

west central

FM CODES

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

Suzies Farmes

**Cranberry Shelling Beans
FLAT #6406**

Jimenez Farms

**Albion Strawberries FLAT
#23132**

Suzie's Farms

Sweet Pepper Mix LB #6969

Penryn Farms

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

Arnett Farms

**Flavor Fall Plums FLAT
#23392**

**Fall Fiesta Pluots FLAT
#22984**

**Autumn Yummy Pluots FLAT
#18986**



Fresh at Farmers Market

Winter Squash has arrived. This hard squash comes in a rainbow of colors and shapes. They're impressive on their own and on a plate. From a bright yellow Delicata to the muted Blue Hubbard clients and 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 wonderful example of why we should support our local





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.

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 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.

Peaches – Both Yellow and white Peaches are nearing the end. This next crop of yellow peaches will likely be our last for the local growing season.

Fresh at West Central

Lots of activity this week.....

Apples: We got a few different apples in this week, we have good deals on Honey crisp 125 count and jazz 138 count, all are out of Washington and they are new crop and very nice.

Asparagus: Peruvian grass is coming up short and Mexican grass is filling in, supplies are light and shippers are bumping up prices, so far quality has been good.

Avocados: The market is definitely firming up; large size fruit (48 count and larger) are coming up short and growers are demanding higher prices across the board; better deals can be made on 60 count and smaller; most of the fruit continues to be coming out of Mexico.

Broccoli, Cabbage, Cauliflower & Celery: Pretty much steady go; prices and quality are about the same as last week.

Iceberg Lettuce & Leaf Lettuce: We have about 2 – 3 more weeks of product coming out of the Salinas Valley; product out of this region is having quality issues related to last week's 90 degree plus temperatures that hit the valley last week; most shippers are reporting lighter weight and occasional tip burn; hardest hit are romaine hearts and Boston lettuce, some suppliers are already prorating orders and don't expect things to improve until they transition to Yuma in the early weeks of November.

Onions & Potatoes : The onion market has remained steady in spite of the fact that the season out of the Pacific northwest is in full swing; fob prices are steady and occasionally lower but higher transportation costs are making up the difference causing a steady market across the board on all onions; potatoes on the other hand have definitely firmed up in price; growers have increased their prices about \$1.00 on carton russets last weekend; red, white, and Yukon are steady.

Stone Fruit: We are down to the last of the yellow peaches; from here on in it will be day to day, so far quality has been holding up but we should be through with peaches in the next week or two; white peaches are still available off the farmers market but the terminal has only jumbo size fruit that has a lot of problems; plums continue to be good, we have mostly Angelino (black) and Flavor Fall (red) varieties being shipped, that is it on stone fruit until we start the Chilean and New Zealand import deal in the end of November or early December.

Yams: Good supplies of California red garnet yams have finally been harvested; prices are coming off and quality is excellent; for a change of pace we now have really nice baby garnet yams available in a 15# carton, use **SKU 23343**.

Potatoes & Onions: everything now is new crop and prices are steady out of the Pacific northwest (Idaho, Oregon, Washington).

Specialty Citrus

Items: Chilean clementines are in great demand with corresponding increases in price. Chilean Cara Cara demand exceeds available supplies. Pummelo and Oro Blanco should be available by the second week of October.

Squash: Zucchini & Yellow Prices continue to move higher, with tight availability and quality issues in the East and West. Availability in Nogales is expected to increase by early October. Growers in Mexico are working through issues caused by Hurricanes Norbert and Odile during September.

Acorn, Butternut, Spaghetti

(loading in Los Angeles): Adequate supplies for all varieties.

Green and Red Bell Peppers:

Plentiful supplies and favorable prices for green, red and yellow bells in California. Prices are expected to firm by early October 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.

Chinese Chestnuts are available & good supplies. Italian chestnuts will start in December

Hothouse cucumbers , Garlic & butter market is coming off.

QUAIL EGGS : For the next 8-12 weeks Quail eggs are very short due to the following: Quail Eggs are in very short supply due to H1N7 that was in one of the major farms. It will take a couple of months before there will be a steady supply.