

Notes from the Greengrocer

June 22, 2009

1661 McGarry St Los Angeles 90021 213/747-4411 fax 213/741-1777 Web: wwproduce.com

Locally Grown

4661
Locally Grown
Organic Blueberries
12/6 oz.
Grown out of Moorpark, CA



In Season Right Now

Galia Melons	Red Plums
Kabocha Squash	Black Plums
Golden Kiwi	Persimmons
Saturn Nectarines	Black Apricots
Starfruit	Saturn Peaches
Casaba Melons	Persian Melons

Tomato Report: Round tomatoes are expected to be in short supply till the end of June. Prices remain strong for Cherry and Grape tomatoes. The Florida harvesting season is ending soon and the Carolinas and Arkansas will be starting soon.

Lettuce Report: Romaine lettuce is still struggling on quality. Mildew is being reported on Romaine. Leaf Lettuces are still holding strong on price and quality is good. Late-week demand for Iceberg has come down slightly, but Romaine is still in short supply

Berry News: Watsonville-Salinas is now in peak production for Strawberries for Northern Cali. The quality on Blackberries and Raspberries is great. Blueberries are in good supply and prices are holding firm. Check out this week special on Strawberries!!!

Fruit Report: Availability is very tight on small sized California lemons, and prices are continuing to rise. Star Ruby Grapefruit is available. Cantaloupe Melons are in good supplies and pricing is coming down. Honeydew Melons are in great supply, and prices are low. Watermelon is in good supply, and quality has improved. Small sized Red Delicious apples will be in particularly good supply this summer. Black Plums are in good supply on all sizes, but supplies on red plums are still limited. California Haas Avocados have eased in price. Pineapples are in good supply, with heavy production coming in from Mexico. Mexican limes are in oversupply on the smaller sizes.

Vegetable Report: Prices have eased for green onions with good supplies, as well as, bok choy, green cabbage, kale, and curly parsley. Italian Parsley is in tight supply due to sun damage. Cucumbers are in good supply. Production on Green Beans is steady, and prices are holding firm. Red Bell Peppers are trending higher in price due to production in Coachella ending. Prices on eggplant are continuing to rise. New crop is available for red potatoes that are coming out of Bakersfield. Good supplies are on zucchini and yellow squash. Steady supplies on celery but production is winding down out of Oxnard. The market is firm for bunched broccoli and broccoli crowns. Carrot harvest is underway in Bakersfield with good availability.