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# MARKET OUTLOOK

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## Belgian Endive



**California Endive Farms**, located in **Rio Vista**, is the largest endive producer in the U.S. and a leading world wide innovator in

improving the complex process of growing high quality endives. We are proud to offer the following: **Belgian Endive**- ivory/white head with yellow-edged, closely wrapped leaves, a mildly bitter flavor, and tender juicy texture; 10# case or by the piece. **Red Endive**- a cross between white endive and treviso; 8# case or by the piece. **Mixed Endive**- red and Belgian endive in an 8# case. **Coraline**- delicate sweet flavor; looks like a cross between Belgian Endive and Frisee; 3# case. Endive (on-deev) is a member of the chicory family. It has a crisp texture and a sweet, nutty flavor with a pleasantly mild bitterness— **great served raw or cooked**. Endive is one of the most difficult vegetables in the world to grow. It requires a two-step growing process— first in the field then, after harvest, the tops of the leafy plant are cut off, the deep tap roots are dug up, and then placed in cold storage where they enter a dormancy period. As demand requires, roots are removed from cold storage for their second growth in dark, cool, humid forcing rooms. The control over the second growing process allows for the year-round production of endive.



AMAGAKI PERSIMMONS

## TWIN PEAKS ORCHARD



Twin Peaks Orchards is now supplying us with a particular variety of persimmon that is truly an extraordinary piece of fruit. The variety is known as **Hyakume**. Basically, there are two types of persimmons- **astrin-**gent and **non-astringent**. The **Hachiya** is the more widely known astringent type, while the **Fuyu** is the more popular non-astringent variety. Due to a high level of tannin, astringent persimmons are naturally 'puckery' and may not be desirable for consumption until they reach an advanced stage of maturity, becoming soft and jelly-like. While the Hyakume

falls into the astringent category, Twin Peaks has perfected a curing process that removes the astringent qualities from this persimmon leaving the Hyakume crisp, sweet and unmatched in flavor. The fruit is now called **Amagaki**, meaning sweet persimmon. This is a **unique persimmon** with many distinct and individual qualities— sweet, crisp or creamy, with hints of cinnamon and cocoa. Some are golden fleshed with brown flecks while others are a dark, rich chocolaty brown that contribute both to the flavor and to the marketing of this fruit as **'Cinnamon Persimmons'**. The Amagaki persimmon is similar in size to the Hachiya, has great shelf life and is perfect for eating out of hand, in salads, appetizers, and desserts. We consider the Amagaki to be our 'House' Persimmons. Available in a single layer flat. Enjoy the harvest!

**"Farm to you overnight"**



## TASTING TUESDAY WITH CYPRESS GROVE



Looking for ideas for your holiday cheese platters? Join us at Produce Express warehouse next week on **Tuesday, November 14 for a special cheese tasting from 9am-12pm!** We will be sampling the four new cheeses we introduced last week from Cypress Grove- **Midnight Moon, Lamb Chopper, Purple Haze, and Humboldt Fog Haze Remix.** Cypress Grove was founded in **Humboldt County** by Mary Keehn as a means for producing healthy goats milk for her four children. With an abundance of milk on hand, Mary decided to try her hand at cheese making. Realizing she had found her calling, she traveled to France to learn from master cheese makers. When she returned to Humboldt County, Mary started work on her vision of creating a new kind of cheese- one accented with a thick line of ash reminiscent of the fog often hovering the Humboldt coastline, hence the name of her flagship cheese- **Humboldt Fog.** Cypress Grove is now home to a 18-acre creamery, as well as a model dairy called Dow's Prairie that is 100% Humane Certified. As a model dairy, Dow's Prairie supplies breeding stock to other dairies. They also work with an expert nutritionist to help source the best feed and diet for their animals, which could be one of the reasons their goats produce more milk per head than any other commercial dairy in the U.S. **We hope you, and your staff, will join us on Tuesday, November 14 to taste the following cheeses:**

- **Midnight Moon:** aged six months or more, Midnight Moon is a blushing, ivory-colored cheese that's nutty and brown buttery up front with a long caramel finish. As the cheese ages, protein crystals form and lend a slight crunch to the otherwise dense and smooth cheese. Serve with fig jam or add as a decadent addition to macaroni and cheese. Available by the 10# wheel.
- **Lamb Chopper:** aged three months, Lamb Chopper is Cypress Grove's only sheep's milk cheese. It has a buttery color and smooth texture. Pairs beautifully with sautéed mushrooms and polenta or shaved over a salad or pasta. Available by the 9# wheel.
- **Purple Haze:** chevre disc blended with lavender and hand-harvested wild fennel pollen. Purple Haze is an addictive cheese with a deliciously distinct flavor and it makes a great addition to cheese plates, stuffed into pitted Medjool dates, or crumbled on a salad. 12/4oz discs in a 3# case.
- **Humboldt Fog Haze Remix:** the original Humboldt Fog remixed with a distinctive ribbon of lavender and hand-harvested wild fennel pollen. Other tasting notes include buttermilk and fresh cream complemented with floral notes, hints of herbs, and a clean citrus finish. Flavor intensifies as it matures. Available by the 3# wheel.



## LOCAL FARMS

### Larsen Apple Barn

Arkansas Black-40# case  
Fuji-40# case  
Pippen-40# case  
Asian Pears-10# case  
Red Delicious-40# case  
Golden Delicious-40# case  
Granny Smith-40# case  
Red Rome-40# case  
Winesap-40# case



### Ray Yeung Farms

Pumpkins -each (various sizes)  
Blue Pumpkin-each (8-12#)  
White Pumpkins-each (8-12#)  
Spaghetti Squash-35# case, or piece  
Butternut Squash-35# case



### Landmark/Bigliari Farms

Acorn Squash-35# case or each  
Butternut Squash-35# case or each  
Red Kabocha (Kuri)-35# case  
Sweet Dumpling Squash-25# case  
Turban Squash-35# case

### Riverdog Farm-Organic

Bloomsdale Spinach-12 bunch  
Green Chard-12 bunch  
Red Chard-12 bunch  
Rainbow Chard-12 bunch  
Collard Greens-12 bunch  
Mustard Greens-12 bunch  
Dino Kale-12 bunch  
Scarlett Queen Turnips-12 bunch  
Tokyo Turnips-12 bunch



### County Line Harvest-Organic

(now sourcing from Coachella Valley)

Baby Gold Beets-24ct case  
Baby Chioga Beets-24ct case  
French Breakfast Radish-24ct  
Baby Mixed Lettuce-24ct case  
Lola Rosa-24ct case  
Green Chard-12ct case  
Dino Kale-12ct case



### Del Rio Botanical-Organic

Rampicante Squash- per piece (4-6#/  
piece)  
Trombocino-10# case  
Arugula-4# case  
Braising Mix-4# case  
Spring Mix-2# case



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

