



WWW.PRODUCEPLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525



“THE FUTURE OF AGRICULTURE”

This month we introduce two new local products. Aquaponic Butter Lettuce from Viridis Aquaponics in Watsonville and Heroes Greek Yogurt from Sierra Nevada Cheese Company in Willows (Chico).

VIRIDIS AQUAPONICS



Aquaponics, touted as the 'future of agriculture' according to Jon Parr and Drew Hopkins of **Viridis Aquaponics** in Watsonville, combines hydroponics -the practice of growing plants in water-and aquaculture or fish farming. Jon and Drew raise hundreds of native sturgeon inside a 305-gallon barrel next to their greenhouse. The water is pumped out and through a series of filters before

flowing into long troughs upon which float rafts of **Butter Lettuce** and other leafy greens. The plants' roots dangle into the water, feeding on the nutrients generated by the fish waste and cleaning the water for circulation back into the fish tank. The aquaponics system allows them to use far less water than conventional growers, and without the use of fertilizer or pesticides. The efficiency of Aquaponics enables them to grow a head of lettuce in a month and more than four heads in a square foot, each month all year. A conventional farmer might get one head of lettuce per square foot, and two to three crops per year. Viridis, the literal translation in Latin is, "to sprout, green, youthful and lively", has begun supplying us with their **Aquaponic Butter Lettuce** which will replace our current 12ct clamshell Hydroponic Butter Lettuce.

Viridis Aquaponic Butter Lettuce-Full sized heads with living roots attached-is available in a 6ct case/\$14.75. We look forward to other leaf lettuce varieties-Red Butter, Oakleaf, Red Kale, and others in the coming months.



FEBRUARY 6, 2014

Greek Yogurt



As you know, Sierra Nevada Cheese Company has had a presence in our company for many years. We have offered their locally produced goat and cow milk cheeses including Chevre, Aged Goat Cheddar, Smoked and Habanero Jack, and Cream Cheese with much success. Many of our customers have asked us to source a locally made Greek yogurt and we are pleased to now offer Sierra Nevada's **Heroes Greek Yogurt**. Heroes is produced with whole milk and strained to create a full flavored Greek Yogurt with a custard like texture. The high fat content is less likely to curdle when heated, making Heroes a great addition to soups, sauces, and other cooked dishes. Keeping true to their company philosophy, Heroes Greek Yogurt is made without the use of stabilizers, starches, or fillers and features only the cleanest ingredients and the highest quality milk from their neighboring dairies. The cows are not treated with rBST growth hormone. Heroes Greek Yogurt from Sierra Nevada Cheese Co. is available by the 4lb. tub/ \$11.75





For Valentine's Day, 40cm Stem Roses from Flora Fresh in Sacramento will be available in a 25ct bouquet 100% all red-\$51.75 and mixed; (70% of which will be red roses and the other 30% will be other beautiful colors)-\$42.75. **Baby Red Roses** in a 40ct clamshell and **Baby Red Rose Petals** in a 8oz clamshell **will be extremely limited if available at all**. **Crystalized Flowers/Candied Flowers and Edible Flowers** from Fresh Origins are an exciting addition to desserts and cocktails. Please pre-order these items as soon as possible.

MARKET MOVERS



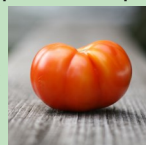
Avocado-California growers have started harvesting. Fruit is taking about a week to ripen. We will continue to use Mexican avocado this week and possibly next. The market remains strong-mid 40's. **Berries**-

Strawberry quality continues to be very impressive. No major storms forecasted for next 10 days should be good for Valentine pull. The market will remain close to where it is currently -high 20's. We have pre-booked a lot of Stemberries for Valentine Weekend but still recommend pre ordering. Raspberries-high 30's, Blackberries-mid 20's, & Blueberries-low 30's. **Citrus**-Satsuma Mandarins are done. We will have Paige mandarins for a week or two. Most varieties are done for the year. Local Blood Oranges from Twin Peaks will finish this week. We will switch back to central California grown product. Navel Oranges remain tight high 20's. The Lime market is getting stronger-high 30's.

Grapes-California is done. All varieties are now arriving from Chile. Red-high 30's, Green-mid 40's, & Blacks-high 40's. **Melons**-Cantaloupes remain strong-mid 30's -from Honduras. Honeydew market is down slightly-high 20's-from Guatemala. Watermelon market is very strong-double digits from Mexico. **Tropical**-Pineapple market is steady and strong-low 20's. Mango supplies are very limited-teens. **Artichokes**-Castroville 'new crop' Globe varieties are back. 18ct-mid 30's, 24ct-low 30's, 36ct-high 20's, Loose (Baby)-high 40's. **Asparagus**-Market continues to fall on 28# cases from Mexico-low 40's. Quality has been very good. Perfect timing for Valentine's Day menus. **Beans**-Bluelake market easing into low 40's. Baby



French still strong in low 40's. Fava Beans (Mexico) available by 25# case or by the pound. Yellow Wax Beans available by the case only-high 40's. **Broccoli**-Market is down into mid teens on Bunched and Crowns. Local grower Vierra Farms expected to harvest this weekend. **Brussels Sprouts**-Market up slightly into high 20's from various coastal growers. **Cauliflower**-Market is down slightly high teens. Romanesco now arriving in larger 12ct cases. Green, Orange, Purple, and Carnival available by the case only. **Cabbage**-Market is steady-high teens. **Cucumbers**-Market is down slightly-high teens. **Corn**-Yellow and White available from Mexico high 20's. Quality has been very good. **Lettuces**-Markets remain steady on all varieties. **Peppers**-Green market is down into low 20's. Reds-high 20's, and Yellow-mid 30's. **Squash**-Italian squash dropping drastically into mid teens. Yellow Squash-high teens, Butternut from Vierra should last until Valentine's Day as demand slows. **Tomato**-Market is steady in the high teens-low 20's on all sizes and shapes.



LOCAL FARMS

Vierra Farms-

Butternut Squash 35# case/piece

Riverdog Farm-

Bloomsdale Spinach-4#
Leeks-12 bunch
Black Spanish Radish-#
Watermelon Radish-10#
Spring Garlic-10#
Celery Root-12ea
Red Spring Onions-10#
White Spring Onions-10#



Del Rio-

Pea Shoots-2#
Fava Greens-2#
Nettles-2#
Arugula Rapini-4#
Red Frisee Mustard-2#
Arugula-4#
Mizuna-4#
Spring Mix-2#
Braising Mix-4#
(Limited) Heirloom Winter Squash-#
Red Sunchokes-5#



Little Organic Farm-

Dry Farmed Potatoes
German Butterball-25#
Yellow Finn-25#
Laratte-25#
French Fingerling-25#

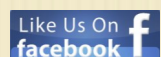
Capay Organic-

Green Chard-12 bunch
Red Chard-12 bunch
Rainbow Chard-12 bunch
Dino Kale-12 bunch

"Farm To You Overnight"



Buy Local, Buy Fresh, Buy the Best!



WWW.PRODUCEPLUS.NET