



WWW.PRODUCEPLUS.NET

# MARKET OUTLOOK

Call Today! 530 581-1525

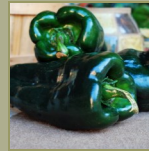
SEPTEMBER 4, 2014

## Local Chiles

**Anaheim**-(Castaneda Farm) Long, somewhat round tapered pepper, usually green in color with mild heat. Available by the pound.



**Poblano**-(Castaneda Farm) One of the most complexly flavored peppers. Medium size, heart shaped with a curved and contorted pod, rich flavor with moderate heat, glossy and



deep green in color with thick skin. **Serrano**-(Castaneda) A small, rich, waxy green pepper about 2-4 inches long with thin walls and 5 times hotter than a jalapeno.



**Jalapeno**-A very popular medium sized green chile with mild heat used extensively in Mexican cuisine.



**Allepo**-(DeIRio)- Usually used in dried form as a substitute for crushed red chiles, these fresh chiles are similar in heat to jalapenos with a distinct flavor that lends itself to Mediterranean cuisine. Sold by the pound (requires 48 hour pre-order).



JIMMY NARDELLO PEPPERS

**Jimmy Nardello**-Peppers are red, long, and conical in shape with mildly sweet flavor; excellent for frying. Used in Italian cooking in pasta, pizzas and salads. 10# case. Riverdog Farms

## LOCAL PEPPERS



Though available year round, peppers are primarily warm season vegetables that flourish during the summer months. The many varieties of peppers can be divided into two main groups-sweet peppers and chili peppers. The degree of heat, or lack of, is determined by the concentration of capsaicin found in the individual varieties. Produce Plus is offering several varieties of peppers that are primarily on the sweet side, locally grown and seasonal in nature. These peppers are distinguished from the more common bell peppers by their smaller size and unique shapes and are often referred to as 'frying peppers'. We are sourcing these peppers from three local farms-Riverdog Farm, R.Kelley Farm, and Castaneda Farm. **Gypsy**-(Riverdog)-Medium size with long, tapered shape. Color changes from yellow-white to orange, then red during the harvest. Intense sweet flavor and excellent for roasting and stuffing. 10# case only. **Padron**-(R.Kelley) A popular pepper, native to the ancient Spanish town of Padron. Padron is a small, green pepper, often crinkled, traditionally fried, then served with quality olive oil and sea salt. Padron peppers are sweet and mild however, one in ten will be hot and spicy. 5# case. **Shishito**-(R. Kelley) Generally associated with Japanese cuisine, the young 2-3-inch Shishitos are easily confused with Padrón peppers, which are similar in size and color. However, the Shishito is more ridged and wrinkled. They also are generally more slender and have narrower "shoulders." They are considered a "sweet" pepper but 1 in 10 may be spicy.



# MARKET MOVERS



**Avocado**-We will finish California grown avocados this weekend. The first Mexican fruit allowed in is cutting very clean and is ripening evenly. Chilean imports should arrive soon which will help shift retail demand and create market relief. Current market in mid 50's on 48ct and 60's. **Berries**-Strawberry market continues to be very tight. Quality is improving slightly but berries are still small. Currently in mid 20's. Stemberries extremely limited -expect smaller 56 or 64ct sizes. Blackberries low 30's, Blueberries low 30's, and Raspberries high 20's. **Citrus**-Lemon market remains very strong-low 50's on all sizes. Lime market down slightly -mid 20's. Valencia Oranges-high 20's on all sizes. Quality continues to be just okay. Australian Navels are available by the case only (high 30's) if you are looking for beautiful bright orange skin.

**Grapes**-Green and Red California grown grapes available-high 20's. Concord, Cotton Candy, and Witch Fingers grapes available by the case only. Champagne Grapes are done. **Melons**-Cantaloupes have been very good. Vierra Farms and Ray Yeung continue to supply us with Black Seedless watermelon. R. Kelley has Crème de la Crème, Savor, Passport, and Ambrosia. Local Mixed melons have been outstanding. **Stonefruit**-Twin Peaks is done for the season. We will have Yellow and White Peaches, Yellow and White Nectarines, and Plums from JJ Ramos of Lodi. Apricots and Cherries are done for the season. **Tropical**-Pineapple supplies are very limited due to tropical storms in South America; market in mid 20's. Mango supplies are limited as well due to weather and changing growing regions. **Asparagus**-Crops in Chile and Mexico affected by weather. The market is very strong-mid 40's. Sizing options very limited. Majority of arrivals are "thin" or standard size. **Beans**-Blue Lakes, Baby French, Yellow wax, from Dwelley have been outstanding. **Broccoli**-Southern fields offering very little relief. The market is in the high 20's on Bunched and Crowns. **Brussels Sprouts**-Coastal Growers in full production-market. **Cauliflower**-The market is very strong as northern product finishes-high 20's. Green, Orange, Purple, Carnival and cauliflower available by the case only. Romanesco is very limited. **Corn**-Brentwood is gapping-sourcing from Dixon Ridge and Salinas if necessary. **Cukes**-Slicing and English Cukes finally easing. Del Rio Armenian and Mixed Cukes are in stock. **Eggplant**-Globe market slightly higher. Riverdog Chinese Pink, Graffiti, Listada, and Neon in stock. **Lettuce**-Iceberg remains very strong-mid-high 20's. Relief still weeks away. Romaine Hearts very challenged by weather and overall growing conditions. Growers harvesting at least a week ahead resulting in minimal blanching. **Peppers**-Green market in mid teens, Reds-mid 20's, Gold-mid 30's. Castaneda supplying us with local Jalapeno, Long Green, Pascilla, Red Fresno, Serrano, and Tomatillo. **Tomatoes**-Market is in the mid-high teens on Rounds and Romas. Ray Yeung Heirlooms and True Vines are enjoying warmer temps. **Wild Mushrooms**-Oregon Chanterelles are clean and dry-\$19.75/pound.



**Stonefruit**-Twin Peaks is done for the season. We will have Yellow and White Peaches, Yellow and White Nectarines, and Plums from JJ Ramos of Lodi. Apricots and Cherries are done for the season. **Tropical**-Pineapple supplies are very limited due to tropical storms in South America; market in mid 20's. Mango supplies are limited as well due to weather and changing growing regions. **Asparagus**-Crops in Chile and Mexico affected by weather. The market is very strong-mid 40's. Sizing options very limited. Majority of arrivals are "thin" or standard size. **Beans**-Blue Lakes, Baby French, Yellow wax, from Dwelley have been outstanding. **Broccoli**-Southern fields offering very little relief. The market is in the high 20's on Bunched and Crowns. **Brussels Sprouts**-Coastal Growers in full production-market. **Cauliflower**-The market is very strong as northern product finishes-high 20's. Green, Orange, Purple, Carnival and cauliflower available by the case only. Romanesco is very limited. **Corn**-Brentwood is gapping-sourcing from Dixon Ridge and Salinas if necessary. **Cukes**-Slicing and English Cukes finally easing. Del Rio Armenian and Mixed Cukes are in stock. **Eggplant**-Globe market slightly higher. Riverdog Chinese Pink, Graffiti, Listada, and Neon in stock. **Lettuce**-Iceberg remains very strong-mid-high 20's. Relief still weeks away. Romaine Hearts very challenged by weather and overall growing conditions. Growers harvesting at least a week ahead resulting in minimal blanching. **Peppers**-Green market in mid teens, Reds-mid 20's, Gold-mid 30's. Castaneda supplying us with local Jalapeno, Long Green, Pascilla, Red Fresno, Serrano, and Tomatillo. **Tomatoes**-Market is in the mid-high teens on Rounds and Romas. Ray Yeung Heirlooms and True Vines are enjoying warmer temps. **Wild Mushrooms**-Oregon Chanterelles are clean and dry-\$19.75/pound.

**"Farm to you overnight"**



# LOCAL FARMS

## Riverdog Farm

Medley Cherry Tomatoes-12 pint case  
German Butterball Potatoes-25#  
French Fingerling Potatoes-25#  
Jimmy Nardello Peppers-10#  
Gypsy Peppers-10#  
Mixed Eggplant-10#

## Del Rio Botanical

Medley Cherry Tomatoes-12 pint case  
Organic Heirloom Tomatoes-10#  
Mixed Baby Squash-10#  
Squash Blossoms-35ct  
Toybox Cucumbers-10#  
Mixed Baby Eggplant-2#



## JJ Ramos

Yellow Peaches-20# case or pound  
Yellow Nectarines-20# case or pound  
Plums-20# case or pound

## Dwelley Farms

Bluelake Beans-30# case or pound  
Yellow Wax Beans-10#case  
Romano Beans-10# case  
French Beans-10#case  
Cranberry Beans -limited  
Pluots-10# case or pound



## Vierra Farms

Black & Yellow Watermelon-each

## Ray Yeung

Heirloom Tomatoes-10#  
Toybox Heirloom Tomato Case-10#  
True Vine Shady Lady Tomatoes-20#  
True Vine Roma Tomatoes-20#  
Butternut Squash-each or 35# case

## Stillwater Orchard Pears

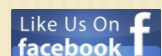
Bartlett-40# case or pound  
Stark Crimson-20# case or pound  
Bosc-20# case or pound  
Seckel-20# case only  
French Butter-20# case only  
Comice-20# case only

## R. Kelley Farm

Crème de la Crème Melon-5-6/case  
Savor Melon-4-5/case  
Ambrosia Melon-4-5/case  
Passport Melon-4-5/case  
Mixed Melon-6 per case  
Padron Peppers-5#  
Shishito Peppers-5#



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



WWW.PRODUCEPLUS.NET