



Week of May 4, 2009

## Market News, See What's Cropped Up!

Volume 5, Issue 1

As always the produce industry is changing again, Mother Nature likes to keep us on our toes. This is the time of year that **Celery** can develop seeders, that hard center stalk. So we may have some issues down the road. This year California **Avocado** growers have predicted to harvest the lowest volume of fruit than in the last 20 years. Mexico is expected to fill the gap - we won't be able to predict how much this will affect pricing until we see how the market reacts. We have a smidgen more of bad news and that concerns **Strawberries**. Prices are up and supply is getting tighter, mostly due to rain. The weather system currently in the California growing areas are not cooperating with the growers, and Strawberries appear to be taking the brunt of it. Suppliers are saying we will see some defects in all **Berries** over the next few weeks - pin rot, bruising, soft and water soaked berries. With a diminished shelf life it is advised that you only order what you need. Strawberries are a 7-10 day cycle from the stripping of fruit to new fruit so we will have to play the waiting game to see how the new crop will look. **Raspberries** are holding steady right now. **Blackberries** are still way down in price. **Blueberries** are awesome right now priced very reasonably. There are a few Golden Raspber-

ries if you are interested, but we will not stock them because they have no shelf life. If you want a flat, call 1 or 2 days in advance. California **Cherries** are available, but you need a bank to buy them or some tarp funds from the government. **Artichokes** are looking good for next week. We have baby purple and baby green artichokes available. Purple asparagus and purple cauliflower are also available. Yes, purple is the new pink, which is the new black for those of you who were wondering. Leaf **Lettuce** and Head Lettuce are moving higher due to some inclement weather. **Romaine** quality is fair at best. **Peppers** are a mixed bag. Red Peppers & Yellow Peppers are winding down in Mexico and this is apparent in both size and quality. Green Peppers are steady. **Tomatoes** have been hit or miss lately. Mexico is changing regions and the current supply is dwindling. Quality has been marginal and we have seen some defects (tender spots and occasional internal spotting). **Mother's Day** is this Sunday in case you haven't noticed. We will be working our regular hours Saturday, which means customer service will close at noon so be sure to get any last minute additions called in asap.



### Spring Sensations!

Blueberries

Texas 1015 Onions

BBQ Onions

Mineolas

### In the Spotlight

#### Thai Eggplant

In Thailand, these little eggplants are most often eaten raw with a flavorful chili sauce. In curries, they offer an excellent texture and act as a thickening agent. Nearly seedless, they require no soaking or peeling. Small, round and firm, this variety of Thai eggplant is green and white striped. Sporting its stem and varying in size, most often they are about the size of a golf ball. A thin skin encases creamy white flesh that offers a subtle flavor and a pleasing soft texture.





## Organic sales up over 17% in 2008

May 4, 2009 - The Progressive Grocer

According to the Organic Trade Association (OTA), which has released the results from its 2009 Organic Industry Survey, U.S. sales of organic products, both food and nonfood, reached \$24.6 billion by the end of 2008, growing an impressive 17.1 percent over 2007 sales, despite tough economic times. While the overall economy has been losing ground, sales of organic products reflect very strong growth during 2008.

"Organic products represent value to consumers, who have shown continued resilience in seeking out these products," said Christine Bushway, OTA's executive director.

The survey, conducted by Lieberman Research Group on behalf of Greenfield, Mass.-based OTA, measured the growth of U.S. sales of organic foods and beverages, as well as nonfood categories such as organic fibers, personal care products and pet foods, during 2008. Results show that organic food sales grew in 2008 by 15.8 percent to reach \$22.9 billion, while organic nonfood sales grew by an astounding 39.4 percent to reach \$1.648 billion. As a result, organic food sales now account for approximately 3.5 percent of all food product sales in the United States. The final report includes an executive summary, as well as organic food and beverage dollar sales and growth, distribution of organic food and beverage sales by channel, an organic food forecast, organic nonfood item, and organic labeling certification and materials supply.

The report provides sales, growth and channel shares for such food subcategories as beverages, breads and grains, dairy, fruit and vegetables, meat, and snack foods, as well as nonfood subcategories including supplements, personal care, household products and cleaners, and pet food.

With tough economic times, consumers have used various strategies in continuing to buy organic products. Because most venues now offer organic products, consumers have the opportunity to shop around. Increased use of coupons, the proliferation of private label brands, and value-positioned products offered by major organic brands all have contributed to increased sales. The final report of the Organic Trade Association's 2009 Organic Industry Survey is now available for purchase at <http://www.ota.com/bookstore/2html>.

## Farmer's Market Fresh



PURPLE ARTICHOKE  
 BABY ARTICHOKE  
 ASPARAGUS - Purple, White  
 INDIAN EGGPLANT  
 CACTUS PEARS - Red, Green  
 THAI EGGPLANT  
 BROWN TURKEY FIGS  
 ELEPHANT GARLIC  
 BLACK GARLIC  
 BLACK GRAPES  
 BABY FENNEL  
 BLUEFOOT MUSHROOMS  
 MOREL MUSHROOMS

CHEF'S MIX MUSHROOMS - Organic  
 BBQ ONION  
 BANANA PEPPER  
 SOUR GREEN PLUMS  
 OKINAWA SWEET POTATO  
 PURSLANE - Similar to Watercress  
 EASTER EGG RADISH  
 FRENCH BREAKFAST RADISH  
 CHAYOTE SQUASH  
 SQUASH BLOSSOMS  
 SUNCHOKES

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