



WWW.PRODUCE PLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525



LOCAL KIWIFRUIT

WILD RIVER FARM



This week we offer two varieties of an often overlooked piece of local, seasonal fruit- **Kiwifruit**. Kiwifruit is native to northern China but spread to New Zealand in the early 20th century where the first commercial vineyards were planted. The kiwifruit is a relatively new crop in California. The first plantings in California were made in 1967, and by 1971 at least 100 acres had been planted, most of it in Butte and Kern Counties. The **Kiwifruit** we offer at Produce Express comes from **Wild River Farm**, a 200 acre farm just outside **Marysville**, in **Yuba County**. Wild River Farm sits alongside the **Yuba River**, which surges out of the rugged Sierra Nevada Mountains into the fertile Sacramento Valley. **Gordon Noland**, the patriarch of the family run farm, developed a unique irrigation system and progressively changed their agricultural practices to adapt to the nuances and rhythm of the river. As a result, Wild River's orchards and vineyards thrive, naturally nourished by the highly fertile, nutrient-rich topsoil deposited by the river's overflow. The **Green 'Hayward'** variety is **organically** grown and offered in a single layer case or piece. 36ct \$17.75. **Gold Kiwifruit** has smooth, bronze skin and flesh that varies in color from light green to a clear, intense yellow. Compared to the Green Hayward Variety Kiwifruit, it is sweeter to the taste with a less tart, slightly tropical flavor. An attractive trait of gold kiwi is that its' skin has very little fuzz, making it more palatable for consumption without peeling. The fruit's flesh has a soft, unique texture and is packed with highly nutritious vitamins and antioxidants We offer Gold Kiwifruit in Single Layer case only. 36ct \$17.75. Enjoy the harvest.

FEBRUARY 11, 2016

Del Rio Greens



Del Rio Botanical is offering the following early spring crops: **Nettles**-(Pre order) Truly resembling a wild weed, Nettles need to be blanched to remove the 'sting'-then pureed into soups and sauces or mixed into pastas and salads. 2# \$17.95. **Wrinkled Crinkled Cress**-(Pre order) A cross between a broad leaf and a curly cress with an intense sweet/spicy flavor. Use in place of watercress. 8oz clamshell \$17.95. **Pea Shoots**-Often confused with Pea Sprouts, Pea Shoots are the edible leaves and flowers of the Pea plant with a sweet, delicate pea flavor. 2# \$17.95. **Baby Ragged Jack Kale**-Very similar to Red Russian Kale with beautiful purple/silver/green leaves. 2# \$17.95. **Baby Dino Kale**-Beautiful baby leaves fitting for kale salads. 2# \$17.95. **Red Frisee Mustard**-Spicy and assertive with gorgeous purple/green serrated leaves. 2# \$17.95.

"Farm to you overnight"



SIERRA NEVADA CHEESE COMPANY



Sierra Nevada Cheese Company was founded in 1997 by Ben Gregersen and John Dundon. Ben and John discovered they had a common interest in making the best quality artisan cheeses while working together in the Gregersen's Family Creamery, a

Sacramento Landmark for over 40 years. Ben and John began introducing their cheeses at local farmers markets and soon after, demand for the products increased and their cheeses were sought out by local retail stores. In 2003, the company's successful growth allowed them to relocate the creamery 100 miles north of Sacramento to **Willows**, where they are located today. Ben and John are both hands-on owners and operators of Sierra Nevada Cheese Company. Their mission is to provide their customers with the highest quality product using only the most wholesome milk, free of added hormones, preservatives, stabilizers, gums, and nothing artificial, just great cheese. We are proud to offer the following cheeses from Sierra Nevada Cheese Company. **Chevre**-The most recognized type of goat cheese, this chevre has smooth texture, fresh flavor and a tangy, citrus finish. 2.2# Log. **Goat Feta**-An excellent version of this traditional Mediterranean brine-cured cheese. The cheese is semi-firm, compact and not as salty as most European versions. 5lb Loaf. **Bianco Aged Goat Cheddar**-Aged for over 6 months, this semi-soft cheese offers a cheddar like quality with creamy smooth texture and a complex nutty flavor; excellent for a cheese board. 5lb Loaf. **Organic Farmhouse White Cheddar**-Mild yet has a full-bodied, authentic flavor, and a creamy, buttery texture; an excellent melting cheese. 2/5lb case. **Gina Marie Cream Cheese**-Gina Marie cream cheese is made with three ingredients-fresh milk, cream and sea salt. Light, soft and fluffy texture and fresh creamy flavor. 2.5lb chub. **Organic Smokehouse Jack**-Ultra-creamy texture and great for adding a smoky, bacon-like flavor to your sandwich, burger, mac n cheese or vegetarian dish. Perfect for melting. 3lb wheel. **Habanero Jack Cheese**-Not your traditional pepper jack cheese. This Habanero Jack has some character with its ultra creamy texture and nice lingering heat. Perfect for sandwiches, burgers, pizzas, omelets, and more. **Organic Euro-Style Butter**-High butterfat content creates an ultra rich, creamy flavor. Packed as 'chubs'-long cylinders for cooking and table service rounds. Salted or Unsalted. 15/1# case.



LOCAL FARMS

Sausalito Springs-Organic
Watercress-2# bag

Vierra Farms

Butternut Squash-40# Case or piece
Green Cabbage-35# case
Red Cabbage-35# case

Del Rio Botanical-Organic

Salad Mix with Petals and Herbs-2#
Baby Ragged Jack Kale-2#
Guatemalan Blue Squash-#
Magdalena Cheese Squash-#
Mixed Winter Squash-#
Arugula Rapini-2#
Baby Dino Kale-2#
Baby Chard-4#
Braising Mix-4#
Red Frisee-2#
Honey-gallon
Honeycomb-16 oz
Baby Arugula-4#
Quail Eggs-10ct



Dragon Gourmet Mushrooms

Eryngii/Trumpet Royale-5#
Brown Beech-4#
White Beech-4#
Shiitake-5#
Oyster-5#



Riverdog Farm-Organic

King Richard Leeks-12 bunch
Bloomsdale Spinach-4#
Dino Kale-12 bunch
Collard Greens-12 bunch
Scarlet Queen Turnips-10#
Bunched Beets-12 bunch



J.Marchini Farm

Radicchio-12 ct
Treviso-12ct



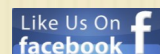
Castelfranco-12ct
Puntarelle-8ct
Mixed Chicory-case
Romanesco-6ct case

Full Belly Farm-Organic

Tadorna Blue Leeks-20#
Green Garlic-10#
Red Spring Onions-10#
Tokyo Turnips-2 dozen



Buy Local, Buy Fresh, Buy the Best



WWW.PRODUCEPLUS.NET