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MARKET OUTLOOK

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NOVEMBER 4, 2016

Produce Alive

Last week, during our Fall Farmers Market, we introduced a hydroponic grower of Butter Lettuce-**Produce Alive. Erik Powell**, owner of Produce Alive grows two varieties of **Butter Lettuce** and other items in greenhouses on land he leases in Loomis, CA. Hydroponic farming is a method of growing vegetables in nutrient rich water. This soilless technique has been around for thousands of years but became popular in the 1950's. Plants grow at a rate of 30%-50% faster in a hydroponic environment and furnish better yields than traditional growing methods. The lettuce is grown on floating platforms as the plant roots feed on the nutrient rich water. Using this technique, Erik is able to grow year-round and uses 90% less water than traditional growing methods. We are pleased to offer **Green** and **Red** varieties of **Living Butter Lettuce** with stem and roots attached in 5# boxes, from Produce Alive. \$29.75.



AMAGAKI PERSIMMONS

TWIN PEAKS ORCHARD



This week we are featuring three highly anticipated local crops-Amagaki Persimmons, Satsuma Mandarins, and Meyer Lemons from Twins Peaks Orchard (Newcastle, CA). Twin Peaks is a fifth generation family farm and was established in 1912. **Amagaki Persimmons** are a unique persimmon with many distinct and individual qualities. Sweet, crisp or creamy, hints of cinnamon and cocoa. Some will be golden fleshed with brown flecks others dark, rich chocolaty brown that contribute both to the flavor and to the marketing of this fruit as 'Cinnamon Persimmons'. Single layer flat \$24.75 **Satsuma Mandarins** are a seedless, easy to peel mandarin with rich, tart-sweet flavor. Satsuma Mandarins thrive in the foothills of Placer County as both elevation and the pattern of cool nights contribute to a healthy crop. Mandarin trees produce a heavy crop every other year and growers are expecting an excellent yield this year with one mature mandarin tree producing up to 300 pounds of fruit. The first delivery of mandarins reveals an already ripe, sweet piece of fruit and mandarins should remain available from now until early January. 25# case \$33.75 and available by the pound. **Meyer Lemons** are most likely a cross between a lemon and a mandarin. The Meyer is somewhat smaller than a regular lemon, rounder in shape, with smooth skin and a distinct taste as the flesh is much less acidic making them sweeter than other varieties. The season runs from November through April and is off to an excellent start. 10# case \$22.75 and available by the pound. Enjoy the harvest.

"Farm to you overnight"



GIUSTO'S BAKING INGREDIENTS



We are proud to offer our customers a reputable line of baking ingredients from **Giusto's Specialty Foods**. The origin of Giusto's dates to 1940 when Matthew and Amelia Giusto, Italian immigrants, opened the very first health food store in San Francisco. Giusto's was founded on the premise of providing high quality, freshly milled, flours and natural baking ingredients of all types, including those for breads, cakes, pizzas and all-purpose. To maintain their high quality standards, they purchase grains from an established network of farmers who grow premium varieties of grains exclusively for Giusto's year after year. They mill their own flour, in South San Francisco, using a multitude of capabilities including true stone milling on rare 30" Meadows stones. **All Family Organic Flour**-Unbleached all-purpose flour made from Organic Hard Red Winter Wheat. 11% protein. 25# \$29.75. **All Purpose Flour**-Unbleached enriched flour made from Hard Red Winter Wheat. 11% protein. 25# \$14.75. **High Performer High Protein Flour**-Produced from Dark Northern Spring Wheat. High gluten, 13% protein and ideal for breads and pizzas as well as pastries. 25# \$16.75. **"00" High Protein Flour**-A European-style proprietary blend of select whole wheat flours that works perfectly for tender thin-crust pizza, pasta and breads. 25# \$20.75. **Rice Flour**-Fine textured white rice flour. An excellent ingredient in making gluten free pastries, pasta and bread. 25# \$19.75. **Semolina**-Produced from enriched Durum Wheat, this high protein granular flour is ideal for pasta and bread making. 25# \$24.75. **Sea Salt**-Harvested from the San Francisco Bay. 2# bags. \$4.75.



LOCAL FARMS

Ray Yeung Farm-

Butternut Squash-40# or piece
Acorn Squash-40# case or piece
Spaghetti Squash-40# case or piece
Kabocho Squash-40# case or piece
Delicata Squash-35# case
Orange Pumpkins-each
French Red Pumpkins-each
Fairy Tale Pumpkin-each
White Pumpkin-each



Del Rio Botanical-Organic

Salad Mix with Petals and Herbs-2#
Heirloom Winter Squash-#
Braising Mix-4#
Red Frisee-2#
Baby Arugula-4#



Riverdog Farm-Organic

German Butterball Potatoes-25#
Sugar Pie Pumpkins-35# case
Delicata Squash-35# case
Red Kabocha Squash-35# case
Dino Kale-12 bunch
Collards-12 bunch
Red Beets-12 bunch
Gold Beets-12 bunch
King Richard Leeks-12 bunch
Scarlet Queen Turnips-12 bunch
Tokyo Turnips-12 bunch
Bloomsdale Spinach-4#



Larsen Apple Barn-

Fuji Apple-40# case
Gala Apple-10 # or 40# case
Mutsu (Crispin)-40# case
Braeburn-40# case
Golden Delicious-40# case
Red Delicious-40# case
Pippin-40# case
Granny Smith-10# case



Vierra Farm-

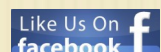
Ornamental Gourds-18ct
Large Indian Corn-18ct
Mini Tiger Stripe Pumpkins-35ct
Mini White Pumpkins-35ct
Autumn Mix-case

Capay Organic-Organic

Rainbow Chard-12 bunch
Green Chard-12 bunch
Nantes Carrots-24 bunch
Rainbow Carrots-24 bunch
Red Beets-12 bunch
Gold Beets-12 bunch



Buy Local, Buy Fresh, Buy the Best



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