



GREENLEAF

people . passion . produce

Week of October 23rd, 2006

WEEKLY QUOTE: “*Vegetables are a must on a diet. I suggest carrot cake, zucchini bread, and pumpkin pie.*” Jim Davis, 'Garfield'

PLEASE NOTE: Effective Sunday, October 22nd, GreenLeaf's order cut-off time for next day delivery is midnight. Please, help us make sure we can meet your delivery windows with good quality, accurate orders.



WEEKLY SPECIALS

ORGANIC SUGAR PIE PUMPKINS- \$.85 per pound

The quintessential cooker; low moisture content, higher sugar level, plus a fine creamy texture. Roasted, sautéed, steamed, then to applications both savory and sweet- from soup to brulee to possibly something gratin-y with apples? Or, Pumpkin Cheesecake!

ORGANIC CELERY ROOT - \$16.00 per 12-count case

Our Alpha organic for the season, from Coke Farms. Also known as Celeriac, this humble, knobby root is magical in a remoulade, or pureed- with or without potatoes.

ORGANIC FUYU PERSIMMONS - \$13.75 per 20-count flat

Fuyu is the flat, squat, firm-when-ripe variety. Excellent eaten out of hand, sliced/cubed into salads, lightly grilled, also divine in a mixed autumn fruit crisp, tart, or chutney (pears, cranberries, apples and such). Distinctive dusky orange hue develops and deepens with fruit left on tree as fall weather settles in. Prime season is October through November.

WALLABY VANILLA YOGURT- \$ 8.50 per 12- 6oz containers

Luscious, organic and locally made! Start treating your customers to great healthy food. You too!

JAPANESE PUMPKIN/SWEET POTATO RAVIOLI- \$55.50 per 120 - count case

From the deft and able hands at Cucina Della Cucina. One-ounce rounds, 70% of which is comprised of delicious, rich-flavored, quality filling - not fillers. A tantalizing mixture of Kabocha Squash, Sweet Potato, mascarpone, plus a touch of nutmeg, cinnamon and garlic. Hand-made pasta from fresh-milled semolina flour, thin with fantastic texture. Options galore, from a dumpling-type situation in either rich broth or floated on a squashy soup, to a raspberry/ balsamic vinegar reduction drizzle, to classic butter and sage, to a deep fried desert extravaganza. Six to eight on a plate sauced with your individual creative stamp equals one heck of a delicious vegetarian entree, at a very viable price point. Or use three as your starch alongside protein of choice. Also quite flexible in the appetizer quadrant. A breeze for banquets. Shipped frozen, NOT precooked. Try some as a special to test the pasta waters. If it's a winner for you, next step could be a regular menu item. Additional flavors: Duck Confit/Apple, Gorgonzola/Walnut, Japanese Pumpkin/Sweet Potato, Portobello, Ricotta/Spinach, Artichoke, Chicken/Mascarpone, and King Crab (the latter has hand picked crab meat in the filling-no canned shortcuts here).

RED THUMB POTATOES- \$26.50 per 18- pound case

A gorgeous fingerling type. Equally delicious roasted or steamed. In fresh from Idaho- famous potatoes!

Customer Service 415.647.2991 Fax 415.282.2999 www.greenleafsf.com

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PICK OF THE WEEK

CALIFORNIA OLIVE RANCH OLIO NUOVO- \$ 85.60 per 2.5 gallon cube, or \$ 8.25 per 500 ml. bottle. Okay, here's your once a year chance to score some of this amazing, unguent, "green gold". Super fresh from the press, unfiltered, gloriously cloudy and exploding with olive flavor. Available by preorder only- orders must be placed by next Friday, October 27th. The projected delivery date is November 22nd. This seasonal, perishable product should be used while it is most alive in flavor, texture and aroma. Sediment in this bottle is the result of olive flesh from un-racked and un-filtered olive oil. These tiny particles of olive flesh give the flavor intensity and are the reason to use this oil within 90 days. Unopened the oil lasts 4 months.

MARKET UPDATE

BUYERS' NOTES ...

Apples: **Royal gala** winding down, **Mutsu** in, **Ozark Gold** limited. **Apple Farm:** **organic** Gold Delicious- plain appearance belies astounding eating. Also in, a trickle of Belle de Boskop and Ashmead Kernal. **Cider** - from OZ Farm. A 50/50 blend of Gravenstein and Pink Pearl juice. Stunning rosy color and fabulous flavor!!!! Also available, spiced cider from Voila.
New: **Organic Rome Beauty** from Flatland Farms in Sebastopol. Firm, perfect raw or cooked.
Soon: **Spitzenburgs** and **Northern Spy**.

Arugula: **Organic** Baby, in from County Line Farm, a fine alternate for the dearly departed Rustica/Rucolla. Available as long as the weather holds fine-let us say 2 weeks.

Beans: **Fresh Cranberry shelling beans:** Dwelley done, Iacopi okay for another week or so.

Favas: Supply is good for now from Iacopi.

French: Local conventional supplies tight, Dwelley back for a bit. Will augment from points South. We are also using some **organic** supplies from Valley End Farms.

Fresh Italian Butter: From Iacopi, to run for another week or so.

Garbanzo: California done, Mexico has not started yet.

Kentucky Wonder: Last call!

Yellow Wax: Dwelley supplies improved for a short run. **Organic** from Coke.

Italian flat/Romano: Both Dwelley and Iacopi have a good supply, will run into November.

Berries: **Blackberries:** Hurt by recent rain. Bouncing between Guatemala & local. Neither great.

Blueberries: Stored CA (Controlled Atmosphere- think Dorian Grey) ending. Next, fresh N.Z.

Huckleberries: Freshly foraged from the wilds of Oregon. Packing perfect punch- pair with pears!

Strawberries: **Organic** strawberries from Coke Farms, 8.8 oz size and limited. Season over!

Beets: **Baby organic** gold not available, baby Chioggia not available conventional or organic, **organic** baby red also short. Will stock **organic** large Chioggia beets as a possible substitute.

Blossoms: **Male Squash:** 2 -day Preorder (no Monday deliveries!) Season runs through October. 35 count. **Organic** from **Marin Roots** done.

Broccoli: **Organic Di Cicco/Italian Sprouting** from Alba Farms limited to twice weekly deliveries. **Organic Romanesque** readily available from Coke Farms.

Brussel Sprouts: Available on the stem! 2 day preorder please.

Cabbage: Green is transitioning slowly to desert suppliers. In the meanwhile, price has shot up as planting issues manifest gaps.

Cauliflower: **Coke Farms organic Baby** (orange, green, white, purple) erratic. Having trouble packing, but supplies should improve this week. Conventional large size a great deal.

Cardoon: Another seasonal autumn veggie coming back on line, both conventional and Knoll.

Carrots: CA supplies gapping. Pulling from PNW, Canada to cover. Prices up. However, there is a new carrot product on the horizon, peeled rainbow carrots in 5# bag from Underwood. Stay tuned!

Celery: Prices up as crop continues to struggle back from wicked heat wave months back.

Celery Root: Coke Farms **Organic** now on! Our Alpha Celery root and a sign of the season to come...

Chicory mix: Marin roots is starting with their **organic** 24ct baby mix that will include the following radicchios: Treviso, palla rossa, pan di zuccherò, Rosa Verona, and green cast castlefranco. Mix will change as season progresses. Puntarelle 6ct available too (conventional).

Corn: Brentwood sporadically packing white. Time to move on. Alas, large ornamental corn very limited this year. Plenty of baby ornamental however.

Cukes: **Organic** Armenian, Lemon and Painted Serpent done. TD Willey **organic** Mediterranean cucs make a brief return appearance.

Chard: Heirloom **Organics** Baby Green and Baby Red is in, green in stock, awaiting the red! Packed/sold per 3# box. Full sized **Organic** green, red and rainbow supplies improve.

Decorative: Hay Bales available by preorder. Corn Stalks, Gourds, both in stock.

Eggplant: All **Organic** heirlooms, straight packs and Toybox, abruptly ended by recent wicked windstorm.

Endive (organic white and Endigia): Supply limited until new rootstock starts production. This is causing prices to be higher than normal. Look for relief in mid October (white) and mid November (Endigia).

Escarole: A seasonally salient crop with Coke Farms our alpha supplier.

Figs: Ending by Octobers' end (weather related)- Fig clock ticking and thus, the price is rising.

Frisee: Scarborough is back on track! Our preferred blancher of this green.

Eggplant: Local Japanese and Italian are winding down. In one to two weeks we will move to southern California.

Grapes: Bronx, Champagne, Concord, Peony, Wine Varietals- last week for toybox grapes. Muscat in, but not for long!

Greens: New! **Organic** Red Russian Kale and Karinata Kale (a red mustard/kale cross). Also New **Organic** Arugula Rustica, from Heirloom Organics or County Line- our alpha organic baby arugula.

Kiwi: Organic "Hayward" variety from the Marysville area, in stock this week starting the long local season.

Lemons: Conventional, tight market as desert area crops start to come on- light color, low juice on early fruit. Meyer- In stock from Caymus, Watsonville-way.

Lettuce: Baby Mixed- **Organic** supplies screech to a halt due to cooler, shorter days. Faurot Farms or Gourmet Veg Pack are here to save the day! **Organic** Little gems are done; try the conventional Sweet Gem lettuce as a substitute.

Mangoes: Mexico done, Brazil just starting- early fruit is less than ideally ripe and expensive.

Melons: Local **Organic**- very, very winding down. Final last gasp from Quetzal Farms, Eel River, very much like a Crane melon (slightly pointed tip). Haogens and Sharlyn finishing.

Mushrooms: Chanterelles from Canada abundant and a good value.

Lobsters to wind down over the next two weeks, but dried are in stock for you.
Matsutakes very limited and, thus, very expensive.
Porcinis from Oregon way are just coming on, and not cheap.
Woodear and **shimeji** are available too.

Olives: Fresh **Sevillano** variety from Madera County. Packed/sold per 18-pound case. 2-week window.

Oil: **Pumpkin Seed Oil** from Austria, Castelmuro label, “Styrian” roasted, perfect for autumnal seasoning.

Onions: **Red Cipollini- pretty and tasty.** Packed/sold per 10-pound bag.
Organic Red Torpedo with tops, limited, Packed/sold per 10-pound case.

Pomegranates: **Organic** “Wonderful” variety, large sized fruit. As last year, our Alpha from Marysville.

Pears: CA Asian, Bartletts, Bosc, Comice, Forelle, French Butter (the flavor bomb), Red Stark Crimson, Seckel, all on! Warren Pears from **Frog Hollow** limited to farmers market sales.
Local Asian pear (Madera) shinko variety is available.

Peppers: **Organic Toybox**, plus Cubanelle (similar to Corno di Toro), Round of Hungary (squat, red, thick walled), all packed/sold per 10-pound case, plus Joe’s long red cayenne, Jimmy Nardello (similar to Italian Frying Pepper albeit red) both packed/sold per 5-pound case, all from **Quetzal Farms**, to run for another week or two, excellent quality and flavor.
Conventional Red and Gold Bells: Struggling for color as CA ends and we await Mexican fare.

Potatoes: **New! Japanese mountain potatoes**, aka Yama-imo, grown on the slopes of Mt. Fuji itself!
Packed/sold per 22- pound case, no splits (on the menu at Ame Restaurant).
Castle Rock, DONE until new crop cures up and is packing/shipping ready- 1-2 more weeks

Pumpkins: **New! Organic Kakai** variety from Riverdog. Medium small, orange, with vertical green striations. Grown for its dark colored, “open” seed, used for creating Pumpkin Seed oil. Not a cooking pumpkin, but the seeds are delectable toasted. Also beautiful for display.
Also new! Pumpkin Seed Oil from Austria.
Ornamental **Big Mac** pumpkins available until the end of October- best to preorder.

Roots: **Organic Red Scarlet Turnips** turning up from **Heirloom Farms**. Bunched, full size.
Parsnips, Rutabaga, Turnips, all in fresh and sweet from the Pacific Northwest. Fall in!
TD Willey Organic Baby Turnips -perfectly sized sweet, all-white orbs, also Flambo radishes.
Salsify: European season just starting. Also, **organic** Burdock from **Coke Farms** in stock.
Coke Farms Organic Sunchokes in, another Alpha, packed/sold per 10-pound case or per pound.

Seasonal Fruit: **Pomegranates-** Into our Alpha **organic**, Wonderful variety. Also in frozen juice, puree.
Quince- The preferred, aromatic Pineapple variety is available.
Persimmons- Olsen Farms Organic Fuyu (flat, firm when ripe).Hachiya later- not yet ripe.
Berries- Cran and Huckle for your autumnal buckle.

All lettuce Salad mix is not available this week due to very poor quality of the local baby head lettuce left in the fields, the situation will not improve until the growing region moves to the desert.

Spinach: **Baby, Cello, Bunched** in from Ventura County- outside the FDA “red tagged” areas.
TD Willey organic Bloomsdale has started from Madera county.
For the most current spinach info, please go to www.fda.gov.

Squash: **Winter:** New crop **Organic** Buttercup, Butternut, Delicata, Blue Hubbard, Red Kuri.
New Organics, Durst, Long Island Cheese, Hubbard, and **Full Belly Sweet** Dumpling. **Organic** Long Island and Jarrahdale finishing early, some conventional to be had.
Summer: Baby zucchini, sunburst – supplies remain tight, prices high.
Local Organic summer, sunburst, ronde de nice ending. Toybox soon to follow.
Local conventional gold zucchini done – annual seasonal shift to heartier crookneck

Tomatoes: **Cherry: Specialty** supplies holding- for now. **Conventional:** Tight supplies, prices up.

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Heirloom straight packs wane- Many organic done, including Costaluto, Emerald, Vintage Wine. It's down to the high 30's at night in Capay and Napa Valley, so the plants are not producing much ripe fruit. We do have some conventional. Best bet remains Mixed Heirlooms. **BUT! Mixed Heirlooms- Supplies** hard to predict, the clock is seriously running down. We always hope they hold out 'til Halloween- but Mother Nature rules here.

Conventional Tomatoes- supply improving across the board, with prices coming off.

Organic Early Girls are a good, steady value and a possible substitute for roma tomatoes.

AUTUMNAL OFFERINGS- GRAINS...

...leap to the seasonal fore, as cooler weather arrives. Rice-wise, look to the **Lundberg** lineup to freshen your starch selections. Satisfy your grainy urges with Lundberg Wild Blend, which combines long grain Brown, Wehani, Black Japonica and select wild rice pieces into one toothsome combo. These sustainably grown grains are delicious, food-cost-friendly, and one more tasty way to distinguish your food and support local growers. Other Lundberg varieties include Arborio, Basmati, Jasmine, and Black Japonica (a blend of Black and Mahogany with a nutty, mushroom-like flavor) all packed and sold per 25-pound case. Also consider Chinese Black and Himalayan Red Rice, Spelt/Farro, coarse Bulghar, pearly Barley, both domestic and Israeli (8 pounders) Couscous, Kasha/Buckwheat, Quinoa, and coarse Polenta- all packed and sold per 10-pound cases except as noted.

DECORATIVELY SPEAKING

'Tis the harvest season! Of course, any winter squash is beautiful for display, but in particular consider Turban, and three striking, squat pumpkin shaped heirlooms – Jarrahdale (slate blue), Fairy Tale (tan/beige) and Rouge d'etampe/Cinderella/French Red (bright red/deep orange). Additionally, there are bunches of Corn Stalks and Fall Leaves, Gourds, and Indian corn both large (ending soon) and small. In the **PUMPKIN PATCH**, we're currently carrying minis, mini whites, **organic** Sugar Pie, plus three sizes of carving pumpkins; Small: 6-10 pounds, Medium: 10-18 pounds and Large: 18-25 pounds. Also, medium sized White Pumpkins, Slate blue Jarrahdale, French Red/Rouge D'Etampe/Cinderella, and beige Long Island Cheese.

PLANNING AHEAD AS BUSY HOLIDAY SEASON LOOMS

We're ever busier at GreenLeaf, adding more new customers each week - thank you all for your support! The local growers we work with are especially happy for the increase - and that's good for everyone. As your orders get bigger over the holiday season, our trucks get ever fuller, traffic and parking get more challenging, and deliveries take longer. You can only get so much soup out of a turnip. **In an effort to help ensure on time deliveries to you, four ideas/suggestions/requests.**

1.) Stay ahead. Order heavy 2 days before your busiest days. Bring in what you know you're going to need anyway, especially spuds, all root crops, citrus, celery - all the larger, heavier, longer shelf-life items. You can get a leg up on prep, there's less chance of waiting on a delivery - altogether less stress. We're striving to do this here, too, especially when ordering produce is a 2-3 day out proposition as we migrate to the more distant winter growing areas and do the arranging transportation dance. This way no one is sweating bullets, with feet on bumpers, waiting for the yams to land from Yuma.

2.) Plan carefully- Avoid second/late orders. They're time consuming and expensive because they drive operating costs up for everyone. As always, we are committed to fix anything "broken" on our end. 95% of our customers never, or very rarely, require a second order. If you regularly require second deliveries, we may have to start adding a delivery fee to these orders.

3.) Order before 10:00 p.m. Which will be easier to do if you're ordering ahead. Everyone at GreenLeaf wants you to be happy. Our Customer Service staff, our Porters and our Drivers, especially, want to get all of your orders entered, assembled, checked for accuracy and quality, loaded and delivered to you, smoothly and on time, without a hitch. There's a lot to do, with a large selection, in a short period of time. Please, help us best serve you by giving us enough time to do a good job. **Please remember that we have activated our long-standing midnight order cut off time for next day deliveries, too.**

4.) Request different/special delivery times a minimum of 36 hours in advance. Our trucks are packed, and routing to accommodate all delivery windows is both a challenge and a delicate dance. With advance notice, we will alert our Operations Manager, who will do his best to accommodate your special delivery request outside your normal delivery window. Only our Operations Manager can approve these requests- he is responsible for all of our customer's delivery windows being met. On shorter notice, we may be able to set up a courier delivery to you, and bill you at our cost. Please note that Sunday is still the "vegetable

insurance” day. It is not a “normal” working day. We are staffed with a skeleton crew, routes are combined, and stock is limited to what’s in our coolers- no one else is open. Expect later deliveries on Sundays. Planning ahead is always your best defense.

We’re looking forward to working together with you all for yet another holiday season, and doing our part to make you are wowing your diners. Thanks in advance for your assistance.

BEST VALUES

Apple: Gala, Gold Delicious plus Jonathans
Beans: Cranberry, Italian butter, Romano and fava
Berries: fresh huckleberries
Lemon: Meyer
Onion: cipollini yellow and red

Potatoes: *Organic* Yellow Finn and Banana fingerling, French, ruby and red thumb, carola, purple Peruvian, rose finn
Sprouts: Brussels (Half Moon Bay)

GAPPING

Baby corn
Garbanzo beans

Passionfruit
Castle Rock potatoes (all sizes)

DONE

Cox’s Orange Pippin, Gravenstein, Hawaiian Gold apple varieties
Arugula: rocolla (sub organic baby loose)
Cucumber: Painted Serpent/Armenian/Lemon
Knoll Figs!!!!!!
Eggplant: all specialty varieties
Grape Leaves

Grapes – peony, concord and champagne Kumquat
Pears: D’Anjou
Peaches: all specialty
Pluots: Flavor Grenade from Honeycrisp
Plums: (ending)
Squash: Gold bar, moving to crookneck

NEW & FRESH

EL REY CHOCOLATE!

This exceptional line of chocolate couvertures is made only with 100% Venezuelan cacao. Manufactured solely with the famed Carenearo, a regional type of cacao that grows east of Caracas.

We have 5 types of chocolate, all sold per 4/11-pound case, or per 11-pound unit. Here are your choices!

Apamate 73.5% Dark:

A smooth, dark chocolate with a delicately fruity aroma, subtle acidity and a long, lingering flavor of cacao.

Gran Saman 70% Dark:

Bold, earthy and complex with a pronounced, pleasing, flavorful bitterness and refreshing acidity.

Mijao 61% Dark:

A smooth, well-balanced dark chocolate- neither too acidic nor too bitter, carrying hints of apricot and plum.

Bucare 58.5% Dark:

A versatile, balanced dark chocolate with pleasant tones of dried fruit, with a long, lingering mouth feel.

Caoba 41% Dark Milk:

A smooth and fluid dark milk chocolate with enticing cacao aroma and notes of caramel and nut. These flavors are the result of higher than normal cacao solid content, among the highest of any on the market.

AVAILABLE FOR PREORDER

**CALL CUSTOMER SERVICE LIVE
BEFORE 10:00 A.M. FOR THE
FOLLOWING PRE-ORDER ITEMS:**

2-DAY PRE-ORDER

Greens: Rau Ram, Pissenlit

Beans: Sea

Berries: Long-stem Strawberries

Brussel Sprouts on the stem

Flowers & Herbs: Culantro, Bulk Basil (10-lb case), **organic** Lemon Basil, Rosemary Skewers, Curry Leaves, Angelica, Lovage, Rose Geranium, Fresh Chamomile

Mushrooms: Nameko (packed/sold per 6-pound case), Trumpet Royale, Matsutake

Noodles: Soba & Udon packed/sold per 2-10 # case - (20# minimum)

Squash: Baby and Male Blossoms (no Monday deliveries on Male Blossoms)

3-DAY PRE-ORDER

Mexican: Mole Sauce (Dona Maria Label), Achiote Paste

1-WEEK PRE-ORDER

Hearts of Palm: Pre-order by Thursday p.m. for following Tuesday delivery

DAY-SPECIFIC PRE-ORDER DEADLINES

Monday (for Thursday Delivery): **Wheatgrass**

Thursday (for following Tuesday): **Hearts of Palm**

(For Wednesday Delivery): **Wheatgrass**

RE-CUTS/PREPARED ITEMS PLEASE NOTE:

All pre-cut orders must be called in live to us **by 3 p.m.** for next day delivery. Precuts for Monday delivery must be called in live by 12-noon on Sat. All "special cut" (anything not quoted) requests require a 4-day notice. ***All pre-cut sales are final.**

PRODUCE NOTES: A TO Z

ALLIUM

All onions now new crop CA. Next up will be WA State, but slow to come on and not sizing up well. Vidalias are done, but Maui's are on. New crop conventional Cipolini now joining **organic** from **Coke Farms**. **Organic** Red torpedo, smallish with tops attached, are trickling in from Heirloom Organics.

APPLES

Three apple-y cheers for **The Apple Farm's organic Golden Delicious!** Our "**Alpha**" while their **season lasts**, generally through mid-October. The Apple Farms expression of this apple exudes a palpable life force - Ultra crisp, sweet, crunchy, a fine acid balance, with off the scale, high clear flavor notes. Eat this amazing fruit often and early. Not a good keeper, but when fresh, a revelation.

What does Alpha mean, in this context? Simply, when a local grower offers a fruit or vegetable at a similar price point to a conventional, more commercial alternative, we go with the local grower. We believe strongly in supporting our local growers, our local community, and think you and your diners are best served.

The tastiest varieties are ephemeral- short seasoned, not great keepers, always best fresh out of the apple-gate. Nothing like the firm, sweet tart, flesh of fresh local apples, aye? They come and go quickly, so get right on the apple bandwagon. For example, fresh Gravensteins, Pink Blush and Pink Pearls are already over. LOTS of other choices, though, including **Devoto** Golden Delicious, Jonathans, Mutsus and Ozarks and **Apple Farms #2 organic** Golden Delicious.

There's a smattering of California MacIntosh in plus CA new crop Golden Delicious, and Granny Smiths. New crop CA Fuji in, and new crop Braeburns from the PNW are finally here! Crab Apples await your spicing/roasting, packed/sold per 10-pound case, or per pound. Please read more under Market Update.

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ARTICHOKES

Better availability on all sizes, but we are not always able to obtain our preferred label, Ocean Mist.
Organic Sunchokes in from Coke Farms.

ASPARAGUS

We are sourcing Peruvian asparagus exclusively now, which tends to grow smaller. Best to use a size larger than you are used to, or just wait until prime grass time, in early spring. We do have decent supplies of Jumbo as of late. More autumnal selections include nice Chards, Kales, escarole, Celery Root, winter squash, parsnips, and turnips....

AVOCADOS

California Hass supplies have peaked. Quality is still grade oily A, but prices are on the rise as stored supplies wane. June to mid-summer is prime Hass time, with a 2nd CA crop coming on in January.

BEANS/LEGUMES- Please read more bean specifics under **Market Update**.

FAVAS- "Alpha" from Iacopi in good supply right now. If Iacopi's Favas gap, we will sub other growers.

PEAS- English shelling pea supply tight this week from Iacopi. We recommend frozen as a back up.
Not a summer crop. Spring is prime pea time!

BERRIES

In general, summer berries are losing their charm as we move inexorably into autumn. Keeping them cold until you use them will help extend shelf life, but will not improve flavor. Best of the lot are raspberries. Now is the time for **Huckleberries and Cranberries**.

Conventional:

Blackberries- CA done and we have moved to the PNW and Hurst Farms.

Blueberries- Canadian.

Raspberries- Sticking with CA Driscoll brand- best consistent flavor, quality.

Strawberries- Now from Watsonville, with Oxnard a few weeks off.

Foraged:

Huckleberries are rolling in from the Pacific Northwest- the preferred, smaller coastal varieties

Lingonberries- New crop, shipped frozen (delicate!). Sourced from a remote corner of Canada.

Organic:

Blackberries- Nothing on the radar screen.

Raspberries- No, sorry. Only Driscoll label decent.

Strawberries- availability, varieties, quality ever changing. **Alba and Coke**.

BLOSSOMS

All blossoms are on. Options: mixed blossoms, nasturtiums, petal confetti, pansies, and orchids.

For large quantities, please pre-order to help ensure freshness and availability. Male squash blossoms done in 2 weeks.

BRASSICA

Organic Broccoli Romanesque in from Coke farms. Mixed color Baby Cauliflower gapping. Limited supplies of **Organic** Broccoli di Cicco coming in from ALBA, packed/sold per 10-pound case.

CITRUS

Limes- a great value right now. **Lemons –** Prices on the rise, quality poor. Should level off in about 2-3 weeks as more players come on board. Fresh **Meyer lemons** are in, available by the pound or 10 pound case! There is also frozen Meyer Lemon puree in stock and basic frozen lemon zest, packed in 38-ounce re-sealable jars.

Oranges – Now back to CA Valencias. CA Valencias had a lousy yield this season. Exacerbating this is that many growers are tearing out Valencias in exchange for early bearing Navel types in an effort to increase profit. Once the demand for the decreasing supply of Valencias turns around, dollars to donuts more Valencias will be planted again.

Longer view, Florida is out as a major citrus player as a result of last year's hurricanes helping to cause major damage and an outbreak of citrus canker. This means very little fruit, and probably no exporting outside the state. Expect higher citrus prices across the board, including fresh juices.

Navel Oranges – We await the launch of their season. In the meantime, large garnish oranges are still Valencia variety through late fall/early winter. **Kumquats** are done. **Grapefruit** variety is now the Marsh Ruby- winter will bring the full red colored types. California crops ending, with TX up this week.

CORN

Brentwood supplies barely keeping up with demand. Season winding down along with quality.

CUCUMBERS

Organic Armenian Cucumbers from **Capay** and **Riverdog** done as are Painted Serpent Cukes from Heirloom **Organics**. However, **organic** Lemon cukes from Capay, Heirloom and Riverdog hang on for a short while- fun for stuffing with salads, or in gazpacho, or sorbet. Mediterranean cuc's from TD Willy back, albeit briefly.

EGGPLANT

Season over for **organic** varieties, no more **Toybox** mixed cases! We are now bringing in some Graffiti and White from Holland to help ease the pain. On the conventional side, **Japanese, Italian, Chinese, Globe** are all ending locally. Mexico up next, when, is the question?

FIGS

Maybe another 2 weeks, weather permitting. Typical for October, prices are creeping up each week as supplies wind down. We're alpha- ing **Maywood organic** Black Mission Figs. Conventional green Kadota figs are not to be had, although there are some decent Brown Turkey variety in stock. **Knoll Farm organic** figs are done.

GRAPES

ORGANIC TOYBOX WINE GRAPES are on for another week or so- press some into service.

Three pounds, a minimum of 3 of the following: Cabernet, Chardonnay, Grenache, Pinot Gris and Syrah! Perfectly ripe, flavor packed, slightly sticky in a good way.

GREENS

Conventional Lettuce may be seeing some rough times down the road. The Huron growing area will not be producing for another 2 weeks and shortages, with concomitant high prices, may occur. We have already seen Romaine double in price this last week; hearts may not be too far behind. Red leaf prices all over the board as quality and sizing varies. Some is very small in size-maturation problems.

County Line Harvest, Marin Roots Organic Baby Mixed Lettuces are done as days cool and shorten. We are stocking **Faurot Ranch**, in Watsonville or Gourmet Veg Pack.

SAUSALITO SPRINGS WATERCRESS reports that their season will run for about another week, before ending suddenly. Be prepared. There's plenty of basic, Hydroponic Watercress around, plus Living watercress and Upland Cress. Three weeks left

Leaves: Beyond organic Knoll Farms Fig, Horseradish, on, by pre-order. Grape Leaves done.

Organic Fava Leaves now from **Heirloom Organics**- limited, by preorder only.

Chards (in house) and Kales (appearing shortly) soon 100% **Organic**.

HERBS

Herbaceously speaking, rose geranium, angelica, chamomile, rose petals and lovage are a 3-day preorder, all packed/sold per large clamshell pack. In stock are Anise Hyssop, and Lemon Verbena.

Specialty Mints- Apple, Grapefruit, Orange, Chocolate, Lemon balm (lemon mint), Pineapple, Peppermint all on- preordering is will help ensure availability. Stinging Nettles are still available.

MELONS

Organic all played out. Conventional cantaloupes and honeydew are past their prime. We move out of the "Westside deal" and down to the Tex/Mex/SoCal growing area.

MUSHROOMS

Porcini mushrooms on the way from Oregon. Not cheap to start. Check availability. Chanterelles are holding their own from Queen Charlotte Island, more expensive than the domestic, but better quality. Lobster mushrooms from Oregon to run for another week or so. Ditto Matsutake- best to preorder these, price way up as supply falls. Cultivated choices include Trumpet Royales, Alba and brown

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clamshell, blue oyster and toybox. Cinnamon caps and nameko are both sold by two day preorder - all of these packed/sold per 6-lb. flat. We are now stocking wood ear and shimeji, both packed/sold per 5-pound box. Also stocking some baby shiitake, packed/sold per 5-pound box.

PEARS

All new crop! From diminutive speckled red/green **Forelle** (that's trout in German- think rainbow), to small, spice-nuanced **Seckels**, the quintessential (firm textured-when ripe) poacher **Bosc**, delightfully floral **Bartlett**, melt-in-your mouth **Comice**, striking **Red Stark Crimson** (a red Bartlett-type), to the fall darling **French Butter** (lush, silken texture, delicate hint-of-lemon flavor). All stellar in salads, a dream with cheese, also fine cooking choices. Asian Hosui variety pears are fine now; attractive russeted brown skin yields to crispy, succulent snow-white flesh. Subtle flavor and major texture combine for prime autumn salad action- maybe with walnuts and endive of choice? Try poaching in grape juice - heavenly and pretty, too.

Please, bring pears in at least 3-4 days before you need them and leave at room temperature to ripen to your particular definition of ideal. There are 10 minutes in a pears life when it is perfectly ripe, and we want you to experience them!

PEPPERS

Organic Toybox Peppers are still on, for a while. Pimenton de Padron is finishing up as nights cool considerably in Calistoga. **Organic** Gypsy peppers, **organic** Italian frying peppers (green with a touch of red) from **T&D Willey- YUM!!! Plus look out for the late season-last ditch pepper effort from Quetzal Farms!** A smattering of **organic** Cubanelle, Jimmy Nardello, Joes' long red cayenne and Round of Hungary.

POTATOES

German butterballs, Huckleberry and Yellow Finn varieties now in from farmer extraordinaire **David Little**. Heirloom spud heaven! Also in, hand dug Carolina and Rose Finn varieties. David practices dry farming, which means little irrigation. His special spuds are incredibly flavorful because this farming technique, and their texture is unpotato paralleled. His yields are typically less than one-third of normal, irrigated spud patches. Place this Local Sonoma farmer's name proudly on your menus. Fine on their own, or add Organic Valley cream and butter!

Kennebecs are slowly improving in quality and quantity. New crop russets are now being harvested out of PNW- our preferred, primary spud-growing zone. Reds and whites are out of Stockton/Lancaster. Yukons are new crop out of the PNW and Stockton. Local, fresh, new crop **organic** are with us in a significant way from both the **Full Belly** folks and **TD Willey**. Choose from Yellow Finns (B & C size), plus reds and Yukon Golds in "A" size. **TD Willey organic** red "A" size (large) roasters are in, (packed/sold per 45- pound case), also restaurant grade roasters (B/C size) in 25# cases. Conventional options include Banana Fingerlings and French Fingerlings (all new crop). Basic Purples in A, B and C are also in stock. **Sweet Potatoes, Yams, Japanese Sweet Potatoes** all up to seasonal snuff.

ROOTS

T&D Willey Farms **organic** Baby Turnips are cruciferific! These evenly sized, pure white orbs are thin skinned in a good way - very tender and, relatively speaking, sweet! Braised or roasted, a turnip revelation. Baby Gold and Chioggia Beets remain problematic as limited supplies are outstripped by demand. Two to three weeks should cure this imbalance. **Organic** Watermelon Radish is in - creamy white, green-tinged exterior yields to striking magenta flesh, which is drier and sweeter than your basic radish, and mellows when cooked - holds a grill mark admirably. **Organic** Black Spanish Radish, Lilly Bulb, Turmeric, Taro, Rutabaga and Yucca are here to satisfy your deep-rooted urges. Let's not forget Coke Farm's **organic** Celery Root, our **Alpha** as long as it's available. Also known as celeriac, not in the running for any beauty pageants in the vegetable world, this brown, knobby root is cultivated from a variety of celery grown specifically for it's root. Texture-wise: tenderer, less fiber (tastes great-less filling!). Historically, botanical writings of this root date back to the 1500's in the Arab world. In present day times, our friends over at Coke farms are lovingly cultivating the root. As long as Dale, Christine and Madeleine have them, this is our "Alpha" Celery Root. This means we carry only this Celery Root vs. offering conventional and **organic**. Any time a local, organic farmer offers seasonal fare at cost competitive with conventional, we opt to fully support them. So get remoulading, gratining, souping, stewing, sauteeing, pureeing, boiling, braising this fantastic, under-sung root.

SEASONAL

Organic Pomegranates (also, half-gallons of juice, plus puree and molasses), and Pineapple variety Quince are at the ready. **Organic** Fuyu (flat, firm when ripe) are in and on sale for two weeks. The Hachiya (conical, pointed,

gloppy soft when ripe) variety Persimmons take longer to ripen and are a few weeks off. New crop California Chestnuts and Cardoon round out the changing of the seasons. Italian Chestnuts are due in about two weeks.

SPICES

Check out your weekly quote sheet for all the spicy details on our new line of **spices and dried herbs**, in from the trusted, quality-oriented folks at Woodlands Foods. Following is the list, including origin:

Cayenne (India)	Bay Leaves (Turkey)	Pepper Ground (India)
Ground Cinnamon (Indonesia)	Cinnamon Stick (Indonesia)	Whole Cloves (Penang)
Whole Coriander Seed (Egypt)	Whole Cumin (India)	Whole Fennel Seed (India)
Oregano (Peru)	Peppercorns, Telicherry (India)	Peppercorns, White (India)
Red Pepper, crushed (India)	Sea Salt, Coarse (USA)	Thyme, extra fancy (Spain)

SQUASH

New crop Winter squash is making a splash as our seasons shift. Time to work with **organic** Buttercup, Butternut, Delicata, Red Kuri and Sweet Dumpling! Local, **organic** selections of summer squash finishing. Pumpkins in many shapes, sizes, and colors are rolling in- please see Market Update for all the squashy details.

TOMATOES

Local season winding down. Most all growers are picking from their third, final plantings and the fruit is showing signs of cooler, shorter growing days; sizing is smaller, selection is less diverse, and, well, some of the tomatoes are cosmetically challenged. Thus far the red, hearty, Early Girl variety still have solid legs. Rain, or first frosts bring a sudden end to the season. Some straight pack varieties of Heirloom Tomatoes are finishing- the mixed cases will run the longest. That said, autumn proper is upon us and we're close to borrowed tomato-time. Conventional slicer pricing easing as supplies improve. Roma prices falling as Baja picking starts.

TROPICAL

Mexican Mangos finishing, with Brazil to come on next. Ripeness will be an issue for a couple weeks. Ma Nature is pedaling as fast as she can. Medjool dates are sold per pound or per 15-pound case, and we also carry full cases of conventional **Deglet Noor** and **Halawy** varieties. Other fresh options: papaya, pineapple, banana and coconut. Cherimoya, Passionfruit, and Guava are done for now. There is some Starfruit about.

COMMUNITY CALENDAR

A SEA CHANGE IN THE FIELDS?

Mars Inc.'s organic food division, Seeds of Change, is urging lawmakers to craft legislation that will encourage U.S. farmers to increase organic production. The company is partnering with the Organic Trade Association, other manufacturers, retailers and consumer groups to gain broad-based support for measures, including offering farmers incentives to switch to organic, more research funding from USDA for organic projects, and enforcement of the USDA's 2002 standards for labeling a product as organic. The industry is facing shortages in supply, notably for dairy products, reported *MSNBC.com*.

A SEA CHANGE IN THE MARKETS?

Experts predict interest in farmers markets, restaurants that buy locally and direct farm-to-consumer sales to grow, as awareness of safer farming methods grows, reported *Houston Chronicle*

Local farmers markets are reporting longer lines in recent weeks, due in part to Americans' passion for organic produce and the concerns over E.coli coming from the Salinas Valley in California, reported *AZCentral.com*.

OCTOBER IS

Apple Month, Caramel Month, Cookie Month, Dessert Month (National US), Eat Country Ham Month, Pasta Month, Pickled Pepper Month, Pizza Month (National), Popcorn Poppin' Month (National), Pretzel Month, Seafood Month, and Vegetarian Month.

October 24: National Bologna Day

October 25: The microwave oven was introduced by The Tappan Company, 1955; World Pasta Day

October 30: National Candy Corn Day

October 31: Halloween; Carve a Pumpkin Day

Thanks to Sally's Place for this list.

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