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# MARKET OUTLOOK

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## DOWN ON THE FARM



Summer is still in full swing as August is the peak of local seasonal produce in our area. However, we are starting to see some early Fall crops creep into the market...take a look. R. Kelley Farms is back with **Heirloom Melons**-Ambrosia, Crème de Crème, and Passport as

well as **Black Eyed Peas** and **Baby Lima Beans**. Stillwater Orchard is in full production and continues to produce exceptional **Pears**-Bartlett, Stark Crimson, Bosc, French Butter, Seckel, and Comice. Del Rio Botanical is currently harvesting a myriad of excellent organic specialties-**Mixed Baby Eggplant**, **Heirloom Cucumbers**-Armenian, Citron, Lemon, Gherkins, West Indian Gherkins; **Honey, Squash Blossoms, Baby Okra**, and of course **Mixed Medley Cherry Tomatoes** and many others. **Peppers**-Both sweet and hot are available-Shishito and Padron, from various local sources; and Jimmy Nardello and Gypsy Peppers from Riverdog. Ray Yeung continues to harvest 15-20 varieties of legendary **Heirloom Tomatoes** and has just begun to harvest **Butternut Squash**. Dave Vierra



continues to have a steady supply of **Black Imagination Seedless Watermelon**. Castaneda Produce is currently harvesting many varieties of **Summer Squash**-Italian, Yellow, Gold Bar, Ronde Nice, and Grey as well as **To-**

**matillos, Jalapeno Chiles, Poblano Peppers** and **Yellow Seedless Watermelon. Pole Beans** have been stellar all season from Dwelley Farms-Bluelake, French, Yellow Wax, Romano, and Cranberry Beans as well as sweet **Yellow and White Corn. Figs**-Black Mission, Brown Turkish, Candy Stripe, and others available from various sources. Varietal **Eggplant** is available from Riverdog-Chinese Pink, Neon, Listada di Gandia, Graffiti, and a 10# Mixed Case. **Peaches** and **Nectarines** from Twin Peaks have come to an end but they will continue to harvest **Pluots**. We will source local Peaches, Nectarines, and **Plums** from JJ Ramos.



AUGUST 28, 2014

## Local Cheeses



Sierra Nevada Cheese Company, located in Willows, CA, produces an award winning line of cheeses using fresh milk and cream from local dairy farmers that are guaranteed to be free of any synthetic hormones. All varieties of their cheese are made without the use of any fillers, preservatives, gums or animal rennet. The cheeses are characterized by a high degree of freshness and unique flavor as well as excellent shelf life.

**Chevre**-Smooth texture, tangy finish. 2.2# log \$17.75.

**Goat Feta**-Semi-firm, not as salty as European versions 5# loaf \$42.75.

**Bianca Aged Goat Cheddar**-Creamy smooth texture, nutty flavor 5# loaf \$50.75.

**Organic Smokehouse Jack**-Cow's milk, buttery texture 6# \$42.75.

**Habanero Jack**-Soft lingering heat, buttery texture. 5# \$25.75

**Gina Marie Cream Cheese**-Fresh tasting cheese, lighter, flakier soft texture 2.5# \$12.75.

**Organic Cow's Milk White Cheddar**- 10# \$62.75.

"Farm to you overnight"

# MARKET MOVERS



**Avocado**-California season winding down quickly. We will begin switching to Mexican fruit in approximately 2-3 weeks. **Berries**-Strawberry supplies have dwindled. Berries are smaller with occasional white shoulders. The market is stronger in low \$20's. Raspberries in the high 20's, Blackberries and Blueberries in the low 30's. **Citrus**-Lemons continue to be very high. Expect the market to remain in the low 50's for 2-3 more weeks. Fall crop will bring relief once fruit matures. Lime market easing into low 20's. Valencia Oranges have shown weather related issues-dry cells and re-greening externally. Navel crop still several weeks away. **Grapes**-California grape season is at its peak, In addition to Red and Green Seedless, we are also offering Concord, Cotton Candy and Witch Fingers by the case only. **Melons**-Cantaloupes and Honeydews remain in high teens. This week, R. Kelley Farms (Courtland) will have Crème de la Crème, Ambrosia, Savor, and Passport. The Local Mixed Melons we are packing have received very favorable compliments. Vierra Farms Seedless watermelons are starting to wind down. **Stonefruit**-Cherries are done for the season. Apricots will finish this weekend. Twin Peaks has finished for the season. We will continue to source local fruit from JJ Ramos in Lodi. This week they will have Yellow & White Peaches, Yellow & White Nectarines as well as Dark Red Plums. **Seasonal Fruit**-Black Mission



Figs continue to exceed. Kadota Figs are available by the case only. Brown Turkish and Candy Stripe are limited. Fresh Pomegranates started last week. Available by the case or piece. "New Crop" Finger Limes are starting from Central California. **Tropical**-Pineapple market escalating into 20's on all sizes. Mango supplies are very scarce as southern regions finish for the season. **Asparagus**-Markets continue to be very strong on 11# imported cases. Currently in high 40's; sizing options are very limited. **Beans**-Dwelle Farms product rebounding very nicely. Excellent Blue Lakes, Baby French, Romano, and Yellow Wax. Cranberry Beans, Baby Lima, Speckled Butter and Black Eyed Peas available by the case only. **Broccoli**-Early start in Salinas Valley equals early finish in Salinas Valley. The market is expected to be abnormally strong for next 6-8 weeks. **Corn**-White & Yellow from Brentwood. We will start to see some gaps as season begins to fade. **Lettuce**-Iceberg supplies are extremely challenged. The market is in high 20's with little relief in sight. Most growers DID NOT plant in Central California due to water shortages. **Mushrooms**-Oregon Chanterelles and Lobsters available this week. **Spinach**-All spinach varieties are fighting mildew issues caused by overcast skies. Bloomsdale is currently unavailable. We are subbing savoy Spinach in 2 1/2 pound bags.



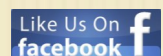
# LOCAL RICE



**Lundberg Family Farms.** Located in Richvale, CA. (Butte County), has been growing and harvesting rice in the area since 1937 and today offers a variety of organic and eco-farmed rice. The distinction between organic and eco-farm is minimal as all rice is grown according to sustainable agricultural practices. Organic rice varieties are grown, handled and processed in accordance with USDA National Organic standards, while eco-farmed varieties are grown with non-organic fertilizers and 'eco-friendly' pesticides and fungicides. We have been stocking Lundberg rice for several years and are pleased to offer the following varieties: **Arborio**-High starch, short grain for risotto. 6/2lb case/\$29.75. **Jasmine**-Aromatic long grain. Moist, tender, soft, and delicious.6/2lb case/\$22.75. **Basmati** Exotic aroma, fluffy and dry. 6/2lb case/\$2375. **Long Brown**-Natural whole grain, dry and fluffy 6/2lb case \$19.75. **Organic White Sushi**-Classic Japanese short grain rice specifically for sushi. 6/2lb case 30.75. **Organic White Everyday**-Long grain white rice for stuffing, pilaf, salads, casseroles and stir-fry dishes. 6/2lb case \$22.75. **Wehani**-Honey-red grains with irresistible nutty flavor. 6/1lb case/\$20.75. **Black Japonica**-Juicy with a nutty mushroom like flavor and an exotic sweet spiciness.6/1lb case \$20.75



**Buy Local, Buy Fresh, Buy the Best!**



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