



WWW.PRODUCEPLUS.NET

MARKET OUTLOOK

Call Today! 530 581-1525

MARCH 20, 2014

Fromage Blanc

Farmstead **Fromage Blanc** from **Orland Farmstead Creamery** is an item that should have a strong presence on your spring menus. The dairy, located in Orland, CA. uses fresh, raw milk from their small herd of Holstein cows to produce this cheese. Fromage Blanc is a soft, creamy spreadable cheese originating in northern France, where it is more commonly known as fromage frais-'fresh cheese'-fromage blanc means 'white cheese'. This fresh cheese has a distinct tangy flavor with a mild lemon finish. It can be easily substituted for cream cheese or ricotta in both sweet and savory dishes. In France, it most often appears on menus simply served with honey. However, the cheese is very versatile and can be used in dozens of culinary applications -spread on crackers, bagels, toast and bruschetta; broiled on top of sourdough bread; used in frittatas and other egg dishes; added to pastas and pizzas; served with smoked salmon; paired with fresh **strawberries** and used in cheesecakes and shortcakes. **Orland Farmstead Fromage Blanc** is available in 32 oz. tubs-\$11.75- and has a 4-5 week shelf life.



ALBION STRAWBERRIES

The Albion Strawberry is known for its long, conical, and symmetrical shape, pleasant aroma, vibrant color and juicy texture.

V&M FARMS

California grows and harvests 83% of the strawberries grown in the United States. The three major growing regions are the Southern district-Orange, Riverside and San Diego counties; the Santa Maria district; and the Watsonville/Salinas district. In addition, in each growing area, there are any number of small farms that sell in local farmer's markets. Cool weather climate in the Watsonville/Salinas region produces the sweetest tasting berries. The principal varieties grown are the Camarosa, Diamante and Albion varieties. The peak harvesting season runs through June, when up to 10 million pint baskets of strawberries are shipped daily. No matter the size of the farm or crop, 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 as well as allow for transportation. Strawberries from smaller operations, like V&M Farms, are picked riper, are more flavorful, and are typical of the quality you find at farmer's markets. This week we begin offering a farmers market quality Albion Strawberry from Watsonville's **V&M**

Farms via Ainslee Urkofsky, the self proclaimed **Strawberry Diva** and daughter of prominent Sacramento chefs. Ainslee can be found at many local farmer's markets this time of year selling her ripe, ready to use, Albion strawberries from V&M Farms. They are meant to be used within 3 days. \$25.75 case only. Please specify **FARMERS MARKET STRAWBERRIES** when ordering.



PRODUCT OF THE MONTH



Back in December we promised to introduce a new local product each month for the entire year. We are always looking for ways to improve our offerings and we think you will appreciate our recent efforts. We are excited to offer a reputable line of baking ingredients from **Giusto's Specialty Foods** in 25# sacks.

- **All Family Organic Unbleached Flour**-\$26.75.
- **All Purpose Unbleached Flour**-\$16.75.
- **High Performer High Protein Flour**-Ideal for breads, pizzas, & pastries-18.75.
- **"00" High Protein Flour**-Perfect for tender thin-crust pizza, pasta and breads-\$20.75.
- **Rice Flour**-Fine textured white rice flour-\$19.75.
- **Semolina**-Ideal for pasta and bread making-\$25.75.

MARKET MOVERS



Avocado-California fruit is finally here, ripe and ready to use. **Berries**-Strawberries available from all areas (Oxnard, Santa Maria, & Watsonville). The market is steady. Blackberries are slightly higher high 20's. Blueberries are higher, now in 6oz baskets from California. Raspberries are steady. **Citrus**-The Lime market remains ridiculous-mid 90's. Still anticipating relief in 2-3 weeks but don't expect them to get much higher. Demand has dropped by close to 50%. Lemons are steady on all sizes. Blood Oranges are done. Closest substitute is Cara Cara Oranges. **Melons**-Cantaloupe and Honeydew markets are slightly stronger. **Pears**-Northwest D'Anjou available by the case or pound. Bartletts from Chile by the case only. Very green and expensive. **Artichokes**-Castroville and Watsonville supplies improving greatly. This week we will be stocking



Boggiato label from Castroville. All sizes will be in the high 20's except Babies (high 30's). **Asparagus**-Local Delta Queen "Grass" has been impressive. All sizes available by the case. Broken lot or pounds are large only. **Beans**-Bluelake market is slightly stronger-high 30's. Fava Beans from Mexico are available by the case or pound. French Beans-low 40's. **Broccoli**-The market is stronger-low 20's. Desert region is done. **Cauliflower**-Market is steady-high teens. **Cucumbers**-high teens on Slicing and English. Persian, Pickling and Japanese available by the case only. **Lettuce**-Iceberg and Leafs steady in the mid teens. Transition to Central and Northern California fields will begin in a week or two. **Peas**-Fresh English Peas from Central California available by the case or pound. **Peppers**-Green Bell market remains higher than Red. **Chile Peppers**-Jalapeno in regional transition from Mexico. Market is currently in the high 30's on 40# case. **Potatoes**-Yellow Finn, German Butterball, Princess Laratte and French Fingerlings from Little Organics are all done. **Squash**-Italian and Yellow Squash markets are up considerably. Currently in the high 20's. Mexico is finishing and California is struggling to start. **Tomatoes**-Market remains steady on all shapes and sizes. **Wild Mushrooms**-Orchard variety Morel Mushrooms and Hedgehog Mushrooms are available by the pound.

"Farm to you overnight"



Del Rio
Pea Shoots-2#
Fava Greens-2#
Nettles-2#
Wrinkled Crinkled Cress-8oz
Mache-1#
Arugula Rapini-4#
Red Frisee Mustard-2#
Arugula-4#
Mizuna-4#
Spring Mix-2#
Braising Mix-4#

LOCAL FARMS

Riverdog Farm-

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



Capay Organic-

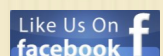
Nantes Carrots-24 bunch
Gold Beets-12 bunch

Sausalito Springs

Organic Watercress-2#



Buy Local, Buy Fresh, Buy the Best!



WWW.PRODUCEPLUS.NET