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MARKET OUTLOOK

Call Today! 530 581-1525

MARCH 6, 2014

Baking Supplies



GIUSTO'S VITA-GRAIN

Located in San Francisco, Giusto's has milled the highest quality organic and natural baking ingredients since 1940.



All Family Organic Flour-Unbleached all-purpose flour made from Organic Hard Red Winter Wheat. 11% protein.

25#/\$28.75. **All Purpose Flour**-Unbleached enriched flour made from Hard Red Winter Wheat. 11% protein. 25#/\$18.75. **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#/\$20.75. **"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#/\$22.75. **Rice Flour**-Fine textured white rice flour. An excellent ingredient in making gluten free pastries, pasta and bread. 25#/\$21.75. **Semolina**-Produced from enriched Durum Wheat, this high protein granular flour is ideal for pasta and bread making. 25#/\$27.75.



THE BEST YOU CAN BAKE WITH



If you remember back in December, we promised to introduce a new local produce or specialty item each month for the entire year. We are always interested in improving our offerings to our customers and we think you will appreciate our recent efforts. This week we are excited 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. The country was just coming out of the Great Depression when many people hadn't been financially able to eat well. Amelia was a believer in the healing properties of whole and natural foods, and even as Americans prospered and moved towards convenience and prepared foods, her baked items were so good that the business grew. Giusto's eventually closed their retail store, and the bakery began supplying restaurants and other bakeries. Giusto's was founded on the premise of providing high quality, freshly milled, flours and natural baking ingredients of all types, including those for **bread, 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. We are pleased to offer Giusto's Specialty Flours.



MARKET MOVERS

Avocado-California supplies are very limited. Product lacking oil content. Still using Mexican fruit. The market is slightly stronger. Chilean shipments are less frequent causing demand to shift to Mexican fruit. **Berries**-Strawberries are very limited due to heavy



amount of rain throughout southern and central California. The market will be stronger. Growers stripped damaged fruit earlier this week and are hoping to harvest later in the week. Expect white shoulders and inconsistent sizing until shortage is over. Blackberries (Mexico) are in the low teens, Blueberries (Chile) are in the high

30's, and Raspberries (USA) are in the high 30's. **Citrus**-Lime market is unbelievable. Lack of fruit in Mexico caused by typhoon a few months ago has market escalating into mid 70's. That's SEVENTY!!! Options include Lemons or Lime Juice. The market is expected to be very strong for 3-4 weeks. Blood Oranges will finish in a week or two. **Melons**-Cantaloupe market easing into mid 20's. Honeydew market is easing into low 20's. Seedless Watermelon backing off into single digits. **Tropical**-Starfruit is now available from Taiwan, the market is in the mid 30's and available by the case or piece. Pineapple market is stronger. Mango market is down slightly. **Artichokes**-Supplies remain tight. 18ct-mid 30's, 24ct-low 30's, and 36ct-high 20's. **Asparagus**-Delta grass "weathered" the storm. The market remains stronger than Mexican product. **Beans**-Bluelake market is down into the mid 30's. French Beans are slightly stronger-mid 40's. **Cabbage**-The market is stronger on Green, Red and Napa as desert season finishes. The market will remain strong through St Patrick's Day. **Cauliflower**-The market is climbing again into the low 20's. Green, Orange, Purple and Carnival available by the case. **Cucumbers**-The market is slightly stronger on slicing cucumbers from Mexico. **Lettuces**-Iceberg and Leaf Lettuces up slightly. Heavy rains have delayed harvesting and caused minimal damage to southern grown fields. **Onions**-Market continues to climb. Relief is still 4-6 weeks away. Storage supplies are showing signs of quality issues. **Peppers**-Green and Red Bell markets remain strong in the high-20's. Jalapenos are slightly higher. **Squash**-Market is steady on Italian and Yellow. **Tomatoes**-Market remains steady on all sizes and shapes.



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"Farm to you overnight"

LOCAL FARMS

Riverdog Farm-

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

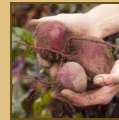


- Wrinkled Crinkled Cress-8oz
- Mache-1#
- Arugula Rapini-4#
- Red Frisee Mustard-2#
- Arugula-4#
- Mizuna-4#
- Spring Mix-2#
- Braising Mix-4#



Little Organic Farm-

- Dry Farmed Potatoes
- German Butterball-25# (**Finished**)
- Yellow Finn-25# (**Finished**)
- Laratte-25# (**Finished**)

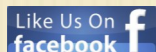


Capay Organic-

- Nantes Carrots-24 bunch
- Dino Kale-12 bunch
- Romanesco-12-16ct
- Red Beets-12 bunch
- Gold Beets-12 bunch



Buy Local, Buy Fresh, Buy the Best!



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