

west central

FM CODES

Bernard Ranches

Kishu Tangerines 10#

CASE 20697

Regier Farms

Satstuma Mandarins 10#

CASE 23828

County Line

Little Gem Lettuce 24 CT

#23763

Two Peas in a Pod

Baby Green Brussels

Sprouts 10# CS #20269

Peacock Farms

Fuyu Persimmons FLAT

#5516

Penryn Farms

Brown Sugar Persimmons

FLAT #20515

Hachiya Persimmons

FLAT 7214

Frozen Hachiya Pulp QRT

23717

Schaner Farms

Tahitian Squash EACH

#20372

Tutti Frutti Farms

ORGANIC

Delicata Squash LB

#23702

Butternut Squash LB

#5478

Green Kabocha 10# CS #



At The Farmers Market

The Kishu Tangerine - This citrus variety lives up to its adorable name! Measuring a maximum of 2 inches in diameter this tiny mandarin is a crowd pleaser. It is sweet and seedless with a distinct mandarin flavor. They peel easy, which is a bonus considering their small size. They are easily segmented and added as is to any dish. They can also be candied whole! They're available now through February but they disappear easily at the market. Put in your orders for them now, they easily last up to two weeks in a cool dry environment.

Brown Sugar Persimmon – Traditionally known as





West Central

Grapefruit: California growers curtailed harvesting on new crop grapefruit, as the size profile was heavy to extremely small sizes (56s and 64s). This is the result of slow growth caused by the drought. Growers will resume production when fields begin to yield normal sizes.

Lemons: There is good availability on all sizes and grades. Prices have stabilized at lower levels.

Limes (Persian): There are values on 110s/150s. Steady volume on 175s and an increase on 200s and smaller.



Hyakume Persimmons, the Brown Sugar persimmon gets its nickname from the beautiful brown speckles of strewn throughout its flesh. This variety is special on a several levels. It is an excellent, non-astringent, eating variety which is good crunchy or while it softens. It is also of a bit larger size than your typical Fuyu variety and makes a very impressive presentation.

Fresh Parsnips. Perhaps one of our favorite underrated Tap Root, the parsnip is making a come-back! This starchy vegetable has both an earthy mineral flavor and a high sugar content creating an unforgettable combination. Some of our favorite local farmers are growing them again and tasting them fresh puts those old tinny varieties to shame.

Little Gem Lettuce – It’s back! Little gem lettuce became very popular in the late part of the 20th century and with good reason. This lettuce is actually a miniature variety of Romaine with a small rounded-oblong shape and loose



leaves that come apart easily for a wonderful presentation. It has a sweet and nutty flavor with tender leaves that are easily eaten whole. Here in Southern California we know our salads and one made with Little Gem lettuces are always enjoyable. Try pairing it with Kishu Tangerine segments for a whimsical approach to healthy eating. Satsuma's Tangerine - Satsumas are an extremely satisfying citrus to use.

They can be virtually seedless and have a "zipper skin" that makes for easy peeling and presentation. They are very easy to work with on account of their high juice content and firm flesh. They are an favorite eating fruit of children and adults, alike and are consistently sweet and juicy. California Citrus is arguable the best in the world and we're stocking it here through the winter season. Fuyu Persimmons. We're stocking your favorite eating persimmon through the season! Local California Persimmons (the best) are available for your holiday tables and center pieces. Swiss Chard. Local Growers are harvesting cases of sweet and delicious chard. It's coming to us in beautifully vibrant rainbow colors or deep emerald greens. This leafy vegetable is naturally sweet and salty. It's stems are beautiful and tender to eat. Hachiya Persimmons. When ripe they transform into a bright orange jam-filled jewel. We're stocking them firm, soft and as a frozen pulp form.

Wrapping Up At The Market...

Autumn Plums – There are less and less at the market now to satisfy our stone fruit needs.

Grapes – Few growers are still supplying us with natural grapes but product is waning. The pending frost and rain will likely end what's left of our local crop.

Figs – With each rain we lose more and more of this crop on the tree. Very limited quantities

WEST CENTRAL "NEWS"

Navel Oranges: The water shortage in the West will cause fruit sizes to yield plentiful small sizes (88s, 113s and 138s) through the 2014-2015 season and limited availability for larger sizes. Gas times are de-creasing; currently in the 48 hour range. Cooler temperatures will help with color and sugar content. Sizes structure remains mostly 88s and smaller.

Valencia Oranges: The season is winding down quickly, only larger shippers remain with supplies.

Texas/Florida Oranges: Texas oranges are showing some scarring, but the flavor is sweet. Look for quality to continually improve over the next few weeks.

Texas/Florida Grape-fruit: Texas/Florida grape-fruit has started. Texas had a slow start but getting stronger. Quality is good. Sweet Scarlett's will launch November 10th.

Green and Red Bell Peppers: Good availability for choice green bell peppers in California (Coachella), however the #1 sizes (large, extra-large, jumbo) are in tight supply as the season is winding down. Light production volume for new crop green bells in Nogales with full production not expected until post-Thanksgiving. Harvest yield and quality for growers in Baja California have been affected, the result of damage caused by an on-going storm season. Prices are moving higher for most sizes in the East and West. Red bells are in tight supply with the season in Oxnard winding down and new crop harvest in Coachella behind schedule.

Cucumbers: Generally good supply in Florida and Nogales; market is stable, and quality is improving.

English Cucumber: Sup-plies are gradually improving as product becomes available out of Mexico. Expect to see improvement as the week continues.

Green Beans: Prices continue to slowly ease from recent highs in the West (Coachella). Plentiful sup-plies in Florida and Georgia. Mexican beans will become available in Nogales next week.

Squash:

Zucchini & Yellow: Prices have advanced in Nogales, with a sharp increase in demand for zucchini and yellow squash. Rain in Mexico has slowed production. Good availability in Florida.

Acorn, Butternut, Spaghetti (loading in Los Angeles): Adequate sup-plies for all varieties. Also good availability for butter-nut and acorn in South Carolina and Florida. The hurricane caused major damage to the city of Cabo San Lucas and La Paz, and businesses have been up-rooted. The fresh herb crop has been destroyed in Southern Baja and the crops will need to be re-planted. Expect price in-creases, quality issues, and a shortage of product in late November and early December. The following herbs continue to be tight:

Tarragon: Tarragon will be tight until the end of the year since replanting in Mexico. This will take some time to grow.

Basil: Basil supplies are picking up, but price is still firm. Yields are down somewhat since only quality basil is being shipped.

Chervil: This delicate fresh herb is expected to be hit and miss as the weather continues to fluctuate (warm to cold and back to warm).

Mint and rosemary: Great supplies.

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.

Avocado: Increased demand for the holidays is causing some interest, prices are edging up slightly.

Asparagus: Prices should be going sky high but so far we have seen only modest increases; unless something drastic happens I think it will stay steady for the next couple of weeks.

Broccoli, Crowns, Cauliflower: Markets remain firm through the transition to the desert, quality is good out of both districts but demand is propping prices up.

Celery: We have ridden to the top of the market, we expect prices to come off next week as the demand for Thanksgiving eases up.

Cabbage steady go for now. Leaf, Iceberg: The transition to the desert is nearly complete with only a few growers still remaining in the Salinas Valley as their primary growing and shipping district, desert leaf quality is very good with nice clean leaf and case weights increasing daily, iceberg has come off significantly and the leaf and romaine deal is flat at best with a lot of pressure to lower prices; romaine hearts however remain strong, there have been some small adjustments downward but for the most part the big guys are keeping prices up.

Potatoes & Onions: Onions remain unchanged but larger size russet potatoes continue to rise; best deals on potatoes are the 90 count and smaller sizes, 70 size and larger are short and are commanding premium pricing.

Melons: No change on watermelon and quality is improving as the season down in Mexico gets into full swing; cantaloupes and honeydews are finishing up in Arizona and there is still plenty of fruit available primarily out of Mexico, cantaloupe and honeydew prices are coming off.