

Christmas Delivery Schedule

West Central will be **closed Friday 12/25** in observance of Christmas. Customer Service will be available starting in the afternoon of the 25th to take orders for Saturday 12/26.

Orders for Saturday the 26th can also be placed ahead of time on Thursday the 24th.

Please order any specialty holiday items as far in advance as possible. If you have questions or need special arrangements, please reach out to your account executive.

Bad News

- **Watermelons** – Price and quality are way off. Avoid if possible. Relief expected mid-January.
- **Squash Blossoms** – Currently unavailable. All local growing regions are too cold and wet. Waiting for MX to begin sometime in January.
- **Tomatoes** – Rounds and Romas are going to continue to be very high for the next 2 weeks. Relief expected mid-January when Nogales gets under way.
- **Leafy Greens** – Icing is expected in the CA desert and Yuma regions. This will damage existing crops and delay harvesting crews. Supply and pricing will be erratic through January.

Christmas Decoratives

We will have the following Christmas decorative items available this month. Please allow a 24-48 hour lead time as the market is active for these items. Please forward any special requests to your account executive as early as possible:

- #2332 Pine Cones Ornaments BAG (25-CT)
- #1112 Holly English Green 1#
- #20504 Pine Branch Princess
- #3060 Wreath (10" x 20")
- #1552 Mistletoe 1#
- #973 Flowers Poinsetta Red 6" POT
- #974 Flowers Poinsetta White 6" POT

AVAILABLE BY SPECIAL ORDER ONLY

- Flowers Poinsettia Red 8" POT
- Flowers Poinsettia Red 4" POT
- Flowers Poinsettia White 8" POT
- Flowers Poinsettia White 4" POT

Featured Product

GRAPEFRUIT, MELOGOLD 23 CT Item# 26577

The MeloGold Grapefruit is a cross between a Pummelo and a White Grapefruit. This fruit is extremely large with yellowish green pebbly skin and pale yellow flesh that is sweet-tart in flavor. Like a Pummelo, this fruit has a thicker rind than regular grapefruit, is almost seedless and is very juicy. The Melogold is an outstanding hybrid, available for a few short months.



Market Overview

Avocadoes

Seeing improvement now as the market and supply has stabilized. Best deals are on 48 ct. #2 fruit is limited.

Artichokes

Supply is tight overall with 18 count product being extremely scarce. Prices are firm for this month.

Sunchokes

Supply is currently very steady. Coke Farms and Weiser product available.

Asparagus

Conventional – Supplies are limited from MX and Peru. All sizes are available but prices are firm.

White (Peru) – Product available. Item# 117.

Brussel Sprouts

Prices are at extreme levels, especially on X-Fancy. Prices will hold at higher levels due to Holiday demand.

Cauliflower, Celery, Broccolini

Extreme market! Quality is low and prices are very high. Some relief expected mid-December.

Citrus

Lemons – Prices have eased to more normal levels.

Limes – Prices are back to normal levels.

Blood Oranges – CA product available, excellent quality!

Cara Cara Oranges – CA product available, excellent quality!

Kumquats – Product on hand. Color is light and flavor is fair.

Grapefruit – CA Ruby Red product is now being shipped. Color may be lighter but quality is good.

Local Oro Blanco – Conventional and Farmers Market product available from Bernard Ranch.

Melogold – Cross between Pummelo and Grapefruit; soft rind with sweet flesh. Item# 26577, 23 ct case.

Local Valencia's – JJ Lone Daughter product is in house and is fantastic for juicing. Item# 5710, 40# case.

Navels – Texas product on hand.

Pumelo – Conventional product on hand.

Tree Ripe Tangerines – Rieger Farms product on hand. Easy to peel and very tangy/sweet. Item# 23828.

Satsuma & Clementine – CA product on hand.

Leaf Items

Napa Cabbage – Prices are holding at higher levels though supply has improved.

Arugula – Quality improving as cooler nights have helped.

Spinach – Supply and quality improving as weather cools.

Bloomsdale/Savoy – Supply has improved. **Great deal on County Line Organic, item# 6679.**

Spring Mix/Mesclun – Supply has somewhat improved.

Iceberg – Prices are holding at higher levels. Quality is better. **Romaine/Green Leaf are better options.**

Green/Red Leaf – Supply is good and prices are at lower levels.

Butter – Supply is slightly better but the market is still very high.

Romaine/Hearts – Romaine Hearts from all labels will be short. We will sub accordingly. Prices are very high.

Kale – Supply is improving with cooler temperatures.

Figs

Black Mission and Brown Turkey available. Tiger Stripe are N/A. Quality is off.

Peas & Beans

Sugar Snap & Snow – Prices are holding at higher levels.

Garbanzo Beans – Fresh product is on hand.

English Peas – Gapping right now. Shelled product is available at a premium, item# 7603.

Cranberry Beans – Fresh product is currently N/A.

Pea Tendrils – Conventional product available.

Fava Beans – Currently N/A.

Blue Lake – Prices are holding at lower levels and quality is good.

Melons

Hon/Cant – Off shore fruit will be starting up. Small sizes will be N/A, only Larger (9 ct). Price and Quality are off.

Heirloom Melons – Summer/Sugar are done for the season. Tuscan melons start around January.

Watermelon – **Prices and quality are way off. Very poor product over the next couple of weeks.**

Yellow Watermelon – Done for the season.

Pineapple – Supply is still on the slower side though quality has been good on Dole label.

Cucumbers

Standard – Quality is good and prices are holding at lower levels.

English/Hot House – Prices are holding at lower levels.

Garlic

Prices have normalized somewhat but supply is still tight.

Ginger

Prices and supply have returned to normal levels.

Peppers

Bells – Red and Yellow are way up in price. **Green are a better option for the time being.**

Red Fresno – Supply is steady but the market has firmed. Prices are up.

Habanero – Same as Fresno; prices are up and supply is limited.

Red Thai – N/A for this week.

Padron – Currently N/A.

Tomatoes

Slicing/Romas – Very high market on both with large sizes (4x4/4x5) very scarce. FL crop loss is strengthening the market out West.

Local Beefsteaks – Plenty of product on hand from Valdivia. Large size. Item# 5414, 10# case.

Grape & Cherry – Price is comparable on both for this week. Overall poor market this time of year.

Large and Small Heirlooms – Some large Valdivia product under the CALIF sku. Quality is hit or miss.

Teardrop – Supply is still very short and prices are up. **Grape/Cherry are better buys right now.**

Mushrooms

Gold Chanterelles – Supply has improved and prices are at lower levels.

Black Trumpets – Available out of Oregon. Item# 1605.

Hedgehogs – Available out of Oregon this week. Item# 1615.

Porcini – Currently unavailable.

Matsutake - #1s available but limited, item# 1619.

Blue Chanterelles – N/A this week. Item# 6199 (pre-order).

White Chanterelles – N/A this week. Special order only.

Lobsters – N/A at this time. Item# 1618.

Berries

Straws – Major quality issues; subbing for best quality. Prices will remain at higher levels through December.

Black – Demand is exceeding supply on all CA growing regions. Better option than Blues/Straws.

Blues – Prices are at extreme levels. Offshore and Domestic supply is very limited.

Ras – Prices have eased somewhat but market is still strong as folks are avoiding Blues/Straws.

Squash

Delicata Squash – Tamai Farms product on hand; excellent quality. Item# 23072, per/lb.

Baby Summer Squash – Product is very limited. What's available is only fair quality.

Yellow Squash & Zucchini – CA and Baja supply is tight right now.

Acorn, Butternut, Spaghetti – Good supply on CA product.

Blossoms – Cold weather has halted local production. Waiting to see when MX will have product ready.

Romanesco

Product available and quality is good.

Herbs

Prices have eased considerably, though still high, on chervil, tarragon, lemon thyme, chives. Will continue to ease as weather cools.