

Notes from the Greengrocer

August 17, 2009

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

Locally Grown

4780
Locally Grown
Organic Heirloom Cherry Tomatoes
12/12 oz
Grown out of Santa Barbara County



In Season Right Now

Mangosteen	Seckle Pears
Pomegranates	Lychee Nut
Apricots	Galia Melon
Plums	Dragon Fruit
Peaches	Ogan Melon
Tuscan Melons	Galia Melon

Tomato Report: The market on Roma tomatoes has continued to trend upward due to quality issues, and fewer planted acres in California. Round tomatoes are coming out of Baja still and prices are still trending upward, but California production is expected to start next week, which should bring price relief. Cherry and Grape tomatoes continues to be a good buy.

Lettuce Report: The situation should remain the same for California iceberg, romaine and leaf. Quality is good for Greenleaf and improving for Iceberg and Romaine.

Berry News: The strawberry market is a problem; prices continue to increase and quality decline due to the shortfall in supply as the result of cool weather conditions and “weary” plants. Blackberries and Blueberries continue to be high in price and tight in supply. Raspberries are in good supply, and the best choice of all the berries.

Fruit Report: California Avocados have two weeks left till the end of the season. Right now the only alternative is Chilean when California ends we will test both Mexican and Chilean product. Golden Delicious, Granny Smith, and Red Delicious are in fair supply, but prices are starting to trend upward. Honeydew Melons are trending downward in price due to the recent over supply on small sizes (6's & 8's) Cantaloupes are in good supply, and prices are steady. Pineapple prices are still high due to production being in short supply. Smaller size lemons (165's, 200's) are in limited supply but prices are holding firm. Yellow peaches, Nectarines, and black plums are in fair supply. Stone fruit is still a good choice as we start to get towards the end of their season.

Vegetable Report: Celery is an oversupply situation and prices are still at a great buy. Artichokes are in tight supply; however, 12 count is at a good buy. Cilantro is in tight supply and prices are high. Prices are continuing to rise for bunched broccoli, and broccoli crowns, but still a good buy. Cauliflower supplies have improved and prices are coming down. Green and Red Cabbage, Bok Choy, Napa, Snow Peas, Kale, Carrots and Spinach are all in good supply. Brown onions are in tight supply. Zucchini and yellow squash are in good supply. Green bell peppers supplies are steady and prices are holding firm. Red and Yellow bell peppers are limited supply and prices are trending upward.