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MARKET OUTLOOK

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NOVEMBER 13, 2014

Varietal Apples



New this week from Apple Hill's Larsen Apple Barn-Pink Lady Apples! By far one of the most anticipated apples of the season. **Pink Lady Apples** are described as having great color and texture with a perfect balance of sugar and acid. It has a distinctive pink hue mixed with a green background and makes for a spectacular presentation in salads and other raw applications. Equally impressive when baked into pies, tarts, and other baked goods. 40# or 10# case. **Pippen Apples** have begun as well. Light green with yellow tinge, russeted skin, firm, crisp yellow flesh, tart and fragrantly juicy, a delicious apple. Excellent for applesauce and baking. 40# case. Also from Larsen Apple barn this week: **Granny Smith**-Most often used in baking preparations because of their high acidity and ability to hold their shape under cooking. **Fuji**-Good for applesauce as well as raw applications. 10# or 40#. **Red Delicious**-Smooth skin with deep red color. Best for raw applications. 40# case. **Golden Delicious**-Golden-yellow in color with firm white flesh, balanced sweetness and acidity. A multipurpose workhorse. 40# case.



ROMANESCO

FALL PRODUCE

This week we highlight the harvest of all the cool season crops popping up out of the ground this time of year. **Romanesco**-A compact head of beautiful lime green florets attached to a cluster of stalks. These florets form a pyramid of spiraling, pointed cones, resembling a small alien Christmas tree. It is sweet with a mild nutty flavor and absent the somewhat pungent flavor of cauliflower. 16ct case. **Carnival Cauliflower**-A mixed case of Orange, Green, and Purple hybrid varieties. **Brussels Sprouts**-These "mini cabbages" taste best when cooked quickly and are even better with bacon. **Baby Ragged Jack Kale**-Very similar to Red Russian Kale. Very tender and mild. Oak type leaves have a red tinge with purple stems. **Chards**-A hearty green and relative of beets, with wavy, ruffled, dark green leaves. Red, Green and Rainbow varieties available. **Broccoli Rabe**-A kind of non-heading broccoli that looks much like tiny bunches of broccoli on long stems nestled among spiky large leaves. A yellow flower or two may appear. This deep green vegetable delivers a pungent, yet pleasant bitter taste. **Radishes**-Although radishes grow year round, it is at this time of year where they are crisp, juicy and mild in flavor. Watermelon, Dragon's Tongue and Black Spanish Radishes available. **Celery Root**-Distinct from celery, the plant is bred for its dense, fleshy, bulbous white root. Use with other roots, such as parsnips and potatoes for pureed soups, as part of mixed roasted root vegetables, or julienned raw for salads. **Winter Squash**-Seasonal favorites such as Butternut, Acorn, Spaghetti, Kabocha, and Red Kuri available from local sources as well as numerous Heirloom varieties from Del Rio. **Chanterelle Mushroom**-A dense and meaty trumpet shaped wild mushroom with gold colored caps and a nutty flavor. Enjoy the harvest.

"Farm to you overnight"

DRIED FRUITS AND NUTS



For the past fifteen years, **Produce Plus** has been purchasing a wide variety of Dried Fruits and Nuts from **Napa Nuts**. Established in 1980, Napa Nuts sources their products from farms throughout California with many farms located nearby in the San Joaquin Valley. Some nuts, such as cashews and macadamias, must be purchased out of state or abroad and, in these instances, Napa Nuts applies the same high quality standards as their domestic products. **Dried Fruit**-Drying fruit is the oldest method of preserving it and a convenient way to add sugar and fiber to a diet. To produce dried fruit, the water is removed from fully ripened fresh fruit, either by the sun or by machine (hot air drying). The final moisture content of dried fruit usually ranges from 15 to 25 percent. Drying fruit greatly concentrates both sweetness and flavor and the taste is often changed, as from grape to raisin or plum to prune. Machine drying usually takes no more than 24 hours. Sun drying can take three to four times as long, causing additional loss of nutrients through heat and time. Vitamins A and C are most susceptible to depletion during the drying process; however, drying concentrates the nutrients of fresh fruit including protein, carbohydrate (natural sugar) and fiber. Dried fruits are an excellent source of calcium, iron, magnesium, potassium and other minerals. Dried fruit can be stored for several months in a dried, airtight container and all dried fruits can be frozen. **Nuts**-Fresh nuts are widely used in thousands of dishes in all cultures around the world. Nuts are versatile, essential and everywhere; breakfast, lunch, dinner; eaten alone or used in all manners of entrees, appetizers, sides, and desserts; shelled, blanched, whole or halved, chopped, sliced and minced; raw, dry roasted, with or without salt, smoked, candied, glazed, and flavored with jalapeno, garlic, honey, cinnamon and chocolate. Nuts are high in calcium, folic acid, vitamin E and fiber. Nuts sometimes get a bad rap for being high in fat; however, 50 to 80 percent of that fat is monounsaturated-the good fat that helps reduce the level of LDL-the bad cholesterol. The nuts highest in monounsaturated fats are almonds, hazelnuts, macadamia nuts, pecans, pistachios and walnuts. Produce Express stocks the following dried fruits and nuts-5# unless otherwise noted: **Fruit**-Mixed Fruit, Apples, Prunes (pitted), Red Plum, Diced Mango, Sundried Tomatoes, Apples, Peaches, Papaya, Nectarines, Currants, Pineapple, Banana Chips, Dates (Whole, Pitted, Chopped), Figs, Blueberry, Apricots, Pears, Cherries, Cranberry, Golden Raisins, Raisins, Mixed Berries. **Nuts**-Pine Nut, Walnut (Meat, Halves, Chopped), Sunflower Seeds, Cashew Pieces, Peanut Raw, Raw Spanish, Chestnuts, Pecan Pieces, Macadamia, Almonds (Slivered, Blanched, Roasted, Sliced, Sliced Skinless, Raw), Pistachio-Shelled, Hazelnut Meat.



LOCAL FARMS

Riverdog Farm

King Richard Leeks-12 bunch
 Sugar Pie Pumpkin-35#
 Red Kuri Squash-35#
 French Red Fingerlings-25#
 Dragon's Tongue Radish-12 bunch
 Black Spanish Radish-10#
 Watermelon Radish-10#
 Collards-12 bunch
 Dino Kale-12 bunch



Del Rio Botanical

Heirloom Winter Squash-#
 Baby Ragged Jack Kale-2#
 Mixed Baby Eggplant-2#
 Red/Green Frisee Mustard-2#
 Arugula Rapini-2#
 Honey-gallon
 Arugula-4#
 Mizuna-4#

Larsen Apple Barn

Pink Lady-40#
 Pippin-40#
 Golden Delicious-40#
 Red Delicious-40#
 Fuji-40# or 10#
 Granny Smith-40#



Ray Yeung

Butternut Squash-each or 35#
 Kabocha Squash-35# or piece
 Spaghetti Squash-35# or piece
 French Red Pumpkin-each
 Fairy Tale Blue Pumpkin-each

Capay Organic

Rainbow Chard-12 bunch
 Red Chard-12 bunch
 Green Chard-12 bunch
 Nantes Carrots-24 bunch
 Bunched Red Beets-24 bunch
 Delicada Squash-20#



Vierra Farms

Pumpkins-(Sml, Med, Lrg)-each
 Baby Bear Pumpkins (soup bowl)-35ct
 Mini Pumpkins-35ct
 Decorative Gourds-18ct
 Decorative Fall Leaves
 Autumn Mix-25pc

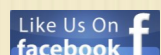


Twin Peaks Orchard

Satsuma Mandarins-25# case or lb.
 Meyer Lemons-10# case or lb.
 Amagaki Persimmons-single layer flat



Buy Local, Buy Fresh, Buy the Best



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