



THE FOLLOWING ITEMS WILL BE AVAILABLE FOR DELIVERY ON THURSDAY FEBRUARY 23RD 2012  
*All orders must be placed with your sales representative by 12 noon every Tuesday.*

**Bautista Dates**  
 Local & Sustainable  
 Hallway Dates  
 Khard Dates  
 Madjool Dates

**Coleman Farms:**  
 Local & Sustainable  
 Arugula Flower  
 Baby Sprouting Broccoli  
 Breakfast Radishes  
 Cardoons  
 Celltuce  
 Garlic Chives  
 Red Frill Mustard  
 Red Limestone Lettuce  
 Mustard Greens  
 Red Radishes  
 Spigarello  
 Spring Onions  
 Sunchokes  
 Sword Lettuce

**Garcia Organics**  
 Local & Sustainable & Organic  
 Avocados  
 Cocktail Grapefruit

Limes  
 Satsuma Tangerines  
 Clementine Tangerines

**Gloria Farms**  
 Local & Sustainable  
 Baby Beets  
 Baby Tri-Color Beets  
 Camarosa Strawberries  
 Gaviota Strawberries  
 Green Zucchini  
 Heirloom Cherry Tomato  
 Mixed Variety Squash  
 Mixed Variety Zucchini  
 Yellow Squash  
 Mix Baby Heirloom Tomatoes

**Harry's Berries**  
 Local/Sustainable  
 Harry's Berries Jam  
 Hericot Vert Beans  
 Mixed Cherry Tomatoes  
 Strawberries

**Jaime Farms**  
 Local & Sustainable  
 Carrots: Mixed/TriColor  
 Forno Red Beets

Heirloom Tomatoes  
 Purple Muzuna  
 Radish: TriColor/Baby -Breakfast/Easter  
 Red Freckle Romaine  
 Red Spring Onions  
 Turnips: gold, white, purple

**Maggie's Farms**  
 Local/Organic/Sustainable  
 Baby Romaine Hearts  
 Baby Spinach  
 Black Kale  
 Butter Head Lettuce  
 Moroccan Mint  
 Pepper Crest Lettuce  
 Stellar Mix, Mesculine  
 Tatsoi  
 Upland Crest (\*Spicy)  
 Wild Arugula

**McGrath Farms**  
 Local/Organic/Sustainable  
 Butternut Squash  
 Carrots: Baby/TriColor  
 Chive Blossoms  
 Fresh Cannelloni Beans  
 Green Onions

Heirloom Tomatoes  
 Lima Beans  
 Red Curry Squash  
 Red Italian Beans  
 Swiss Chard  
 Tahitian Squash

**Nicholas Farms**  
 Local & Sustainable  
 Grapes:  
 Black Autumn  
 Red Ruby Grapes  
 Kiwi

**Polito Farms**  
 Local & Sustainable  
 Clementine Tangerines  
 Grapefruit  
 -OroBlanco & Pummelo  
 Lemons  
 Perfection Tangerines  
 Satsuma Tangerines  
 Sweet Juicing Oranges

**Pudwill Farms**  
 Local & Sustainable  
 Blueberries  
 Blackberries  
 Raspberries (red)

Strawberries

**Ruiz Farms**  
 Local & Sustainable  
 Brussels Sprouts  
 Celery Root  
 Lipstick Sweet Peppers  
 Red Curry Squash  
 Sierra Gold Sweet Pot. (mix btwn yukon/ russet)

**Tutti Frutti**  
 Local/Organic/Sustainable  
 Bell Pepper (Red)  
 Black Kale  
 Carrots  
 Cherry Heirloom Tomatoes  
 Heirloom Carrots  
 Heirloom Tomatoes  
 Fennel  
 Leeks  
 Onions  
 Red Curry Squash  
 Sweet Dumpling Squash

**Weiser Family Farms**

Local & Sustainable  
 Baby Sprouting Broccoli  
 Potatoes:  
 Red Thumb Fingerling  
 German Butterball  
 Heirloom  
 Purple Peruvian  
 Purple Viking  
 Russian Banana  
 Ruby Crescent  
 Sunchokes  
 Watermelon Radish

**Windrose Farms**  
 Local & Sustainable  
 Bramley Seedling Apples  
 Chiodga Beets  
 Delicata Winter Squash  
 Dumpling Winter Squash  
 Green Garlic  
 Lipstick Sweet Peppers  
 Potatoes  
 Rosegold  
 All Blue  
 Cranberry Red  
 Carola

**PRODUCE PREVIEW**





*from farm to kitchen...about a few of our local farms*

**Weiser Family Farms:**

Weiser Family Farms began in 1977 when Sid Weiser and his wife Raquel laid down roots in Tehachapi, California. There, they learned to tend to the fruit trees . . . apples, peaches, and pears. In the ensuing years, they acquired farmland in other locations where they branched out into a variety of fruits, vegetables, and flowers.

**Del Cabo Farms:**

Having already created Jacobs Farm, a successful organic farming operation, and with a knack for developing niche markets, longtime organic farmers Larry Jacobs and Sandra Belin were confident in their vision for their next venture. In 1985, they encountered a community of struggling, subsistence-level farmers in Mexico, and the Del Cabo cooperative was conceived.

The idea of farm- and community-centered production supported by international market opportunities proved to be successful. Today, this collaboration between Jacobs Farm and the Baja growers provides over 400 farming families with needed training in organic growing, harvesting, and handling, as well as start-up funds, farming technology, administrative training, and consistent distribution channels—ensuring the best return for small-scale farms.

**Scarborough Farms:**

For over 20 years, Scarborough family farm has been dedicated to growing some of the highest quality, most vibrant, aesthetically appealing specialty produce on the planet. Their small-scale, custom farming methods ensure fresh, just-harvested gourmet products that taste wonderful and have a longer shelf-life. They have earned a reputation for deeply caring for the land and for fulfilling the ever-evolving tastes of American cuisine. Grown only in the United States, Scarborough Farms produce is grown according to strict state and federal regulations. They follow good agricultural practices to ensure that everything we grow is not only beautiful and nutritious, but safe to eat, as well.

**Babe Farms:**

Babe' Farms was founded in March of 1986 by Will Souza and four partners. With deep roots in the Santa Maria Valley, Mr. Souza was a well established, third generation farmer of conventional vegetables. Inspired by his extensive travels throughout Europe, where he discovered the availability and popularity of baby-sized fresh produce, a new company, "Babe' Farms" was born.

**Mcgrath Farms:**

McGrath's farm is a sustainable farm that grows a high diversity of year-round organic fruits and vegetables. Farming on the coast of Southern California for 5 generations McGrath farm has the deepest topsoil and the best climate to produce a utopian garden farm.

**Tutti Frutti Farms:**

In 1988 Chris Cadwell a 5<sup>th</sup> generation farmer took over his family's undeveloped fourteen acres hillside property overlooking the Pacific Ocean Channel Islands in Carpinteria California. Since then he and his family began cultivating it for organic produce for the coastal communities of southern California. They decided the farms name "Tutti Frutti" Italian for "All Fruits".

**Polito Family farms:**

Is located in Valley Center California. Polito Family Farms is a very small operation just husband and wife Bob and Mary running the show. Their fruit is pesticide free and grown here on our farm. Many of their specialty citrus fruits are available during the winter and spring months only; each fruit has its particular season. They pick and ship only fruit that is fully mature, tree ripened, juicy and delicious.

*to set up a farm tour, please contact your local sales representative or call us for more information*

# MARKET FLASH:

## February 17th 2012

### *Vegetables in season*

|                  |                |
|------------------|----------------|
| Artichokes       | Mushrooms      |
| Arugula          | Okra           |
| Beets            | Onions         |
| Beet Greens      | Parsnips       |
| Belgian Endive   | Rapini         |
| Broccoli         | Rainbow Chard  |
| Brussels Sprouts | Rhubarb        |
| Burdock Root     | Rutabagas      |
| Cabbage          | Radishes       |
| Carrots          | Salsify        |
| Cauliflower      | Spinach        |
| Chard            | Sun chokes     |
| Chestnuts        | Turnips        |
| Celeriac         | Watercress     |
| Celery           | Winter Squash: |
| Cranberries      | Acorn          |
| Eggplant         | Butternut      |
| Escarole         | Cabocha        |
| Fennel           | Delicata       |
| Garlic           | Zucchini       |
| Grapes           |                |
| Green Beans      |                |
| Green Onions     |                |
| Horseradish      |                |
| Jicama           |                |
| Kale             |                |
| Kohlrabi         |                |
| Leeks            |                |
| Lemongrass       |                |

### *Fruits in season*

Apples:

|            |
|------------|
| Braeburn   |
| Fuji       |
| Gala       |
| Honeycrisp |

Apricots (chilean)

Cherries (chilean)

Peaches (chilean)

Cranberries

Currant Berries

Grapes

Guava

Kiwi

Meyer Lemon

Tangerines:

|            |
|------------|
| Satsuma    |
| Perfection |
| Mandrites  |
| Clementine |

Papaya

Pears:

|          |
|----------|
| Asian    |
| Bartlett |
| Comice   |
| D'Anjou  |
| Forrelli |
| Yali     |

Pineapple Guava

Pomegranates

Sharon Fruit

Rambutan





### **Asparagus**

Pricing has come down, readily available.

### **Avocados**

From Mexico are full in supply, pricing is good.

### **Blue Lake Beans**

Short in supply & prices are high.

### **Berries**

Blackberries are tight in supply. product pricing expected to be high for a few weeks due to rain in Mexico.

### **Bell Peppers**

Good in supply/price.

### **Cherries**

Chilean cherries available, soon winding down for Chilean crop. Waiting for local crop late spring/early summer.

### **Red Seedless Grapes**

Early crop causing sizing to be extremely small. Local grapes are unavailable, prices have increased. Now sourcing from over seas.

### **Loose Leaf Items**

Good quality/competitive pricing.

### **Melons**

Watermelon short in supply due to weather, quality has been effected. Honeydew pricing is expected to drop in upcoming week. Cantaloupe pretty tight as well, OFF SEASON!

### **Nettles**

Available!

### **Blood Oranges & CaraCara Oranges**

Available & in season.

### **Red Current Berries**

Now available!

### **Tangerines/Other Citrus**

Prime season, buybuybuy! Varieties include: Satsuma, Clementines, Miniolas, Perfections, Honey. \*\*Sourcing from local farms.

### **Tomatoes**

Staying strong through winter season. Product price is competitive.

### **Stone Fruit**

Chilean peaches & plums now available.

**SRING ITEMS SOON TO BE AVAILABLE/AVAILABLE:**

**Asparagus (White/Purple), Garlic Scape/Green Garlic, Nettles, Rhubarb, Mix Variety Radish, Pea Greens, Pea Tendrils, Spring Onions, Ramps, Fiddle Head Fern, Lychee**