

Produce Report

March 20, 2017



Organically Grown
Company

Employee and Grower Owned

Promoting Health through Organic Agriculture as a Leading Sustainable Organization

What to look for that is **NEW** and **EXCITING**

The official start of spring is right around the corner with beautiful weather and warmer temperatures in California, yet delayed plantings and labor issues continue to play a major part on availability for most items. There are still plenty of bright spots; with good supply and pricing in both strawberries and asparagus, you can't really go wrong with big displays on the classic springtime items. Pink variegated lemons from Buck Brand citrus could be cross merchandised with both! Import plums continue with the return of a few Happy Giants, as well as the black variety Angelino joining the lineup. "Baby" and "small" versions of many items also hint at spring, and with small Savoy cabbages, baby artichokes, baby lettuces, mini Persian cucumbers, green garlic, French Breakfast radishes and a few others scattered through the sets, eaters may be appeased.

Apples

Domestic apple season continues to be extended this year with our only imports so far being out of Canada. In Southern imports, Gala will be the first up, but is likely still six weeks away. In the meantime, prices have come down for several varieties like Enterprise and Kanzi. Large Pacific Rose are a value buy. Bagged options are in good supply and with choices like Ambrosia, it's an eaters market.

Berries Fair trade strawberries continue to pour in and are eating great. Raspberries and blackberries remain stable. Golden berries are back in this week, but expect another gap after this week so stock up! Blueberries from California in the 6 oz pack are starting to tighten up, but pricing remains stable for now. Larger domestic 18 oz packs are available, but they are spendy.

Misc. Citrus While the seasonal heyday of this category is slowly winding down and you may already be casting your intentions towards berry and stone fruit season, the varieties available are still incredibly tasty. Murcott and TDE from all the growers are eating like a warm breeze on a sunny day and both are promotable. For a great value consider bringing in the choice TDE from Deer Creek Heights Ranch. Great price and a great piece of fruit. Don't forget about those old reliable seasonal favorites like Cara Cara Navel, Tarocco Blood oranges and Gold Nugget. Honeygold and Rio Star continue to dominate the grapefruit world while Oroblanco continues to add a little splash of variety.

Tropical Fruit If we can't rely on a steady stream of warm sunny spring weather to carry us through the day, we can at least rely on the tropical fruit world to bring a little bit of that to our lives. The orange flesh of the mango and papaya are the perfect embodiment of sunshine in your mouth and belly. Did you know that most of the world's papayas are grown in Hawaii and Mexico? We currently have three varieties of papaya in house – the smaller Strawberry and Sunrise Solo from Hawaii and its

larger counterpart the Formosa from Mexico. Ataulfo and Tommy Atkins continue to shine in the mango category, and our staff just can't seem to get enough of these. New crop Hawaiian ginger and turmeric is available for those of you looking for domestic ginger options. Bananas continue to be all the rage as per usual. The fruit is ripening nicely and we're in a great position to meet all your banana needs.

Asparagus We are starting to see some volume coming out of California on grass this week from Coastal View. The Northwest season is projected to start towards the end of the month, but the cold winter here will mean that we will come on a bit slow. Nonetheless, promotions are a good idea for the next two months.

Avocados Large fruit out of California remains strong with a blend of Mexican fruit across sizes. Prices look stable, and we have Equal Exchange fruit in large and small sizes. After a long gap related to packaging, the small "Gator Egg" pack is back in stock this week.

Broccoli/Cauliflower Transition-related challenges have created a tight market and high prices. Look for pricing to start to ease down towards the end of the month, but it will not near promotion or ad levels for another four-six weeks. We will look for the bright spots with a few trickles of Romanesco and local crop Purple Sprouting broccoli to ease the pain. Purple Sprouting really leads the way on new and exciting items in the veggie category this week. We're getting our first shot this week from local growers Mustard Seed and Nuevo Amanecer. Get it while you can! Supply is still limited, and it's going to sell out fast till supply picks up and more growers come online.

Bunched Greens A rare bit of good news in the veg world, kales and chards are promotable and quality has been very good overall. Bunched arugula and spinach have been a bit more scant and prone to the quality issues that plague the more delicate of the greens. Dandelion and mustard greens remain in excellent supply, plus the basic chicories are stable. In bunched herbs, parsleys look mostly stable with curly varieties tightening up alongside cilantro and dill, since they have rounded transition corner but new crop has not yet come on.

Cabbage Time to dial back the piles from the St. Patrick's Day movement, but supply remains stable in both green and red colors. Good supplies of Napa and Savoy are also available, and some eaters may be re-inspired to play. Coke Farms has grown some mini Savoy that are adorable and beautiful for an eye catching change to your rack.

Carrots Bunches are still not as plentiful as we would like to be seeing but expect the outlook to improve over the next few weeks. Prices are stable in bulk packs and bunched options. For a special treat, we will see 25 lb bags of Chantenay carrots coming in from Heirloom Organic Gardens. These are a super sweet, wide shoulder variety that often features a bright red/orange core and has a fantastic true carrot flavor- help eaters see their true potential by sampling these out!

Lettuce All lettuce remains tight, and we are working through different quality issues the best we can. Romaine continues to be hit the hardest. After a long gap, living butter lettuce has returned; these tender heads are wonderful for spring-themed lettuce cup meals.

Potatoes The Northwest fingerling season continues to wrap up as Ruby Crescent are over and Russian and French varieties will follow by April. Supply from California looks perfectly timed to make a smooth transition with a longer term gap only in purple varieties. Reds and yellows from Eastern and Southern Oregon will continue, but expect declining quality as we wait for new crop to start in mid- April.

Roots Considered by some to be the extraterrestrials of the veggie kingdom due to their funny shapes and appearance, roots are known to be exceptionally high in antioxidants, vitamins A, B and C. In general, the wild world of roots is diverse, super nutrient dense and versatile in the kitchen. Whether roasted, boiled, blanched, sautéed, stewed, eaten fresh or otherwise, it's hard not to fall completely in love with at least one member of this distinguished family. Parsnips are back in action. Red, Gold, Chioggia and Cylindra round out the beet category. Oh, how we love a big display of multi-colored beets, sunchokes, leeks, celeriac, watermelon and purple daikon radishes, and fresh herbs! Spring may be on the way, but now is still a great time to keep pushing these cleansing earthy veggies.

Tomatoes The big news here is in tomatillos. The gap is over, and we have trickles arriving through the week- place your orders now! Prices are up on TOVs and slicers, promotions are available on Heirlooms.

Trivia Question of the week: Although cabbage is often connected to the Irish, it was first grown by the Slavs in the 9th century. Greek and Roman colonists brought cabbages from the Black Sea region into Russia. It was probably the Celts who introduced cabbage to lands they invaded from the Mediterranean to the British Isles and Asia Minor. Since it grows well in cool climates, yields large harvests and stores well during winter, it soon became a major crop in Europe. Sailors, including the famous Captain Cook, depended on fermented cabbage for what purpose?

Variety Vegetables For something new that embodies the spirit of the impending spring, consider bringing in watercress, radicchio, green garlic bunches and living butter lettuce. It's salad time! Snap peas and green beans remain limited. Asparagus and Brussels sprouts prices are slowly creeping up, but volume remains steady. Bulk snap peas continue to gap, and bagged options are steady. Expect limited offers in the hot pepper world as many varieties are gapping and others are trickling in.