



# PRODUCE NEWS

**"Where Your Patronage Is Never Taken For Granted!"**

## ***Continued Employee Tributes***

It is probably a good thing 2017 is flying by. Seems like it will be nice when it's over. We're just getting into a fair selection of stone fruit and local melons. There is enough of a selection that our local fruit salad is back on the list. The local salad will usually have 2 or 3 melons and some stone fruit. It's a day by day thing. The buyers will find something they like and we chop it up. Just keep your inventory close as this salad has a high sugar content. It usually turns into sangria in about 2-3 days.

Some more oldies.....

Dirk, some may know him as driver Dirk, Raider Dirk or Dirk the buyer. What you don't know is that Dirk actually wrote a short cartoon story that was picked up by Disney. We had a short story of our own we wrote about Dirk but they thought it more appropriate for a different audience. Dirk came on board in 89, we have not been the same since!

Then came Mike, where to start. Mike has been with us since 1992. Mike graduated into the buyer position as he had been buying for a farm stand/grower in Fremont for years. Great sport back in the days, we're talking the '80's, was to launch questionable produce thru the air into the back of the truck that Mike was loading. He's still getting back at us. As with Dirk, Mike has helped us build some awesome relations with our growers.

Chuy, I've been trying to understand what Chuy is saying to me for seventeen years. I have found it is better to say "Yes, Chuy." and leave it at that. If you're a customer of ours you know Chuy. He has no doubt taken a special drop to you at some point. Chuy has never said no when we were in need. Thanks Chuy!

Sergio, I knew Sergio when we both had the same hair color, dark brown. We still do, but it's grey. Another seventeen-year veteran that has always been here for us. Sergio is one of the guys that can do it all here.

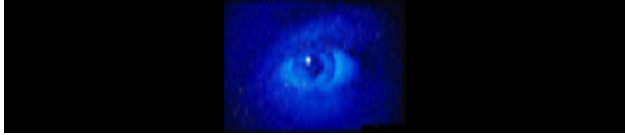
Many of you have seen Sergio on the route; he has taken them all at one time or another. Sergio what you do for us is much appreciated.

Miguel, this may seem a little out of order but Miguel has been here for twelve years. Miguel and I go back nearly 25 years on the market. Some crazy, long, long days back then. No forklifts. Hand stacking 50-100lb sacks on flat beds, in the rain using tarps and hemp ropes. Miguel worked for some friends on the market that went out of business; he then came over to us. We're glad he did. Side bar on Miguel, he is also a talented electrician whose hair color has changed as well.

More than thirty years ago, a young man came to work for us. Sweeping floors and whatever dirty jobs we could find for him, this was Jeff C., happens to be my step brother, the son of our boss Diana. Jeff has an energy level that puts boom boom bunny to shame. Jeff drove for us for quite some time, back in the old manual transmission days. Jeff has moved into the head Eskimo position where he has taken over the buying of the frozen and the setting up of the orders. Our freezer has never been so organized. Some of you may remember when Cal Trans was rebuilding the east bound Posey tube from Alameda. I received a frantic call from Jeff, something about "Willard" over by the Harrison St. warehouse. What was going on was that all the construction had woken up thousands of rats all fleeing the tube. We armed ourselves with brooms and headed them uptown. Ah, the good old days. Jeff also writes our Trivia for the newsletter and is our local sports authority! Thanks Jeff!

***Steve Del Masso***  
***President***

# Mike's *EYE* On The MARKET



**Iceberg, Romaine, Red, Green & Butter Lettuce** – All five of the primary Lettuce varieties are in good shape despite the recent run of spiking temperatures. Pricing is very reasonable as well and set to stay this way all month.

**Red & Green Cabbage** – Salinas and Santa Maria growers continue to supply the market with beautiful product. Wholesale costs remain at very reasonable levels. We will continue to use product from Salinas as it supports our Local Area 1 compared to Santa Maria which is Local Area 2. Quality from both areas is excellent.

**Broccoli & Cauliflower** – The short version.... Broccoli and Cauliflower are a great buy. Salinas and Santa Maria growers are both providing excellent quality and good pricing.



**Bok Choy** - As part of our Local promotions this month, we are highlighting Ratto Bros. Farm Bok Choy from Modesto, CA. Try our 1" cut or our Local Stir Fry. The fresh Bok Choy is one of the key components to this fresh recipe.

**Celery** – Expectations were high that, by August, Celery prices would settle down to “normal summer levels”. Well, this didn’t quite happen. Santa Maria and Oxnard finished earlier than expected; which is forcing Salinas to keep up with demand. Fortunately, Salinas is up to the task. Quality is slightly immature but good, supply is slow but steady and pricing is surprisingly good for the situation. This will only improve as the month goes on.

**Root Vegetables** – The 2017 Northwest Root season is underway. The first shipments of Gold, Red & Chioggia Beets and Turnips, Rutabagas and Parsnips are beautiful.



**White & Yellow Corn** – Amazing! Fantastic! Incredible! Beautiful! Sweet! Delicious! Outstanding *Brentwood Corn!* The season has past its midway point. Enjoy every moment because we all miss this wonderful treat when it’s gone. We even took the opportunity to sneak shelled Brentwood Corn into our Local Stir Fry.

**Green Onions** – In response to the multiyear water drought and field labor shortages Green Onion production “temporarily” moved down to Mexico. What was temporary may now be permanent. It appears that henceforth, we will be sourcing all of our Green Onions from south of the border. California growers who have switched over to less labor and water intensive crops are not showing any inclination or enthusiasm of going back to Green Onion cultivation.

**Red, Yellow & White Onions** – The 2017 California Onion season is proceeding along quite well. It recently transitioned from Manteca to Stockton. We will be fulfilling our Onion needs from local growers for most of the month. The next stop will be the most important one.... the Northwest. Prices will begin to level off after we get there.

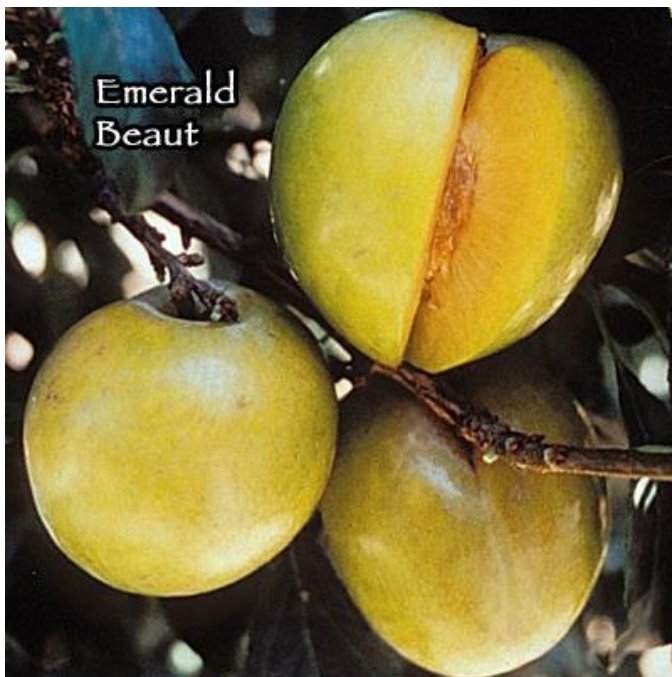


**Russet Potatoes** – We made it! The 2017 Russet season has begun. Oregon just started turning shovels and Idaho is readying their armada of machines and army of people for a mid-August start.

**Potatoes of Color** – We are privileged to be enjoying local grown Stockton Potatoes. Albeit for only a few weeks, this year they are exceptional! What a special treat from Mother Nature.

**Fingerling Potatoes** – The news concerning Fingerlings is not good. The last fields in Bakersfield were disked over because of sobering poor yields. The heat that settled upon us here was unrelenting in the Bakersfield growing areas and virtually cooked the small tubers. Prices will absolutely go up until the Oregon season begins about the middle of the month.

**Yams & Sweet Potatoes** – We *will not* have to deal with any type of gapping matters waiting for new crop Yams and Sweets. The Livingston harvest has launched.



**Stone Fruit** – The lengthy run of heat has done wonders for California Peaches, Plums and Nectarines. They are now at their sugar and flavor peaks. This is the time to make the effort to immerse yourself in the goodness that surrounds us. One special treat will be around for the front part of the month. The green variety Plums; ask for them when ordering. The Flavor Grenade or Emerald Beaut are both delicious.



The Stone Fruit season in Washington is in full swing which means Cherries will be with us for another couple of weeks. Another good thing about the Washington season is that we can once again enjoy a sweet and juicy Sugar Cot Apricot.

**Apples & Pears** – Storage Pear inventories are depleted and we are now sourcing some varieties from. The California Bartlett season has started but the frustrating aspect is they either seem to be too hard or too soft and rarely just right.

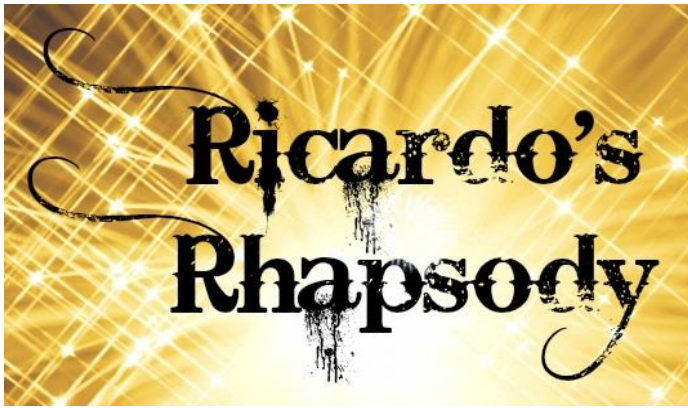
**Mangos** – Kent® variety of Mangos from Mexico remain a steady go. They are absolutely perfect.

**Papayas** – Again, no change this month for Papayas. The Maradol® variety from Mexico and the Solo® from Hawaii are plentiful and prices are showing some downward pressure.

**Strawberries & Stemberries** – Will be filled with more uncertainty this month. We expect there will be ups and downs for supply this month.



**Rasp, Blue & Black Berries** – Raspberries and Blackberries are expected to mirror the same challenges and market fluctuations as Strawberries. Again, expect day to day fluctuations in price, quality and availability.



### **Round & Roma TOMATOES –**

California Round Tomatoes are excellent. Good color. Good flavor. Good texture.



Roma Tomatoes are available from both Mexico and California. Local grown Roma Tomatoes cost a bit more but the quality and flavor is heads and shoulders above imported fruit.



**SQUASH** – AB Fresh Produce Company out of Santa Maria is doing a terrific job getting us the best possible Squash on the market. The product they are delivering to our door is striking. Since Santa Maria is an L2 region, we do offer and source L1 squash from Brentwood at your request; fresh from Dwelley Farms.

**EGGPLANT** – For the next six weeks or so, we will be using Eggplant that represents the preeminent quality in the U.S., grown, picked and shipped direct to us from Fresno, CA.



### **BLUE LAKE GREEN BEANS –**

from Dwelley Farms in Brentwood quality is beautiful. Crisp, green and perfectly formed. We will be using them for the next two months or until their season comes to an end.

### **Green, Red, & Yellow, Bell Peppers –**

The Gilroy Bell Pepper season has started and is helping relieve some pressure from Fresno and keeping a lid on prices. Fresno growers recently started picking Red and Yellow Bells. By mid-month, prices for all colors will be back to normal summer prices.

### **CUKES** – Cucumbers are in abundance.

Wire bound Cukes from Mexico are a great buy. The SoCal Cucumber season has started and quality is 1<sup>st</sup> rate. With these two regions supplying us with beautiful crops, we will be in great shape all month.



**Chili Peppers** – are now available from three growing regions; Mexico, Santa Maria and Gilroy. I am running across a whole host of beautiful peppers.



# Seasonal Trends

## by DIRK

### Cello-Pack, Spring Mix & Baby Leaf –

We may see some adverse impact from the extended run of high temperatures on Arugula, Baby Spinach and Spring Mix. As of this moment, the extent of quality issues is purely speculative. I do not imagine prices will be adversely affected but quality may for a week or two.

### Cutting Edge O-rganics®

..... solely about organically grown produce.

**O-Broccoli Crowns and O-Cauliflower –** A much improved supply is upon us now that three areas; Watsonville, Salinas and San Juan Batista, are harvesting. Prices are reasonable and quality is sound.

**O-Celery –** I am finding nothing but good quality product from Watsonville and Salinas.

**O-Roots –** Red remain reasonable while Gold are experiencing an upward creep in price. O-Radish is available in a few varieties. We are choosing to highlight the Purple Daikon Radish at the moment.

**O-Bell Peppers –** Local growers are now supplying us with all of our Organic Bell Pepper requirements. Red and Green O-Bells are plentiful. Yellows are still catching up to demand.

**O-Romaine Hearts –** are plentiful and reasonable. Strong supply has brought prices back into the realm of where they should be.

**O-Butternut –** continues going strong. We are on the cusp of a fresh new CA Grown crop. Excellent job by our buying team and our

growers for keeping us supplied all year for the first time ever!

# TYLER - NOL

**GREEN LEAF CROWNS –** Supply and pricing remain even-stein. Quality is so nice that I can say they are near flawless in appearance.

**BETTER BURGER LEAF® –** I am inspecting every pallet that is unloaded onto our docks and I am seeing nothing but outstanding quality. Beautiful product!

**BROCCOLINI - ASPIRATION –** Pricing is stable and quality is fair to good despite a thorough thrashing from the heat. I've been told that it will take about two weeks for any problems to clear up. Quality remains good with the occasional flower bloom. Nothing to fear if you see a bloom; it is completely edible and brings a dash of color to your plate.

**BROCCOLI AND CAULIFLOWER FLORETS –** Cauliflower Floret costs remain higher than normal even though we are seeing a good supply on the market. Heat issues are not expected to go away for the month.



**“7X6” ROMAINE HEARTS –** Quality is phenomenal! With such beautiful looking Hearts and prices this low, Romaine Hearts

are highly promotable. Promote your Grilled Romaine and Caesar Salad recipes.



**BABY BEETS** – All size challenged variety of Beets are now easily obtainable from Santa Maria. Colors are vibrant and distinct and tops are fresh looking and crisp.

**BABY SQUASH** – Baby Squash continues to be imported from Mexico. The transition to SoCal has not yet come about. Prices are active and high. In comparison to the Sunburst and Summer varieties, Zucchini is by far the preferred Baby Squash.

**SUGAR PEAS & SNOW PEAS** – Sugar Peas are mostly coming from Guatemala and are expected to transition to North America soon. Snap Peas are being sourced from Salinas. Color and quality characteristic of both are spot on.

**JAPANESE/ITALIAN/CHINESE EGGPLANT –**  
I am looking at offerings from both Fresno and Santa Maria. Recently, Santa Maria has won my purchase orders. For the moment, Japanese Eggplant is commanding the most money.

**HERBS** – At some point during the month we will receive our Basil from nearby Ratto Bros. Farms. What a beautiful time of year. All other fresh grown California Herbs are excellent.

**VARIETAL TOMATOES (SMALL)** – The transition to local grown Tomatoes has happened and Capay Valley is the first area to start. They are amazingly sweet and juicy.

**This signifies the Open Pint baskets are back and so is the value.**

# Nap Thyme

# Nap Galvezzzzzzzzzzz



# Citrus

**ORANGES** – A 40%-60% reduction of an order is a common occurrence at this time of year by shippers. Don't worry; we have more than enough suppliers to help us out. Shortages are being filled with Navel Oranges from Chile. They are looking beautiful this year with perfect color. The downside is they are kind of pricey.

**Ruby Red Grapefruit** – We have one more month to go before Texas fruit is ready. A slight overlap between the two seasons is foreseen and this is a good thing for all of us.





**LEMONS** – We are down to our last cases of California product. The full transition to Chilean product is underway.

**LIMES** – July was a solid month for Limes and now, this month, the opposite will be true. Supply for large and small sizes has decreased and unstable pricing is the norm.



**Carrots** – The Arizona Carrot season is briskly approaching the end. For the next two months we will be sourcing Carrots from close by Colorado and also Canada.

**ASPARAGUS** – The 2017 California Grass season is done. With zero competition, Asparagus growers in Mexico will push prices as high as the market will bear.



**GRAPES** – We are so fortunate to be able to receive Table Grapes that were picked and packed the prior day. Growers in the Arvin/Fresno areas are pulling off that fete on a daily basis. Sizing, color sugar content and pricing is outstanding.

**MELONS** – At the moment, we are using Melons from Fresno, Turlock and Manteca. I want to make a special comment about

Varietal Melons. They are at their peak in flavor and quality and every variety that we've sampled has been outstanding!



**WATERMELONS** – Yes, we are spoiled when it comes to Watermelons. I can place an order in the morning with George Perry and Sons out of Manteca and the next day totes of fresh picked Watermelons arrive at the warehouse less than 18 hours old. Quality, color and flavor are all exceptional.

**Butternut SQUASH (& Organic)** – We will be using Mexico grown Butternut Squash for part of the month and then move back into California grown. What a spectacular year it has been and we look forward to the great Local season to begin.



**AVOCADOS** – Another month can be added to the disreputable record of *“the most expensive 12 month period in Avocado history”*. With another month to wait prior to the beginning of the Mexico Haas season, I can't even begin to imagine what will unfold between now and then. Let's hope for the best and plan for the worst.

# JEFF'S TRIVIA QUEST



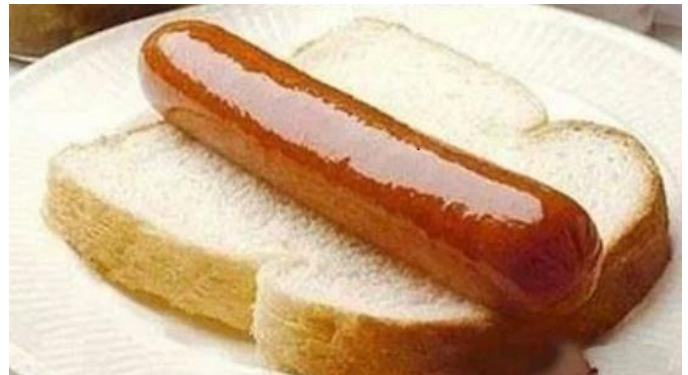
## Jeff's Trivia

A recently discovered photo has everyone talking about Amelia Earhart's mysterious disappearance more than 80 years ago again, with many believing the photo proves she survived the thought to be the fatal plane crash of 1937. While we may never know what really led to the famous aviator's death, we do know what she liked to eat up in the sky. It's an odd mix. Her three rules for in-flight foods were simple: stay full, but not tired and it must be easy to eat (no chopsticks allowed). She's not eating caviar sandwiches up there, hard boiled eggs, chocolate squares, raisins. Tomato Juice was number one! She would drink it both cold and hot. That day she and Fred Noonan took off with just a few cans of Tomato Juice. Now let's get (Bigfoot) and move over to the trivia!

- 1) Tomatoes which are more resistant to disease are called what?
  - A) Vintage
  - B) Heirloom
  - C) Antique
- 2) One U.S. state actually has Tomato Juice as its state drink?
  - A) Vermont
  - B) Michigan
  - C) Ohio

Fax or email me with the answer and win a great prize. [Jeff@baycitiesproduce.com](mailto:Jeff@baycitiesproduce.com)

## TRIVIA WINNERS



The answer to last month's trivia was:

A) Hotdogs with bread B) Bamboo

Hot dogs with bread (but not yet the modern bun) were served at a Browns game in St. Louis. Also, the Colombian Exposition, held in Chicago the same year, had hundreds of visitors who consumed hot dogs. They liked them because they were convenient and cheap. Bruce Kraig, a former professor at Roosevelt University researched that the early Germans consumed hot dogs, known as dachshunds. One legend tells that a Chinese chef mixed saltpeter, sulfur and charcoal and when placed on the fire this created a colorful flame. When he tried to burn the same inside a bamboo shoot it exploded with a loud noise.

Congratulations to our winners:

Imelda @ Miraglia's Catering, Cindy @ T-Rex, Eva @ Millie's Kitchen, Leonard @ Whole Foods Cupertino, Ann @ Rick & Ann's, Tennelle @ The Danielsen Co. and Victor @ Marina Liquor and Deli.

## August Celebrity Birthdays

Tom Brady	3 <sup>rd</sup>	Patriots QB	(40)
Hulk Hogan	11 <sup>th</sup>	Wrestler	(64)
Mila Kunis	14 <sup>th</sup>	70's show	(34)
Madonna	16 <sup>th</sup>	Pop Singer	(59)
Barbara Eden	23 <sup>rd</sup>	I Dream of Jeannie	(86)

Sometimes I wonder what I'm gonna do "cause there ain't no cure for the summertime blues.

Eddie Cochran

**BAY CITIES PRODUCE, INC.**

**2109 Williams Street**  
**San Leandro, CA 94577**  
**(510) 346-4943**



**FAX (510) 352-4704**

[www.baycitiesproduce.com](http://www.baycitiesproduce.com)