

west central

FM CODES

Coleman Farms

Sunchokes LB #5123

Peacock Farms

**Giant Fuyu Persimmons
FLAT #23613**

Penryn Farms

**Cinnamon Persimmons
FLAT #5935
Chocolate Persimmons
FLAT #5517**

Tutti Frutti Farms

ORGANIC

**Delicata Squash LB
#23702**

Kabocha Squash LB #5973

**Butternut Squash LB
#5478**

Rutiz Farms

**Red Kuri Squash FLAT
#20651**

Schaner Farms

**Tahitian Squash EACH
#20372**



At The Farmers Market

Sweet & Earthy Winter Squash - Hard squash comes in a rainbow of colors and shapes. They're impressive on their own and on a plate. From a brightly striped Delicata to the muted greens of Kabocha customers will be impressed by them all.

They store beautifully and are being harvested for purchase as you read this. Pick up some from West Central this week and keep them through the winter. The time to get these fall favorites is right now.

Persimmons! Outside of Asian, California is one of the largest producers of this wonderful fruit. The persimmon is a





West Central

Grapefruit: California-Arizona grapefruit has started in a minor way in Coachella Valley.

Lemons: There is good availability on all sizes and grades. Prices continue to decline.

Limes (Persian): The market has increased on 200s and smaller. The market on 175s and larger has decreased. Good supplies are available.

Navels: There are some early supplies available this week. Good volume is expected for next week. Sizing will be very small with the exception of some forecasting larger sizing in early picks.

Texas/Florida Oranges: Texas/Florida Valencia oranges have started. Texas navels will begin the week of October 20th.

Texas/Florida Grapefruit: Texas/Florida grapefruit has started. Texas had a slow start but getting stronger.

wonderful example of why we should support our local Farmers. They grow varieties you can't find conventionally and are picked from the tree 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 and special varieties such as Cinnamon and Chocolate Persimmons from Santa Barbara.

Pomegranates. Farmers' Market Pomegranates are in abundance and shoppers are swooping them up. We're seeing interesting color variances from deep dark reds to pale white pomegranates at the market right now. Talk to your rep about which kind you'd like to order. These 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 picked when their sugars have developed but they are still stable enough to be transported. 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 **Hot Chile Peppers** are wonderful right now. **Guavas** are ripe and fragrant. **Baby Broccoli** is back up and looking great ~ **Watermelon & Honeydew Radish** have made they're come back ~ Local **Jicama** is rich and milky.

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.

Peaches – Say GOOD BYE to this summertime staple. The pickings are slim.

FRESH AT WEST CENTRAL

Specialty Citrus Items:

Satsuma oranges and pomelos have started. Clementines are expected to start on November 3rd. Fairchild and Mandarin oranges are expected to start on November 20th.

Green and Red Bell Peppers:

Prices continue to firm for green bell peppers, with the season winding down in Central California. The new crop harvest in the Coachella Valley is just getting underway, with limited volume for extra-large and jumbo sizes in the crown pick, and the harvest profile heavy to choice grade. Red bells continue with good supplies in Oxnard. New production is coming online in Baja California being shipped from Chula Vista (San Diego) and Nogales. Hothouse-grown red and yellow bell peppers from mainland Mexico are available in Nogales.

Cucumbers: Production volume in Northern Mexico (Hermosillo) is beginning to increase. Growers are doing a good job of maintaining a quality pack, despite the wet and windy weather that characterized growing conditions during September and early October.

English Cucumber: The English cucumber supply has Started in light supplies out Of Baja. We hope to see More volume as the days go By.

Green Beans: Continued tight availability and high prices in California. The harvest transition from the San Joaquin Valley to Coachella is underway. Beans from Mexico will be available in Nogales by mid-November.

SQUASH AT WEST CENTRAL**Zucchini & Yellow:** Squash growers in Mexico

have made a quick recovery from the weather-induced shortage in September and early October.

Prices have declined to reasonable levels for new crop zucchini and yellow straight neck. Price levels are comparatively higher in Georgia and North Carolina.

Acorn, Butternut, Spaghetti (loading in Los Angeles): Adequate supplies for all varieties; prices for butternut have firmed.

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.

(BASIL, CHIVES, TARRAGON):

The hurricane caused major damage to the city of Cabo San Lucas and La Paz, and businesses have been uprooted. The fresh herb crop has been destroyed in Southern Baja and the crops will need to be replanted. Expect price increases, quality issues, and a shortage of product in late November and early December.

Green Dragon Apples: first shipment of the season is due to arrive Tuesday, I tasted them and they are as always, excellent! Sizes will range from 55 - 63 on a two layer box, please use SKU 4423.

Asparagus: Supplies are short and growers are trying to push prices upwards but demand is so slow they are unable to do so; as a result prices have remained relatively steady, Mexico is still not shipping very much so we are having to rely on mostly Peruvian grass.

Avocados: California is finished and grower in Mexico are demanding higher prices, demand is very strong and due to limited availability on 48 count and larger prices are moving up; supplies and prices are much better on 60 count if you have customers that can be flexible when it comes to sizing.

Broccoli, Cauliflower, Leaf Lettuce, Iceberg, Romaine, Romaine Hearts, and Parsley: growers out of the Salinas Valley are struggling with light weights and quality issues related to the hot weather of a couple of weeks ago; because of the heat it not only caused quality problems but it also accelerated growth and product that should be maturing later is being harvested, transition to the desert usually happens in the middle of November with some overlap in Huron but with Salinas slated to finish early growers are struggling to cover contracts and maintain a steady supply of product; this is fueling higher costs that will be showing up next week as well as extra transportation costs because of the multiple growing districts we will be loading at in order to get the full mix of product, in a nutshell, expect diminishing quality in conjunction with escalating prices.

Cabbage and Celery: Good supplies out of Santa Maria and Oxnard are now available to us and as a result of better availability growers are responding to this by lowering prices.

Melons: Cantaloupe and Honeydew have hit the ceiling price wise for now and we are even seeing some discounting on cantaloupes; overall quality is good for the most part with most of the fruit being harvested in Mexico with a little bit of product coming out of Arizona, we still have decent supplies of both sugar kiss and summer kiss in our warehouse; we will be adding Autumn kiss when we get our load in on Saturday; watermelons overall continue to struggle with the new crop Mexican fruit arriving with light color; prices on watermelons still remain strong.

Pineapples: Supplies have been better and prices have come off but we are expecting it to turn around and head back up next week, Dole and Del Monte are the two major players in the pineapple world and they are struggling to cover contracts; as a result the rest of the growers are getting more demand and it should start reacting with higher prices next week.

Potatoes & Onions: So far everything is steady but potato growers have finished their harvest and are now realizing that there will not be enough big potatoes to go through the end of the season, potatoes 80 count and larger have already opened up a spread of about a dollar and in the weeks and months to come that gap will widen; smaller potatoes will be much more readily available and price on 90 count and smaller will be much softer.

Stone Fruit: We are for sure on the last week of yellow peaches; we are getting our final arrivals of the "Last Tango" label yellow peaches and when they are done we will be waiting until Chile starts shipping in late November or early December, Plums are winding down too with only Angelino black and Flavor Fall red plums being the only ones with any volume, nectarines, white peaches, cherries, and apricots are done.