

Notes from the Greengrocer

June 29, 2009

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Locally Grown

5521
Locally Grown
Sugar Queen Melon
20#
Grown out of Kern County



In Season Right Now

| | |
|-------------------|----------------|
| Apricots | Red Plums |
| Pluots | Black Plums |
| Romanesco | Passion Fruit |
| Saturn Nectarines | Black Apricots |
| Starfruit | Saturn Peaches |
| Casaba Melons | Persian Melons |

Tomato Report: Supplies on Roma tomatoes are steady, and prices are very reasonable. Round tomatoe prices are starting to trend downward. The market should continue to ease downward after the July 4th holiday.

Lettuce Report: Strong holiday demand is causing prices to rise on iceberg, romaine, and leaf markets. Mildew and fringe burn continue to be an issue for Romaine. Greenleaf supplies are steady and prices are pretty low.

Berry News: Strawberry supplies are expected to be in short supply due to the approaching July 4th holiday. Raspberries are also in tight supply with prices rising. Blackberries are in good supply, and prices are holding firm. The quality on Blueberries has improved from last week but prices are still rising.

Fruit Report: Cantaloupes are coming in with very high sugar content. Honeydews are firming up in price as the season is ending in Mexico. Small size Red Delicious apples will be in especially good supply through the summer. Red and Black Plums are in good supply. The apricot season is almost over. Prices for California Hass Avocados have eased due to demand beginning to drop. Pineapples are in great supply, due to heavy production out of Mexico. Due to heavy rainfall supplies have tightened for Mexican limes. Quality continues to improve for Watermelons. Larger size Valencias will be in short supply through the end of the summer season. Peaches are in great supply and quality is good.

Vegetable Report: Green, Red, and Gold Bell peppers are in extremely tight supply due to a gap in harvesting as we move from Coachella to the San Joaquin Valley. Eggplant is in good supply. Onion market is extremely active due to demand outweighing supply. Bunched broccoli and broccoli crowns are in good supply at very competitive prices. Celery is in oversupply and prices are great. Green Onions are in good supply, along with kale, cilantro, spinach, green cabbage, bok choy, and snow peas. Cauliflower prices are coming down due to increasing supply. Zucchini and Yellow squash production has improved and they are at a great buy. Availability and price are steady for California carrots.