



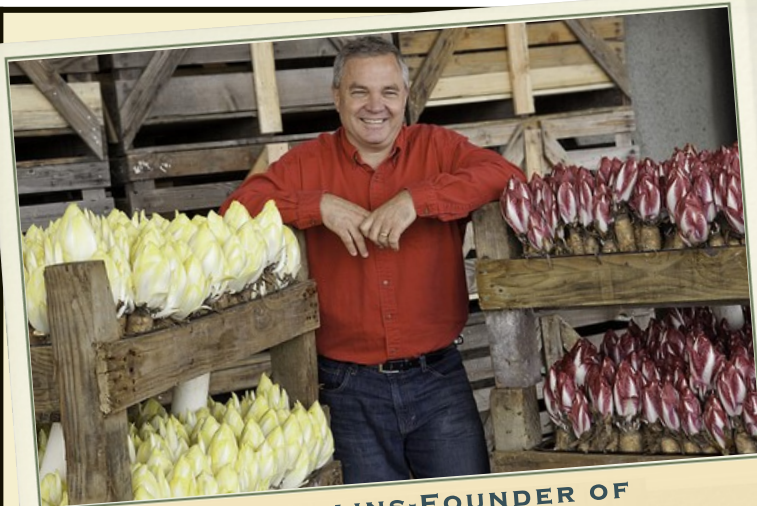
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MARKET OUTLOOK

Call Today! 530 581-1525

MARCH 10, 2016

New Cheeses



RICH COLLINS-FOUNDER OF CALIFORNIA ENDIVE

CALIFORNIA ENDIVE



Endive (on-deev) is a member of the chicory family, which includes radicchio, escarole, frisee and curly endive. It has a crisp texture and a sweet, nutty flavor with a pleasantly mild bitterness—great served raw or cooked. Endive is one of the most difficult vegetables in the world to grow, requiring a two-step growing process

before it is ready to be enjoyed. The first growth takes about 150 days in the field, where the chicory grows from seed into a leafy green plant with a deep tap root. At harvest, tops of the leafy chicory plant are cut off, the roots dug up, and then placed in cold storage where they enter a dormancy period. As demand necessitates, roots are removed from cold storage for their second growth, which takes 28 days in dark, cool, humid forcing rooms, similar to a mushroom growing facility. The control over the initiation of this second growing process allows for the year-round production of endive. Today, California Endive Farms, located in Rio Vista, remains the largest American producer and a leading worldwide innovator in improving the complex process of growing high quality endives. We offer the following: **Belgian Endive** has an ivory-white head with pale yellow-edged, closely wrapped leaves, a mildly bitter flavor and tender juicy texture. 10# case \$31.75 or by the piece. **Red Endive**—A cross between white endive and Treviso with closely wrapped leaves, a mildly bitter flavor and tender juicy texture. 8# case \$48.75. **Mixed Endive**—Belgian and Red Endive. 8# case \$41.75. **Coral Chicory**—A new product from Rich Collins, looks like Belgian Endive mated with Frisee. Please call the office or your Sales Rep if you would like a free sample box. **"Farm to you overnight"**



We have added four cheeses to our growing inventory of local

cheeses. **Laura Chenel-Cabecou**—Marinated goat cheese buttons with a dense texture. The disks are placed on racks to dry approximately 5 to 7 days. They are then hand packed with savory herbs and spices into anti-leak jars and covered with California extra virgin olive oil. 30/2oz marinated disks per jar. \$43.75. **Tome**—Fresh goat curd is wrapped in cheese cloth and formed into 4 pound wheels then aged for 8 to 12 months. Tome has a pale ivory color and firm texture similar to aged Cheddar or Parmigiano Reggiano. Please order as Laura Chenel Tome to distinguish from Pt Reyes Toma. 4# wheel \$60.75. **Marin French Cheese Company-Petite Breakfast** is a fresh unripened Brie made with sweet local milk and cream. Mild and buttery. Marin French Cheese Company. 6/4oz rounds \$30.50. **Petite Supreme** is lush and buttery with an edible rind of white mold. Tangy and grassy with a hint of salt. Aged 9-14 days. 6/4oz \$27.50.



HODO SOY TOFU



Several months ago we were forced to look for another source for Tofu. In our search for a new tofu company, we came across a company called **Hodo Soy Tofu** based in Oakland. Our sales team met with **Minh Tsai**, the owner of Hodo Soy, toured the facility, and tasted the products. We are very impressed with their commitment to quality and care they take in producing this

exceptional tofu. Hodo Soy uses only **Organic Non-GMO** soy beans grown in the United States to make their products and supplies companies like **Chipotle** and **Whole Foods**, as well as acclaimed Bay Area restaurants such as **Benu, Coi, Quince, The Restaurant at Meadowood, The Slanted Door, State Bird Provisions** and many, many others. Coincidentally, Hodo Soy will eventually take over the space of our former supplier-Sacramento Tofu. To begin, we will offer firm tofu. Hodo Soy firm tofu is considered by many to be 'extra firm'. You may want to experiment with it and judge for yourself. We offer the following items packed dry, not in water:

Firm Tofu-20# case (4x5#) \$37.75

Firm Tofu-5# \$11.50

Firm Tofu-12oz piece \$4.75



LOCAL FARMS

Sausalito Springs-Organic

Watercress-2# bag



Vierra Farms

Green Cabbage-35# case

Red Cabbage-35# case

Del Rio Botanical-Organic

Salad Mix with Petals and Herbs-2#

Baby Ragged Jack Kale-2#

Fava Leaves-2#

Pea Shoots-2#

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

Red Chard-12 bunch

Green Chard-12 bunch

Rainbow Chard-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



Full Belly Farm-Organic

Red Spring Onions-10#

White Spring Onions-10#

Spring Garlic-10#



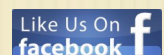
Capay Organics-Organic

Nantes Carrots-12 bunch

Romanesco-6ct



Buy Local, Buy Fresh, Buy the Best



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