

west central

FM Items Codes

Here are some suggested product codes for items we have in Inventory:

Rutiz Farm

**Cranberry Shelling Beans
FLAT #6406**

Coleman Farms

Sunchokes LB #5123

Peacock Farms

**Giant Fuyu Persimmons
FLAT #23613**

Penryn Farms

**Asian Pears FLAT #5580
Chocolate Persimmons FLAT #5517**

Arnett Farms

**Flavor Fall Plums FLAT #23392
Fuji Apples FLAT #20149**



At The Farmers Market !

Sunchokes “Jerusalem Artichokes” are in. The first of the season are here. Coleman farms from Carpentaria has a super fresh crop with a thin skin and we’re stocking them for you. Sunchokes are a popular tuber and much more exciting on a menu than a common potato. They’re delicious as a pureed soup or roasted in a root vegetable medley. They have a lower glycemic index and are a healthy starch option. Plus they taste of artichokes!

Persimmons! Outside of Asian, California is one of the largest producers of this wonderful fruit. The persimmon is a wonderful example of why we should support our local Farmers. They grow varieties you can’t find conventionally and are picked for optimum sweetness. The season for persimmons is short and a true show case of fall. Get them NOW since they’ll only be around another months or so. We’re stocking Giant Fuyu’s from Dinuba for the next few





Fresh at West Central

Grapefruit: Grapefruit has finished in California.

Lemons: Prices continue to moderate on all sizes/grades. The best availability is on 165s smaller fancy and choice.

Limes (Persian): Full loads of robust limes with excellent quality are available. Shipping from Ventura County, CA, Hidalgo County, TX and Lancaster County, PA.

Navels: Chilean supplies are near the end. Most shippers of domestic anticipate starting week of 10/20 with the possibility of some supplies beforehand.

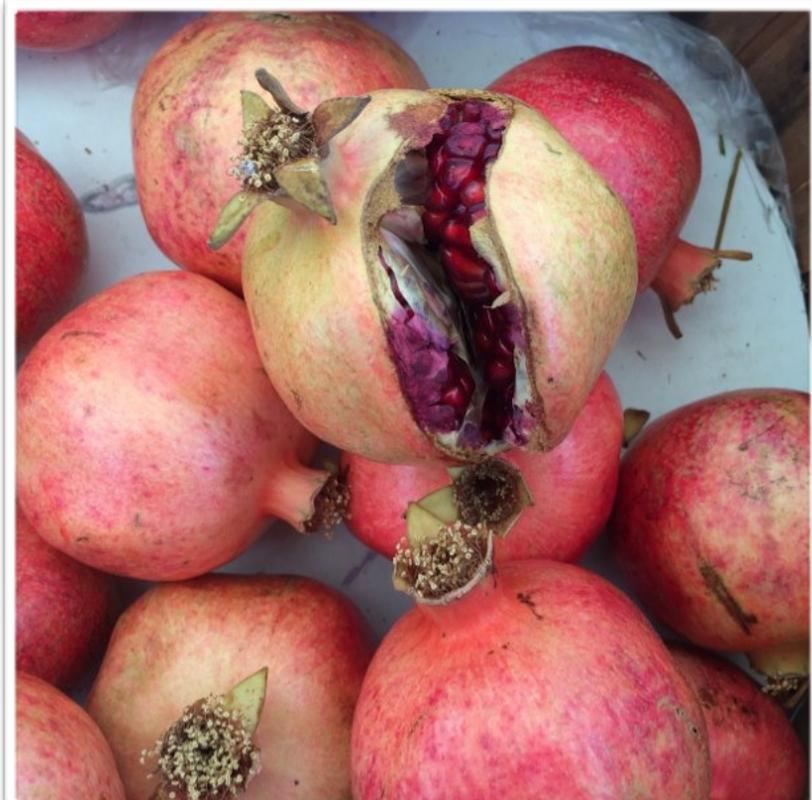
Valencias: Many shippers of domestic will be winding down next week, but the larger shippers will go throughout October.

Texas/Florida Oranges: Florida should have some limited supplies by the end of this week. Texas has started in a small way. Good volume continues this week. Cara Caras are done. Blood oranges are in. Seedless Lemons are

weeks. Upon special request we can secure more exotic varieties, such as Cinnamon and Chocolate Persimmons. They'll read great on a menu. **Pomegranates.** Farmers' Market Pomegranates have arrived. From their use in ethno-centric dishes to contemporary Californian cuisine you can't go wrong when adding them to a plate.

We're seeing interesting color variances from deep dark reds to pale pinks at the market right now. Talk to your rep about which kind you'd like to order. We have been warned by several growers though, that despite the drought, their pomegranates are so juicy you may have to bring an extra apron! Check out this [video](#) on how to easily de-seed a pomegranate. **Pears.** Local CA Grown pears are at their peak. They're not picked for long distance shipping, they're picked for taste. Impress patrons by using pears instead of apples while these beauties are available. Picture a perfect poached pear on a plate. At the market now are Europe varieties such as Bosc, Warren & Comice as well as Heirloom Asian pears that remain crunchy, and pearl white even after cutting into them. Other Seasonal Items Right Now!

Eggplant are still in abundance, some varieties more than others ~ A new crop of local **Black Arkansas Apples** are available. Get them while they last ~ **Winter Squash** is in full effect – stock up now ~ **Hot Chile Peppers** are wonderful right now ~ **Guavas** are ripe and fragrant ~ **Baby Broccoli** is back up and looking great ~



Wrapping Up At The Market...

Tomatoes. Yes, it's that time of year when our favorite locally grown farmers' market item starts to go away. This last heat wave did a little damage to what was remaining of our local crop. What is available has likely increased in price.

Strawberries - *Harry's Berries* Gaviota's are a rare commodity these days. They are keeping the remainder of their crop for retail sales at Farmers' Markets only. We are no longer stocking them. Talk to your sales rep for an excellent alternative from Blue Heron out of San Diego.

Yellow Peaches - Yellow Peaches are nearing the end. They are currently gapping until the next crop comes in. This next crop of yellow peaches will likely be our last for the local growing season.

Fresh at West Central ...

Green and Red Bell Peppers:

Continued plentiful supplies and favorable prices for red and yellow bells in California. Availability has tightened and prices have strengthened on green bells as production winds down in Central California districts, leaving coastal Southern California as the primary growing area. Transition will soon be underway to Georgia as the harvest in Michigan winds down on green bells.

Cucumbers: Field & Hot House Mediocre

quality and waning supplies in some of the home grown areas in the East and Southwest are causing prices to rise for the front end of the fall Mexican season. Numbers out of Mexico are beginning to increase out of both Nogales, Arizona and McAllen, Texas, with good availability but at higher prices. Super Select size is priced at a premium, and demand is strong. Select and large sizes are available at favorable prices.

Green Beans: Tight availability and high prices in California; steady in Virginia and North Carolina.

Squash: Zucchini & Yellow:

Tight availability and high prices continue for both zucchini and yellow squash in the East and West. The new crop harvest in Georgia, North Carolina and South Carolina is off to a slow start, with periods of rainfall occurring throughout September. This has resulted in quality issues and reduced yields. In the West, late-season production is winding down in the coastal districts of Central and Southern California for zucchini and yellow squash.

The new crop harvest in Northern Mexico is off to slow start, having been hit by two hurricanes during September (Norbert and Odile). Warm, humid weather conditions continue to affect quality. The good news is that condition is relatively strong on the squash that is being shipped, however a wide range in quality exists, with many grower lots characterized by scarring and misshape. We anticipate continued tight availability and high prices to continue through mid-October.

Acorn, Butternut, Spaghetti (loading in Los Angeles): Adequate supplies for all varieties.

Carrots: Availability has

tightened for jumbo carrots in California as size and yield have declined, the result of a slower growth cycle during the late season fall harvest at higher elevation (2,150 ft.) in the Cuyama Valley of Southern California. Prices will trend higher until the harvest returns to the Southern San Joaquin Valley (Bakersfield).

Garlic: Not much has changed. Volume from

China is down substantially due to tariff increases for the majority of importers.

This has resulted in a large increase in demand for California and Mexican growers. Although a few containers from China have arrived on the West coast recently, demand exceeds supply. A limited supply of Chinese garlic is currently available, however volume is much less than normal. A judicial ruling is expected next week regarding the release into the market

of Chinese garlic that is being held in port. The current shortage will not be relieved until more Chinese garlic becomes available.

Snow and Sugar Snap Peas:

Snow peas and sugar snaps are in tight supply (Peru, Mexico, and California). Prices remain at the highs for both. Quality is poor, and limited availability will continue through next week.

Fall items: All fall decorative Gourds, stalks, hay bales and all Different varieties of pumpkins Are in. Please contact your Sales rep. to inquire within.

Note: Herbs, Basil and Tarragon Have been in short supply due to Hurricane Odile. Production Out of Guadalajara, Mex. Should be available Mid next week.

Asparagus: the spread between jumbo and smaller sizes has been closing, all sizes are now pretty much the same go; Peruvian grass is starting to diminish in supply and Mexican fields are getting rain; we expect the market to go back up next week when supplies get even tighter

Avocados : prices have dropped dramatically over the last two weeks but are now poised to go back up, rain in Mexico is again the culprit with fob prices on Nogales and McAllen already 2 – 4 dollars higher than Monday and should continue to rise as we go into the weekend.

Melons: as you are already aware watermelons are short in supply and not very good, California is finishing up and Mexican fruit is getting rained on and they can't harvest; this should remain tough for the next 10 – 14 days, Cantaloupes and Honeydews; west side fruit is finishing up and we are expecting the market to rise as supplies dwindle, we got our first order of Mexican honeydews arriving tomorrow so we will have to see how the quality is.

Broccoli, Cauliflower, Cabbage, Celery, Iceberg, Leaf Lettuces : the Salinas valley was hit with almost a full week of 90 degree plus temperatures last week; the market did not immediately react but it appears that all these products will be getting stronger and we will be seeing problems such as tip burn and mildew as the product damaged by the heat starts to get harvested; we expect romaine and romaine hearts to react first and we should see significantly stronger pricing starting over the weekend; we also are keeping our eye on the transition to the winter deal; we may have a firm market on all of this stuff through the beginning of the desert deal at the very least.

Onions & Potatoes: no real changes to report. Pricing is steady and quality is good.

Stone Fruit: Nectarines are finishing up and we are down to only peaches and plums; quality is starting to slip too but has been good considering we are in the middle of October.

