

Produce Notes

March 20, 2020

Veritable
Vegetable™

Delivering organic.
Driving change.®



Eat Your Heart Out — It's Artichoke Season!

The artichoke is the edible flower bud of a large, thistle-like plant. The plant grows to a width of about six feet and a height of three to four feet. Artichokes grow on stalks, with a large bud on top and smaller ones below. Artichokes are native to the Mediterranean region and most commonly cultivated in Italy, France, Belgium, and California. The first artichoke seeds were brought to America by Italian immigrants and transplanted in the coastal region of Northern and Central California—where today, 99% of all artichokes in the U.S. are grown!

Artichokes have densely packed petals that form a compact floret. Each petal has a needle-like thorn in

its tip that is usually cut off during preparation. The petals surround the choke, the fuzzy center, which sits on top of the heart. The heart is the delightfully delicious meaty core of the artichoke. Its flavor is mildly sweet with a nutty undertone. Artichokes are a great low-calorie, nutrient-rich vegetable. They're an excellent source of fiber, protein, prebiotics, and antioxidants.

COVID-19 Impact on Availability

As a result of the COVID-19 situation, we have seen a significant increase in demand for fresh produce and grocery items. We are doing everything we can to work with our growers and producers to maintain product availability. However, demand is unprecedented, combined with wet and cold weather in certain growing regions. Expect shortages and limited availability as well as extreme price volatility on key items. If you need guidance on how to adjust your ordering during this impacted time, please contact your Account Manager.

New & Exciting!

Blueberry

California-grown blueberries have started up. Supply is expected to be steady, but increased demand will limit availability.

Honey Tangerine ★

A cross between a tangerine and an orange. Easy-to-peel skin. Incredibly sweet, honey-flavored, juicy flesh. Great for juicing.

did you know...

...blood oranges' red pigmentation contains anthocyanins, which are basic natural compounds that give color to fruits, plants, and vegetables? It's what makes blueberries blue and raspberries red! Anthocyanins have anti-inflammatory properties and reduce the risk of heart disease.

Valencia Orange ★

California-grown fruit is here now from our exclusive grower B&J Ranch. Add some California Valencias to your order today!



Valentine Pomelo

Round with a protruding neck at the stem end. The easy-to-peel rind is dark yellow, while the pulp inside is variegated orange and bright red. Moderate amount of seeds. Juicy and sweet flavor.

Promotable

Ettinger Avocado ★

In good supply. California-grown heirloom variety. Pear-shaped with smooth, thin, bright green edible skin. Rich flavor and relatively low oil content. Contains a large seed.



Blood Orange

In good supply. Flavor is sweet-sour, and tends to be less acidic than navel oranges. Great source of vitamin C and folic acid.



Cherimoya ★

In strong supply and tasting great. Velvety, thin skin that is light green in color. Inner white pulp offers a sweet flavor that is a blend of banana, vanilla, mango, papaya, pineapple, and coconut flavor notes. Texture is soft, smooth, and custard-like. The flesh is studded with large, black inedible seeds.



Date ★

We are in plentiful supply of dates from Jewel Date Company. Varieties include Deglet Noor, Medjool, and Khadrawi. We also have coco rolls, almond nuggets, pecan nuggets, and date pastes. Dates have a complex sweet flavor with a nutty finish. Dates are great for balancing blood sugar and reducing blood pressure, and they contain choline—which is associated with better memory and learning! Terrific item to offer customers that are looking for nutritious shelf-stable foods.

Egg ★

Pasture-raised eggs are in steady supply. There has been increased demand and we encourage pre-orders to ensure availability. Talk to your Account Manager to place your orders.



English Pea ★

In very strong supply. Large bright green pod encases plump, round peas. Pods must be shelled and are too fibrous to be edible. Each pod contains emerald-colored peas that have a tender, yet slightly crunchy texture and a sweet flavor. Rich in vitamins, calcium, iron, protein, and fiber. Peas can also be shelled and then frozen, dried, or canned for future use.

Specialty Mushrooms ★

We are in strong supply of maitake, trumpet, alba clamshell, and chef sampler varieties in multiple pack types from Gourmet Mushroom. Hedgehog mushrooms are also available with preorder.

Limited

Honeycrisp Apple

Most growers are winding down. Prices are continuing to rise as supply becomes more limited and demand increases.

Asparagus

California-grown is limited due to increased demand and inclement weather.

Berry

Blackberry supply is limited. Mexico-grown fruit is gapping. Mexico-grown blueberry supply has tightened up and prices are on the rise. Strawberry supply is limited due to recent rains.

Broccoli

Supply has tightened due to rain in growing regions. Prices are rising. Baby broccoli supply is limited with high prices.

Cauliflower

In tight supply with high prices. Rain in growing regions is affecting production.

Celery

In limited supply with very high prices.

Cilantro

Recent rains disrupted harvest. Supply is somewhat limited.

Crimini Mushroom

Very limited in supply due to production issues & cold weather.

Cucumber

Slicing and Persian cukes remain extremely limited in supply with high prices.

Hard Squash

Spaghetti is only available in small sizes. Delicata is limited in supply. Acorn and Kabocha are gapping.

Potato

Demand is outpacing production. Very limited in supply.

Retail Greens

Earthbound is streamlining production on retail baby greens. Production will pause on the rosé, spinach and kale, and spinach and butter blends. Four-pound bulk baby arugula and three-pound bulk baby kale will also be paused. Inclement weather and huge demand have resulted in outpaced harvest, packing and production levels. We will let you know as soon as they are available again.

done for the season

- Opal Apple
- Zutano & Bacon Avocado
- TDE Tangerine

★ Staff Picks

Tasting Great

Of Note

What's Fresh?