

Salad, Fruit, and Vegetable Market Update
For the Week of August 9, 2010

Market Update

Organic Vegetables

- Asparagus – Finished for the season, back in the fall.
- Beans Bluelake – Light supplies for now. New crop southern cal should start in about 10-14 days.
- Bell Peppers – Green- Fair to good supplies. The quality is outstanding. Red peppers have fair supplies and the local deal should start in about 2 weeks.
- Broccoli –The broccoli and crowns have light supplies.
- Cabbage – Red supply is better with lower prices, no change on green.
- Cauliflower – Good supply and quality with looser prices.
- Carrots –All packs (dippers, snack packs, and mini peeled) are in good supplies.
- Celery, Full-Size and Hearts – Good supplies from Salinas, market a little lower.
- Cucumbers –Fair to light supply from California. Market higher. Northwest has full production of good organic cucumbers.
- Eggplant – Limited supply this week.
- Green Onions –Good supplies of green onions. The quality is nice.
- Onions – Good supplies of Red and Yellow with light supplies of white onions.
- N/W Onions – Onion supplies in both red and yellow are available with good quality.
- Lettuce - Iceberg – Lighter volume and quality.
- Leaf Lettuce - Good supplies on Red, Green and Romaine. Good supplies on Romaine Hearts.
- Potatoes –Good supplies on Red and Yellow potatoes. Russets have some quality issues.
- N/W Potatoes - Very nice certified organic russet potatoes. All varietal potatoes are done or have short supply.
- Squash – Zucchini – Supplies are good. Yellow squash supplies are lighter. The Northwest has good supplies of yellow and Zucchini squash.
- Tomatoes – Good supply, clusters in steady supply, and grape and cherry in good supply and quality.
- Yams – Good supplies and quality on new crop Red/Garnets and Jewel/Beauregard's.

Fruit

Apples – The apple quality is excellent with good flavor. The taste is good with high Brix on the late storage fruit. The Reds and Gold's have good supplies. The Braeburns will start this week, with Gala and Fuji's available daily. Look for Granny Smith's to start in 3 weeks.

Avocados – Steady supplies, the 48ct are firm while the 60's are more available.

N/W Blueberries – The harvest has good volume available to ship from the lower Yakima Valley. These high bush berries are very clean. The size is large and sweet.

N/W Cherries – There are about 2 more weeks of good volume for the Northwest Cherries. The quality has been good in general with the wind bruising and resultant pitting a continual problem.

Citrus – California Valencia's have good supply on 72/88ct and 10/4lb bags. The lemons have good supply and the quality is solid. The market is strong on the lemons. Grapefruit has good supply and fruit quality on most sizes.

Kiwifruit – Seeing a small gap in supplies, look for next shipment to arrive this week. .

Grapes – Reds are plentiful with deals available. The Green grapes are still a little short in supply.

Mango – Good steady supply on all sizes. Market is getting stronger.

Melons – Cantaloupes, honeydews and watermelon have good supplies.

Pears – Season has ended on Anjou's

Peaches and Apricots – Volume is increasing. There is excellent quality in the Pasco. The Apricots are Rival and Perfection varieties. The Peaches are the Rich Lady and Donut varieties. Good supplies of California nectarine and peaches.

Strawberries – Salinas and Watsonville has good quality with fair to steady supplies. Raspberries have steady supplies out of California. The Organic Blackberries have good supplies coming out of Central Mexico. California supplies are improving. Blueberries have good volume. These are high bush berries which are clean with large sizes.

Stone Fruit – Peaches have good supplies on yellow and white flesh. Nectarines have bigger and better sizes in both yellow and white flesh this week. Plums have good supplies.

Organic Produce Facts!

- ❖ Certified Organic Produce has met all State and Federal Standards by being produced without synthetic chemicals in the soil or on the plants and fruit. Produce is handled and processed organically with no chemicals or waxes in a specially prepared packing facility.
- ❖ Supervalu buys only Certified Organic Produce as long as it is available.
- ❖ Transitional Organic and “Organically Grown” are terms that usually refer to produce grown during the three year transition period for farms from conventional to fully certify. We usually do not buy this product for any Organic Orders as it is not certified and does not meet our standards. If full certified is not available than this grade will be used with notification.