

PRODUCE REPORT

September 6, 2019

FLAVOR ALERT



local RELIANCE GRAPES

Perfectly round, vibrantly red, and deliciously juicy. These locally grown seedless grapes are not only disease resistant, but they're also self-pollinating! Their hardy vines are resistant to spring frosts, making them ideal for late NW summer production.

STAFF PICK



FAIR TRADE AVOCADOS

It's guac time! No football spread is complete without some creamy, delicious, guacamole - and we've got every size of Fair Trade certified avocados to get you going. What's better than seasoned avos? Fruit that supports a sustainable food system, and gives back to the growing community.

EAT THIS NOW



DRAGON FRUIT

Also known as Pitaya, this tropical eye catcher is grown domestically in California, and is impossible to miss with its bold skin color, green-tipped scales (hence the name), and contrasting flesh. Inside you'll find subtle sweetness and small seeds for added texture.

fair trade avocados with EQUAL EXCHANGE



Equal Exchange sources fair trade, organic avocados from democratically-run small farmer cooperatives who are revolutionizing how the industry works by working together. In the Michoacán region of Mexico (known as "the avocado capital of the world") PRAGOR, a progressive group of small-scale farmers, banded together and decided that they would create a new path for themselves - one in which they controlled all parts of their business from growing to exporting, allowing for a larger return to the growing community.



Built of 20 producers with 10 fully organic acres each, the PRAGOR cooperatives largest challenge is building an engaged and supportive customer base. When you purchase Equal Exchange avocados, you are choosing to support small producers, democratically-run cooperatives, fair trade and organic agriculture.

"We became committed to fair trade because we believe it is lifesaving. It assures a fair price and that makes the producer feel safe." - PRAGOR

NEW & EXCITING

- Macintosh Apple**
Canadian fruit coming in this week!
- Pink Pearl Apple**
Small, but tasty Pink Pearls in from OR
- Tsugaru Apple**
Rhymes with Subaru - features that yellow-green skin with a red-pink blush. Flesh is creamy with high acid - these heirloom apples pear well with cheese, jam and crunchy crackers
- Zestar Apple**
Early season WA apple with a crisp, juicy texture and sweet-tart taste
- Red Globe Grapes**
Coming out of CA, these seeded grapes are juicy and beautiful
- Minneolas**
This Peruvian fruit is eating great and looking sharp. Nice citrus item to feature while CA has its down season in the category overall
- Local Microgreens**
New tasty options starting this week
- Tropical News!**
Organic pineapple is in good supply from Costa Rica, and Hawaiian fruit is back in the warehouse. Turmeric returns in October, but galangal is coming in. CA Dragon Fruit is in great supply. Lots of brown coconuts and tropical, beautiful mangoes available - large displays can now have a little variety, texture and a splash of color!
- New Pears!**
Oh Snap! New crop Bosc, Comice, Orca, Red Sensation and Warren pears
- Kiwi Berries**
Packing this week in LADYBUG clams!
- Volcano Juices**
After a long gap, these juices will return
- Local Winter Squash**
Pie Pumpkins, Blue Ballet, Red Kabocha and Red Kuri all joining the winter squash mix. Bins of mix squash available for fall displays!
- 
Dry Farm Tomato
Exceptional flavor out of CA from Coke Farm and Tomatero Organic Farms
- Roots**
Celeriac, turnips and parsnips back in better supplies from CA

CHANGING MARKET

- Apples**
More and more new crop apples are coming on in better volumes - Sunrise, Jazz, Rave, Pink Ladies are over. Fujis getting a little limited - mostly larger sizes available
- Strawberries**
Market firming, supplies tightening up. Fewer label options as well
- Grapefruit**
Difficult to find - market up. May be limited until the desert starts up
- Kiwi**
Could gap soon
- Lemons & Limes**
Meyers done after this week - mostly smaller choice lemons available, domestic market remains high. Covilli will have some lemons shipping as well. Lime market moving up
- Mangoes**
Still good volumes out of CA and Mexico, but fruit is sizing larger - volume primarily on 5/6/7/8cts. Eating quality is top-notch!
- Yellow Peaches**
Brief gap this week, but NW peaches are in great supply now
- NW Pluots**
Category is winding down to mostly Dapples and Flavorich
- Melons**
Most varietal melons will end early this week; however, NW cantaloupe has about another week before we transition to CA. Minis and dews are still going strong. Galia transitioning to CA soon
- Valencias**
Fancy grade could be limited this week, mostly smaller sizes and choice available
- Avocados**
MEX and Peruvian fruit prices are dropping, while the US market is holding firm. Start your Fair Trade promotional sets and expect better promotional volume opportunities in October
- Crimini Mushrooms**
Domestic having some production issues - could be limited this week, mostly from CAN
- Onions and Potatoes**
All from the NW and Markets are down
- Vine Tomatoes**
Good volume out of both CAN and MEX

PROMOTABLE

- Gala & Honeycrisp Apples**
New Crop, new market, great volume
- Black Mission Figs**
Beautiful, dark purple figs are coming on strong out of CA. Brown Turkeys are available, but slightly less volume for promotions. Green figs are trickling in
- Local Specialty Grapes**
Red Reliance and dark purple Jupiters are in great supply
- CA Grapes**
Season is on. Totes are the perfect Back to School item that is an easy grab-and-go snack
- Yellow Nectarines**
While white nectarines are limited, there are great opportunities on yellow for the next weeks
- Asparagus**
Steady market into next week
- Broccoli**
Good volume into next week
- Brussels Sprouts**
CA is into good production for a veggie promo
- Romanesco**
Plenty available to promote
- 
Local Carrots
Bunched, bulk and juicer options are in great volumes. Good promotional opportunities are available for retailers, food service and processors
- Corn**
Local Bi-color plentiful next week in a low market. Should be steady locally until end of September
- Green Onion**
Siri still has a great bumper crop
- NW Bell peppers**
Red and green bells are plentiful - markets down
- NW Chili Peppers**
Lots of selection and availability with NW chili peppers this week
- Tomatoes**
Open Points, Heirlooms, Romas and Slicers are in great supplies locally for the next week

