Buyer’s Notes Week of November 27th

WHAT’S NEW

Try Josie’s Organics delicious New Chopped Salads!

You want Satsumas, we got ‘em! We have fruit from the foothills, the valley, and from San Diego County. All regions are producing very tasty fruit, with a nice balance of sweet and tart flavors. Warm days and cold nights bring out the incredible flavor and color in citrus.

Kiku Apples are a high sugar, low tart outstanding variety.

GAPPING

• Maitake Mushrooms will return middle of next week.

FINISHED

• Bartletts out of the Pacific Northwest are done for the season.
• Cantaloupes are done and we will not see them again until the Mexican spring season.
• California Keitts had a nice long season this year! We will miss the buttery smooth flesh of this local mango.
• Chestnuts are finished for the season. We hope you had a chance to enjoy roasting chestnuts from Etter Orchards. We know it got all of us at Earl’s in the holiday spirit!
• We say a fond farewell to Ellwood Shishito Peppers.

AVOCADOS

Equal Exchange Mexican Avocados return Sunday! Fruit is peaking on larger sizes. 4x6 POS cards now available for your retail display. Ask your Earl’s Sales Rep for more information or email our Marketing Manager directly at susans@earlsorganic.com

Equal Exchange is dedicated to:
- Working directly with small-scale farmers organized into cooperatives
- Raising and stabilizing the incomes of small-scale farmers and farm workers through fair trade purchasing
- Creating a trade model that respects small farmers, builds local communities and supports the environment

Your purchase matters!
Apples:

Make sure to check out the new low prices on Bagged Apples on Earl’s Weekly Specials—all varieties!

As the season out of Washington progresses, we are seeing great opportunities to promote high quality apples. Worth mentioning are Premium and US#1 Fujis in all sizes, high color Honeycrisp and bags in all varieties. There is also good supply in Opal, Piñata/Pinova, Envy and Pacific Rose.

Did you know? The Opal Apple does not brown after it’s cut. This deliciously sweet apple is crisp, juicy, and perfect for lunches and snacks during a weekend hike!

California Cuyama Pink Ladies are now available. Fruit has great flavor and beautiful color.

Avocados:

Equal Exchange Mexican Avocados return Sunday! See details on page one.

Bananas:

Coliman is Fair Trade and Rainforest Alliance certified. "The Rainforest Alliance reinforces our commitment to ecosystem conservation, sustainability practices, wildlife protection, fair treatment and good working conditions. Coliman has always had the objective of improving the lives of its workers and the community. Our workers come from local communities as our farms produce year round. Our programs include education, housing, promoting exercise and nutrition, and improving our environment. All this ensures that we help to improve the quality of the lives of our workers and their families while providing a high quality product to the marketplace and our valued, socially responsible customers," said Jorge Angel Aguilar Jr., Corporate CEO of Coliman during an interview with andnowuknow.com

Berries:

Blackberries: Cooler weather has slowed Blackberry production. Rancho Don Antonio will be sporadically available. We will also have Greenbelle Mexican Blackberries.

Blueberries: Goleta Blueberries from Santa Barbara and Greenbelle Biodynamic Blues from Chile will be plentiful next week.

Strawberries: They will be very limited but you do not want to miss the Gaviota Strawberry from Rancho Don Antonio in Nipomo. The Gaviota is a short day strawberry with low acid, exceptional fruit quality, and quintessential strawberry flavor.

Raspberries: Good supply on Raspberries out of Mexico next week.

Grapes:

Galicia and red Seedless Autumn King and red Seedless Crimson Grapes from VBZ.

Melons:

Purehearts from Mexico have great flavor. Honeydews, Orange Flesh and Piel de Sapo from Mexico are steady.

Pears:

We are seeing reduced volume in Bosc, D’Anjou, Red D’Anjou and Concorde remain in good supply. Biodynamic Pears from Mount Hood Organics are in great supply with excellent flavor.

Tropicals:

California Keitts are done and we have moved into Tommy Atkins from Ecuador.

Citrus:

Navels are at better prices this week and much sweeter. Currently offering Non-gassed Fukumotos and Heirloom Washington. Great time to promote!

Early sweet Valentias from Mexico will have lower prices next week as volume increases. We also expect better flavor.

Lemon market is expected to go up in price as production from the desert decreases.

Grapefruit is an excellent item to promote now all the way until the end of the year. Rio Reds are peaking in 40/48ct.

Limes: California grown limes from Marsalisi in Watsonville are available in 25# cases.

Pummelos will be plentiful through the lunar new year! Pummelos are the largest fruit in the citrus family and are very popular in Asia. Pummelos can weigh up to a few pounds with shapes ranging from teardrop to round. Read more here: http://bit.ly/pummelocitrus

Varietal Citrus:

Seeded Mandarins from Daisy have good flavor! Clementines and Satsumas in good supply!

Fall:

Persimmons: Limited supply on Hachiya and Fuyu Persimmons from various California growers.

Cranberries from Patience Fruit & Co are perfect for the holidays. It's time to stock up on these beautiful red berries! Cook with some now and freeze the extras for Christmas.

Pomegranate Arils in 12/4.4oz cups make holiday salads a breeze. Just peel back the top and sprinkle the arils on top. Try this delicious spinach, pear and pomegranate aril salad https://www.williams-sonoma.com/recipe/spinach-pear-and-pomegranate-salad.html

Wonderful Pomegranates are also on Earl's weekly specials!
Production is ramping up out of the desert and Mexico and we continue to see prices drop on many commodities including Broccoli, Broccoli Crowns, Cauliflower, Zucchini and Green Beans. Contact your Earl’s sales rep for ½ pallet and pallet deals.

- **VEG** -

**Covilli Fair Trade Green Beans** in 15# beautifully place packed cases continue to be in good supply with aggressive pricing. Call your Earl’s sales rep for more information.

**Brussels Sprouts**: Mexican product available in 12/12oz bags and 10# cases. Covilli Fair Trade Brussels Sprouts coming in 2 weeks. We expect these to be some of the best quality all season.

**Carrots**: Prices are improving across the board. 50# Jumbo Carrot supply is slowing returning.

**Eggplant**: Supply remains steady and prices are still high.

**Greens**: Look for prices to improve across the Greens category.

**Bell Peppers**: Red Bell Peppers are tight out of Mexico. Orange and Yellow Bell Peppers have better availability.

**Potatoes**: Tasteful selection 12/1.5# bags are gapping. Check out the variety of Fingerling Potatoes in 24# cases.

**Snap Peas**: Returning from Rancho Don Antonio next week.

**Tomatoes**: Ellwood Mixed Medleys out of Goleta are still going strong. We will have supply at least through next week. Tutti Frutti is still rocking the California Heirloom Tomatoes in December! Your customers will love stocking up on these flavorful tomatoes for their holiday party.

**Winter Squash**: Covilli has started with fresh crop Fair Trade Winter Squash including Acorn Squash. Beautiful LOCAL Orange Kabocha Squash coming out of storage from New Family Farm in Sebastopol will return next week! It is sweeter than the Green Kabocha variety and is excellent in baked goods such as pies, cookies and breads as well as savory dishes.

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