

west central

FM Codes

Markov Farms

Mangoes 5# FLAT 5849

Coleman Farms

Sunchokes LB #5123

Peacock Farms

**Giant Fuyu Persimmons
FLAT #23613**

Penryn Farms

**Cinnamon Persimmons
FLAT #5935**

**Chocolate Persimmons FLAT
#5517**

**Fuyu Persimmons FLAT
5516**

**Hachiya Persimmons FLAT
7214**

**Frozen Hachiya Pulp QRT
23717**

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

Kabocha Squash – Try using this sweet and dense fleshed winter squash instead of your traditional pumpkin this year.

It’s yield is much larger than a sugar pumpkin and it’s flavor is just as sweet, if not more. Kabocha Squash comes in two colors at the market right now. Green Kabocha has a beautiful contrast in colors and Orange Kabocha is vivid and bright.

Both are delicious. This squash works wonders in sweet and savory applications.

Hachiya’s –It’s still persimmon season in southern California.

They are our last big fruit crop before citrus takes over the scene for the rest of the year. Hachiya’s are the richest and





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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.

sweetest of them all. Hachiyas are oblong shaped and can ONLY be eaten when soft. We're stocking them un-ripe, ripe and the strained and frozen pulp. This pulp is perfect for holiday sauces, cakes and breads. Mangoes! Yes, that's right a CA grown mango which rivals that from any tropical climate.

Markov Farms out of Valley Center, near San Diego, is growing "Valencia Pride" Mangoes. They're some of the sweetest, richest, largest, bright-yellow fleshed mangoes we've seen. This fruit has used all of the summer's sun to ripen and are ready for harvest. Impress anyone with these delicious CA grown Mango!

Frog Hollow Pears. We're stocking beautiful Frog Hollow Farms Warren Pears for your holiday tables. They're firm enough for shipping and poaching but ripen very well for eating fresh or baking.

Shinko Asian Pears. These adorable, bright yellow Asian pears are coming to us from Fresno. They're crispy with a pearly white flesh and high sugar content. They hold up well in a cooler and look great on a cheese plate.



Other Seasonal Items Right Now!

Bloomsdale Spinach is fresh and deep green. Eggplant are still in abundance, heirloom varieties such as Rosa Bianca and Fairytale still persist. Hot Chile Peppers are red and wonderful right now. Guavas are ripe and fragrant . Watermelon & Honeydew Radish have beautiful colors.

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.

WEST CENTRAL **MARKET UPDATE**

BERRIES: The Strawberry prices are steady and quality is fairly firm with bruising white shoulder and wind burned. Oxnard fruit is increasing in volume.

Blackberries: Production on Mexican and Guatemalan blackberries are underway. There is good volume and quality is good.

Blueberries: Production on Argentina/Uruguay fruit is good.

TOMATOES: The Mexican tomato market continues to rise because of low yields which are due to rain and colder weather. Causing limited supplies to cross. With demand up, trading remains at higher than normal average prices. Rounds, Roma, Cherries, grapes are all being affected. Tomatoes Heirloom are in light supply and we are into a gap until Mexican production steps up.

Baby Loose Artichokes Market still very tight.

Young Ginger season out of Fiji is over, finish, no more. We waiting for Hawaii 2 week away please make note this happened every year.

White Euro Asparagus: they're available March, April and May will be back on March 2015

Again fig market winding down supplies and quality are very inconsistent.

Kumquats still very short.

Rhubarb will be in a day to day supplies.

Apples & Pears: most varieties of apples are in and quality is very good, new crop gala will be plentiful this year and prices have come off, Bartlett pears are finishing up in California and we are moving up to Oregon and Washington; prices are up slightly due to increased freight charges; D'anjou pears are also starting and quality is very good; prices on Bosc are off and red pears now are mostly stark crimson variety.

Asparagus: shippers are trying to keep prices propped up but due to slow demand the market is slipping; take advantage while you can, with Thanksgiving and Christmas holidays looming prices are bound to go back up.

Avocados: California is all but done and Mexican growers are taking advantage of that and pushing the envelope on prices, prices at fob shipping points are stronger but good availability here locally is keeping prices in check; we expect that the market here locally will eventually catch up with the shipping points but so far so good.

Broccoli, Celery, Cabbage, Cauliflower: even though Salinas is finishing up good availability out of Santa Maria and Oxnard is keeping prices steady.

Iceberg, Romaine, Romaine Hearts, Leaf Lettuce, and Spinach: the market here is very active, we have several things impacting both quality and availability, first of all there was a heat spell that hit the northern fields a couple of weeks ago, this caused plants to go into overdrive and it made a lot of product mature early and it also damaged some of the younger more tender plants; now that we are at a point that those plants should be ready there is very little product available; this time of year growers transition from the Salinas valley to their desert homes in Yuma or the California desert; the problem is that there is not enough product available in Salinas to fill the gap until the desert is in full swing; growers have reacted by raising prices; we expect the market to remain strong over the next 3 – 4 weeks; expect higher pricing, diminished quality, and lower yields.

Melons: Arizona is going strong and there are a lot of Mexican melons available, supply has surpassed demand and prices on cantaloupe and honeydew are off, watermelon availability and quality are much better this week but so far they have not broken price.

Onions, Yams, & Potatoes: nothing new to report except that transportation is getting harder to come by out of the Pacific Northwest; supply is very good but increased freight costs will have to be passed on to us and ultimately to our customers.

Celery: we were seeing a steady market but growers are already starting to escalate prices; celery is a staple item for thanksgiving (they use a lot of it for stuffing); East Coast shipping will kick in starting next Wednesday and local growers are holding product off the market in anticipation of getting more money for it later when the demand picks up; prices will go up next week by about 30-40%; prices will drop off dramatically the day before thanksgiving but for now they are in the drivers seat.

Romaine & Romaine Hearts: I had mentioned that we are in a prorate situation on romaine hearts **(not enough to go around)**, it is hitting us harder quicker than I had estimated so both of those items will be extremely short and there will be no keeping the price from going from stupid to ridiculous, the Salinas valley is rapidly finishing up and it will not be a question of how much it will cost it will be a question of can we get enough to cover orders, prices are already being quoted in the mid to high twenties which is almost double what we were hearing last week, no relief will be in sight until early December at the earliest and it may be even longer.



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