

# PRODUCE PLUS

# Market Outlook



MARCH 12, 2020



## Z SPECIALTY FOODS

Z Specialty Foods is family owned and operated by the Zeldner family, who have been producing honey in **Woodland, CA** since 1979. California honeys, fruit spreads, and nut butters from Z Specialty Foods are **perfect for baking and make great additions to cheese boards, tea service and more!**

Z Specialty honey is minimally processed, unheated, unpasteurized, and certified Kosher. Each honey is specific to a single floral source and location contributing to their **unique flavors, colors, and aromas.**

**NEW! California Avocado Honey** (12# tub)- Rich, dark honey with a silky texture and notes of chocolate, caramel, and molasses.

**Local Wildflower** (12# tub)- Light in color with subtle floral overtones.

**California Pomegranate Honey** (12# tub)- A deep mahogany color with subtle notes of grenadine and dried fruit.

**California Orange Blossom** (12# tub)- Pollen from California orange groves is used to produce this fragrant, light honey.

**California Coriander** (12# tub)- Savory and rich, this amazing honey has hints of spice and cardamom.

**Honey Straws** (125ct)- Local wildflower honey in a clear, 7-inch straw that easily pops open. These are perfect for beverage service or to-go drinks.

### Fruit Spreads and Nut Butters

**Apricot Honey Spread** (10# tub)- A sweet/tart blend of local Blenheim apricots and wildflower honey.

**Tart Cherry Honey Spread** (10# tub)- Tart Montmorency cherries blended with sweet honey.

**Apricot-Cherry Honey Spread** (10# tub)- Balanced sweet/tart flavor.

**California Almond Butter** (7.5# tub)- Made simply with roasted California almonds- no salt, sugar, or stabilizers.

**Nut Crunch** (7.5# tub)- California almonds, filberts from the Northwest, and tropical cashews make a delicious crunchy combination.

## ASPARAGUS UPDATE



Delta Asparagus is just around the corner! We are expecting to transition into Delta product by next week. We will be stocking all sizes in 28# cases.

Asparagus is packed in five sizes: pencil, standard, large, extra large, and jumbo. **The size of the asparagus should be determined by how you intend to cook it.**

**Pencil** (about the diameter of a pencil) is best for sauté/ stir-frys and very quick cooking.

**Standard** (roughly the diameter of your pinky finger) is great blanched in chilled salads or cold appetizers.

**Large** (the diameter of your index finger) is the most common size and is great for grilling as it will allow you to add a nice char and still be al dente.

**Extra Large** and **Jumbo** (about the diameter of your thumb) is perfect for longer cooking applications such as roasting or braising.

*It is important to know that size has no bearing on flavor or color.*

***"Farm to you overnight"***

# TERRA FIRMA FARM



We are excited to announce Terra Firma Farm as a new addition to our local farm partnerships! Terra Firma Farm is a **200-acre CCOF-certified organic farm in Winters, CA**, that has been growing vegetables and fruit year-round for **over 25 years**. The seeds for Terra Firma Farm were planted in the late 1980s when **Paul Holmes** began farming a few acres in the hills west of Winters with a few friends under the name Sky High Farm. In 1993, the name of the farm was changed to Terra Firma. Paul then gained two new additions to the ownership of the farm, **Paul Underhill (Pablito)** and **Hector Melendez-Lopez**. Terra Firma prides themselves on being a non-traditional family farm. They practice ecologically sustainable agriculture that **protects and builds the soil, provides habitat for wildlife, conserves energy and water, and produces healthier, more nutritious fruits and vegetables.**

We are currently offering the following products from Terra Firma Farm:

**Little Gem Lettuce**– Described as a combination of butter lettuce and romaine. It has thin stalks and thicker leaves. *Specify local or Terra Firma when ordering.* Sold by the 24ct case.

**Red Oak Leaf Lettuce**– A vibrant burgundy in color with smaller leaves. It has a buttery texture with an incredibly mellow, nutty, and sweet flavor. 24ct case only.

**Mixed Lettuces**– A mix of both Little Gem and Red Oak Leaf. **24ct case only.**

**White Spring Onions**- Spring Onions look similar to scallions but they have a small onion bulb at the base that can be red or white, depending on the varietal. They are wonderful grilled, roasted whole, or used as pearl onions. Sold by the **10# case**.

**Red Beets**– Earthy in taste, bright red in color, and easy to pair. We are currently stocking Terra Firma's beets by the **25# sack** only. Please specify organic/local when ordering.

## DON'T MISS OUT!



**Kerrygold Aged Dubliner Cheese– Only available for a limited time!** Due to popular demand, we are stocking an Irish cheese for the holiday. Kerrygold's Dubliner cheese is made from the milk of Irish grass-fed cows and aged for over a year. It combines the sharpness of mature cheddar and the buttery sweetness of parmesan. Perfect for St. Patrick's Day. Sold by the 5# block.

# LOCAL FARMS

## Del Rio Botanical (organic)

Arugula-4# case  
Braising Mix-4# case  
Red Frisee-2# case  
Lavender-1# case  
Fava Greens- 2# case  
Pea Tendrils- 2# case  
Spring Mix w/ Petals- 2# case



## Riverdog Farm (organic)

Scarlet Queen Turnip- 10# cs  
Tokyo Turnip- 10# case \*Gapping\*  
Purple Daikon- 10# cs  
Watermelon Radish- per #  
King Richards Leeks- \*Done\*  
Green Garlic- 10# or lb  
Dino Kale- 12ct case  
Collard Greens- 12 bunch cs or 3 bunches  
Green, Red, and Rainbow Chard- \*Limited\*  
Bloomsdale Spinach- 4# cs  
Yellow Finn Potatoes- \*Done\*



## Full Belly

Baby Tokyo Turnips-24ct \*Gapping\*  
Nantes Carrots- 24ct case  
Bloomsdale- 4# case



## Wild River Farm

Green Kiwi- 36ct case or ea  
Gold Kiwi- 20# case

## Capay Organic

Nantes Carrots- 24ct case  
Collard Greens- 12ct case  
Green Chard- 12ct case  
Rainbow Chard- 12ct case  
Dino Kale- 12ct case



## J. Marchini Farms

Radicchio- 12ct or each  
Castelfranco- 12ct case  
Radicchio Bianco- \*Finished\*  
Treviso- 12ct case  
Radicchio Verona- \*Finished\*  
Radicchio Rosa- 8ct case  
Puntarelle- \*Gapping\*  
Mixed Chicory- 12ct case  
Fennel- 12ct case or each



## California Endive

Belgian Endive- 8# cs or ea  
Red Endive- 8# case  
Mixed Endive- 36ct cs  
Coraline Chicory- 3# cs \*Gapping\*

## PRODUCE TERMINOLOGY

**Limited- A small supply of the product is available.** The time frame to purchase can also be compromised. The product may be available that same day but we can not guarantee future availability.



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

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