

# Produce Notes

May 1, 2020



Delivering organic.  
Driving change.®

Tasting Great

## Peas Be Kind to Others

A pea is the small spherical seed or seed-pod of the pod fruit *Pisum sativum*. There are three main types of peas: English peas, snow peas and sugar snap peas. Snow peas and sugar snaps are prized for their entirely edible pods and slightly sweeter flavor. English peas need to be shelled and the tender peas inside are tender, slightly crunchy and have a sweet flavor. Peas are starchy but offer great nutritional value as they are high in fiber, protein and essential vitamins.

Peas are one of the oldest cultivated crops in the world. The wild plant is native to the Mediterranean region and ancient remains have been found in the Middle East and tied to the late Neolithic Period! European colonization introduced peas around the globe. In the mid 1800's, peas were famously used



by the monk Gregor Mendel in his pioneering studies of the nature of heredity.

Talk to your Account Manager to order all the varieties of peas we're offering this season!

Merchandising Corner

## Mother's Day Merchandising

Shelter-in-Place orders puts a damper on plans for Mother's Day gatherings. However, many individuals are still planning to show appreciation for their mothers with beautiful bouquets of flowers or other gifts. As with everything we're doing now, we have to find a new socially responsible way to meet the needs of our customers. Here are some ways to safely merchandise Mother's Day offerings:

- **Pre-Orders:** Offer a nice, but limited, selection of high to low priced floral options. Make it easy for the staff to fill orders. Customers can pick up their pre-orders at stores during designated times.
- **Grab and Go Bouquets:** Customers will still be out looking for floral bouquets. Even though many shoppers will opt for curbside pick-up or delivery services, you can still expect a lot of walk-in traffic looking to find the perfect bouquet of specific color, variety or size. Make sure to have plenty on hand with a few options for price points. Check with your floral suppliers about pre-order deadlines to make sure you are covered. It's also important to space out floral offerings so customers can shop and browse without crowding in one area.
- **Cross Merchandise:** Cross merchandise florals with other items such as prepackaged fresh baked desserts, fresh berries, candy, or champagne displays. Create a few different enticing impulse-buy combos.
- **Fresh-Cut Fruit:** Many stores are offering more prepackaged prepared foods now and fresh-cut fruit is always a popular choice. The demand for berries and melon tends to increase before the Mother's Day weekend. Be prepared with extra supply so you don't run out.



## New & Exciting!

**California Grown Sweet Cherry** ★  
Starting this week with super high early-season prices. Since the weather has been kind the last few weeks, expect a good crop with excellent quality this year. A treat for everyone!



**California Grown Peaches** ★  
California grown yellow and white peaches are here! Amber Crest yellow peaches are juicy, sweet, and have enough acidic notes to make their flavor pop! Snow Angel peaches are an early-season white peach. Its flavor has less acidity than yellow peaches and has distinct floral notes.

**Cantaloupe**  
Mexico grown fruit coming into supply. Availability is expected to be somewhat limited until the season progresses further.

**Pea** ★  
California grown snow, snap, and English peas are in great supply.

**Green Bell Pepper** ★  
California grown and in great supply!



**Huckleberry Potato** ★  
Round to oval shaped. Medium sized. Purple skin and richly flavored, golden yellow flesh that tastes already butter. Talk to your Account Manager to order these delicious tubers!

**Yellow Potato**  
New crop Golden potatoes in good supply.



**Watermelon Bin** ★  
Mexico-grown red seedless watermelon bins are now available! Full sized watermelons only for now.

## Promotable

**Acorn Squash** ★  
Mild buttery taste and sweet flavor. In great supply with very sharp pricing.



**Aloe**  
In good supply. The succulent leaves are firm and have a smooth, green skin with a fleshy texture. The skin is fibrous and not typically consumed. The clear, inner flesh is the "gel" of the aloe plant and has a clean, refreshing taste.

**Beefsteak Tomato**  
Very strong supply expected in the first two weeks of May.

**Broccoli**  
Very strong supply with sharp pricing.

**Cherry Tomato**  
In great supply!

**Gold Beets**  
Mixed size, bagged gold beets are in great supply with extremely sharp pricing.



**Hass Avocado** ★  
California grown. Sharp pricing and in good supply. Bulk up your inventory for Cinco de Mayo!



**Floral** ★  
Protea bouquets from Wild Ridge Organics are winding down for the season. These florals are strong and hold up well over time.

**Lime**  
Strong supply. Stock up for Cinco de Mayo celebrations!

**Pear**  
D'Anjou pears are in good supply with sharp pricing.

**Pixie Tangerine**  
In great supply and tasting great. Sweet, seedless and easy to peel.



**Rhubarb** ★  
Flavor is tart and astringent. Great to use in dessert applications like pies and jams. Only the stalks of the rhubarb plant are edible, and have no culinary use.



**Tommy Mango** ★  
Mexico grown in great supply. Broadly oval shaped. Green skin that is covered with a dark red blush with orange or yellow accents. Juicy, somewhat fibrous, and mildly sweet flavor.



**Voila Juice** ★  
in great supply! We carry apple, lemon, orange and pomegranate flavors.

## Limited

**Ataulfo Mango**  
Limited in supply.

**Baby Bok Choy**  
Limited in supply.

**Cauliflower**  
Supply is tight but slowly improving.

**Garlic**  
Remains extremely limited due to high demands.

**Goat Cheese**  
Sierra Nevada Cheese Company is gapping on goat cheese. Supply is expected to improve shortly.

**Leek**  
Limited in supply with slightly higher prices.

**Onion**  
White and sweet onions are limited in supply.

**Passion Fruit**  
Gapping.

**Poblano Pepper**  
Gapping.

**Shallot**  
Very limited in supply.

**Slicer Tomato**  
Limited in supply with rising prices.

**Straus Milk**  
Half gallon glass bottled milk in very limited supply. During Shelter-in-Place, Straus Family Creamery has seen increased demand and a slowing pace of bottle returns. Help us keep Straus' organic milk on your shelves by returning your glass bottles.

**White Endive**  
Tight in supply due to production issues. Supply is expected to improve by the first week of May.

**Yellow Squash**  
Limited in supply.

### done for the season

- Bartlett Pear
- Blood Orange
- California Grown Kiwi
- Murcott Tangerine

★ Staff Picks

What's Fresh?

