



Week of April 27, 2009

Market News, See What's Sprouted!

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If you're looking for some locally grown produce we have some super sweet **Texas 1015 Onions** available, **Texas Heirloom Tomatoes**, and both red and green cabbage are grown in Texas! **Wax Beans** have tightened up again. **French Beans** are still a good buy. **Asparagus** is coming from Peru and Mexico. Both areas are producing good product and both are reasonable in price for next week. **Corn** is down, but only Yellow is available. **Eggplant** is down and very reasonably priced. **Cucumbers** have come down as well. **English Cucumbers** are in the same boat. **Cabbage** is still the same on both Red & Green. **Cauliflower** is down, **Carrots** are steady, and **Celery** is higher. **Broccoli** Crowns are still a touch higher, and Regular Broccoli is down quite a bit. Both **Black** and **Lacinato Kale** are available from California. **Green Onions** are the same, **BBQ Onions** are still around, and we should have some **Vidalias** by the end of the week. **Leeks** are stable, **Parsley** is higher, Italian Parsley is much higher. **Pea Pods** are cheap, **Sugar Snaps** are down, the **Pepper** market is on the way down finally. **Red Peppers** are slightly down, **Yellow Peppers** are down, **Green Peppers** took the biggest drop. Most of the prices on **Green** are all in the teens. **Red Fresno Peppers** are very expensive, there will be a big shortage for a few weeks. **Jalapeno Peppers** are also higher. **B Potatoes** are steady, **Box Potatoes** are the same, **Yukons** are cheaper except for C size,

those are higher. **Red A** are steady, **Sweet Potatoes** are the same on both sizes. **Head Lettuce** is down as predicted, **Romaine** is much lower. **Red & Green Leaf** are falling. **Boston** is also on its way down. **Frisee** is getting tighter- not a lot of Circus Frisee is around. **Cantaloupes** are a good deal and flavor is outstanding. **Honeydews** are OK as well. **Strawberry** prices are up, but we all knew that was coming. **Blueberries** are down a little for next week, so are **Raspberries**. **Blackberries** are the same. **Grape** prices are starting to move up as expected. Storage crop is ending and waiting on Mexico, which usually opens with big numbers till the season starts. **Watermelon**, both **Yellow & Red** are good. If you have never tried **Baby Purple Artichokes**, now is your time. We have them in 10# Boxes, they're beautiful and tender. Don't forget **Fiddleheads & Ramps**, are still around, and so are **Morels**. **Black Garlic** is available and sold in 1# bags. We also have some very cute "Stuffer" **Avocados**. Just the right size to fill with different salads, salsas, or stuffed for frying. **Premium Organic Maitake** mushrooms are available. **Premium Organic Brown** and **White Hon Shimeji** mushrooms are also available or you can have all three mixed in a case. Case size is 24/3.5-5oz packages per case



Spring Sensations!

"Stuffer" Avocados

Texas 1015 Onions

Spicy Basil

Horseradish Root

In the Spotlight

Black Garlic

On Iron Chef America the other day (Battle Redfish!) they were using black garlic, which Alton Brown informed us was a rare treat in kitchen stadium. The Le Bernadin episode of this season's Top Chef New York also mentioned black garlic, and now Eric Ripert and Charlie Trotter are featuring black garlic on their menus. The Washington Post's Bonnie Benwick featured it as the new 'it' ingredient in her article on February 24th. So what's all the fuss about? What the heck is black garlic? Korean inventor Scott Kim developed a high-heat fermentation process (that lasts a month) to be applied to heads of garlic, creating high levels of antioxidants. The resulting garlic cloves are black with most, if not all, of the garlic flavor and taste eliminated. In its place is a sweet, smoky, molasses like flavor with a slightly chewy texture.





Foodservice gains possible for produce

Dawn Withers - The Packer (4/28/2009) Despite declines in foodservice business as consumers eat out less, produce plays a key part in adding value to meals and enhancing freshness.

Research this year from Chicago-based Mintel Group showed a 49% increase in consumers buying “healthy” menu items based on produce in the meal being described as fresh, said Maria Caranfa, Mintel’s director of menu insights.

“Fresh is universally applicable,” Caranfa said during a panel discussion on growth in foodservice and restaurants during the United Fresh Produce Association annual meeting in Las Vegas on April 22.

Mintel’s research also found a 20% increase between 2006 and 2008 in the amount of fresh produce used in restaurant food, Caranfa said. That’s due in part to more consumers wanting healthier menu choices but also keeping down costs by reducing the amount of protein offered in menu items.

Gary Schwartz, vice president of supply chain management for P.F. Chang’s China Bistro, Scottsdale, Ariz., said the company doesn’t use any frozen produce at its more than 350 restaurants.

Schwartz said that’s parts of the restaurants’ “DNA” and menu, which uses lettuce, broccoli, green onions and snap peas more than any other food item. Schwartz said the company spends far more money on fresh produce than meat and has introduced new lower-priced entrees that feature more vegetables.

Farmer’s Market Fresh



BABY APPLES	PREMIUM WHITE BEECH MUSHROOMS
BABY ARTICHOKE - GREEN & PURPLE	PREMIUM BROWN BEECH MUSHROOMS
ASPARAGUS - GREEN, WHITE & PURPLE	PREMIUM MAITAKE MUSHROOMS
FAVA BEANS - can be shucked to order	PREMIUM MIXED CASE MUSHROOMS
BLACK GARLIC	ENGLISH PEAS - can shucked to order
ULTRA MINI BABY BOK CHOY	FRENCH BREAKFAST RADISH
CHAYOTE SQUASH	EASTER EGG RADISH
RAINBOW CHARD	RAMPS
DRY TART CHERRIES	PEELED BABY ROOT VEGETABLES
GOLD RASPBERRIES	BABY SQUASH
CIPOLLINI ONIONS - can be peeled to order	
MUSCAT GRAPES WITH VINE HANDLE	
DANDELION GREENS - RED OR GREEN	

* Please note that some of these items are limited so first come first served ☺