy the Best!



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