



PRODUCEPLUS.net

# MARKET OUTLOOK

April 25, 2019



## Farmer's Market

We have finally reached the beginning of the Northern California strawberry season! The first of the berries are sweet, vibrant, and juicy, all great signs for a promising season! California strawberries account for 88% of the strawberries produced in the U.S., with three major growing regions— Santa Maria, Watsonville, and the Southern District (Orange, Riverside, and San Diego counties). The mild days and cool nights in Watsonville produce the sweetest tasting berries, especially in the spring months. The peak harvesting season runs through June, when up to 10 million pint baskets are shipped daily. All strawberries are picked, sorted and packed by hand in the field. Large growers that ship to outlying areas rush the full trays to onsite refrigerators that quickly cool the berries down to 34 degrees to create a longer shelf life. Strawberries from smaller operations are picked riper, are **more flavorful, and are typical of the quality you find at farmer's markets.**

We are now offering a farmer's market quality strawberry from **Watsonville**. Farmer's Market Strawberries are hand-picked into 12/1# pint baskets and available by the flat only. Price is slightly higher than 8/1# flats, but the yield is greater as well. Because Farmer's Market Strawberries are **picked at the peak of ripeness**, they should be used within 3 days.

Please **specify FARMER'S MARKET STRAWBERRIES when ordering** or we will send a conventional case.



## Tasting Tuesday

May 7, 2019  
1pm-3pm



Please join us for Tasting Tuesday on May 7th, 2019 from 1PM to 3PM! This event will take place at Produce Warehouse, located at **8340 Belvedere Ave, Sacramento, CA 95826.**

We will be welcoming **Renee Cade** from **TCHO**, our new chocolate purveyor, to give insight on their locally crafted chocolate. Also joining us is **Ted Jones**, owner of **Jones and Company Vanilla and Flavorings**. We will feature Jones and Co. vanilla beans, extracts, and baking ingredients. Also, we will have several chefs from Sacramento and the surrounding areas joining us to create tasty bites.



Included in our guests will be **Elizabeth McCleary**, owner of a Sacramento favorite, **Devine Gelateria**. Elizabeth will be providing us with her own creations made with TCHO chocolate. Another great addition to Tasting Tuesday will be Rising Star Pastry Chef Award winner, **David Rodriguez** currently at **Watershed in Grass Valley**. David was formerly with a two Michelin Star awarded restaurant, Providence, in Los Angeles. He will be here to share his own pastry creations also showcasing TCHO.



Plus, we will be raffling gift cards from local restaurants every half hour (must be present to win). This event is **open to everyone in the restaurant and hospitality industry**. Please spread the word to your team and industry friends.



# Cinco de Mayo



Whether **Mexican themed dishes** are a staple on your menu, or you are planning some specials for Cinco de Mayo, **we have you covered**– from fresh ingredients such as **avocados**, an array of **peppers**, **cilantro and other herbs**, to Mexican cheeses, **rice**, **beans**, tortillas, chips, and salsa!

## Casa Sanchez Chips & Salsa

- **Thin and Light Chips**– known as “the delicate ones,” these restaurant-style white corn crisps are light and thin slices of heavenly freshness. Made with simple ingredients of just ground corn, oil, lime, and salt. Available in a 15# bulk case only (**perfect for the Cinco de Mayo crowds!**)
- **Medium Salsa**– made with tomatoes, onions, peppers, vinegar, & cilantro; with a **bit of heat**. Sold by the gallon.
- **Salsa Verde**– a **tart and tangy** salsa made with fresh green tomatillos. Sold by the gallon.



## Queso Salazar Cheese



- **Queso Fresco**– a creamy, soft and mild un-aged white cheese with a trademark salty/sour flavor; often used to garnish soups and tacos. Available by the 7# wheel.
- **Oaxaca**– a semi-soft, slightly acidic cheese often called ‘string cheese’ as it pulls apart similar to mozzarella. Perfect for quesadillas, stuffing chilies, and in vegetable dishes. Available by the 5# wheel.

- **Cotija**– a dry aged cheese, similar to Parmesan with a nutty/salty flavor. Use crumbled over enchiladas and bean dishes. Available by the 7# wheel or grated by the 5# bag.

## Mi Rancho Tortillas

We carry several sizes of tortillas- **14" Flour** (10/10ct case), **12" Flour** (10/10ct case), **10" Flour** (20ct package or 6/20ct case), **8" Flour** (5/20ct case), **6" Flour** (6/24ct case), **6" Corn** (60ct package or 12/60ct case), **4" Corn** (50 dozen/case). **5" Sonora Corn (Blended)** (20ct package or 16/20ct case).

We also carry **Corn Tortillas Cut for Chips** (30# case only).



# Local Farms

## Del Rio Botanical (organic)

Avocado Leaves –40ct case  
Fava Beans-10# case  
Fava Greens-2# case  
Pea Tendrils-\*GAPPING\*  
Mizuna-4# case  
Arugula-4# case  
Braising Mix-4# case  
Spring Mix-2# case  
Red Frisee-2# case  
Lavender-1# case  
Red Sunchoke-5# case



## Riverdog Farm (organic)

White Spring Onion-10# case  
Green Garlic-10# case or #  
Scarlet Queen Turnip-10#  
King Richard Leek-12ct case  
Rainbow Chard-12 bunch case  
Collard Greens-12 bunch case  
Red Chard-12 bunch case  
Green Chard-12 bunch case  
Bloomsdale Spinach-  
\*GAPPING\*



## California Endive Farms

Red Endive-8# case  
Belgian Endive-10# case or piece  
Mixed Endive-36ct case  
Coraline Chicory- 3# case



## J&J Ramos

Navel Oranges-88ct case  
Shasta Tangerines-25# case



## Capay Organic

Nantes Carrots-24ct case  
Rainbow Bunch Carrot-  
\*GAPPING\*  
Rainbow Chard-24ct case  
Dino Kale- 12ct case



## Wild River Farm

Kiwi-36ct or volume filled (108ct) case  
Tropikiwi (golden)- 12.5# case (about 72ct)

## Produce Alive (hydroponic)

Crinkle Cress-1/2# bag  
Watercress-1# bag



## Full Belly Farm

Bloomsdale Spinach-4# case

## JMB Distributors

Delta Asparagus- 28# case

## Aldon's Leafy Greens

Borage Shoots-4oz clam  
Miz America Hybrid-4oz clam  
Mitsuba-4oz clam  
Mixed Mizuna-4oz clam  
Mixed Bok Choy-4oz clam  
Chef's Sampler-22 root balls  
Red Vein Sorrel-6 root balls  
Miz America Hybrid-6 root balls  
Mitsuba-4 root balls  
White Stem Bok Choy-2 root balls



**"Farm to you overnight"**



# BUY LOCAL, BUY FRESH, BUY THE BEST

PRODUCEPLUS.NET • (530)581-1525

