



General Produce

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DEVILISHLY GOOD

Eggs hold a prominent place on all **breakfast** and **brunch** menus.

Frittatas, **omellets**, and **Benedicts** popularly feature **egg dishes** featured around special **morning meals**.

When time permits, perhaps over a weekend or during holiday gatherings, it's the egg that garners attention.

Pancakes and **crepes** even call for an egg or two to bind their batters together. **Waffles** with **eggs on the side** or **on top** take breakfast to another level.

The Easter holiday generates an abundance of egg interest for the **dying**, **hiding**, **hunting** and **rolling events** that take place. Festivities in households and communities make eggs central to the party.

Easter eggs have a rich history and symbolism that goes beyond their **colorful appearance**. The oval-shaped egg has been a universal symbol across many religions, representing **new life**, **rebirth**, and **fertility**.

To pre-Christian ancestors, the humble egg became a powerful symbol of **spring** and **renewal**. In ancient Persia, people exchanged eggs during the spring equinox, which also marked the beginning of their new year. The egg represented **hope** and **growth**.

Of course, for Christians, the egg symbolizes the rock tomb from which Christ emerged during his resurrection. It signifies new life and victory over death.



However celebrated, the **hard boiled eggs** of this holiday have significant edible options after they are dyed.

Sliced in half and sprinkled with a bit of **flaky sea salt** makes them the perfect **healthy snack**.

Nicoise Salad, the classic French main dish, features **boiled eggs**, Kalamata olives, tomatoes, and a

tangy, irresistible dressing.

Deviled eggs may be the quintessential easy way to take care of a dozen eggs. So many variations on the classic recipe push past mayonnaise, **dill** and **paprika**.

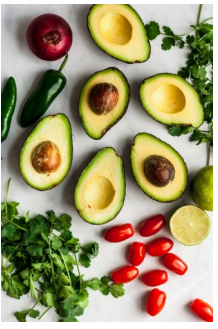
Put the devil in the middle by adding ingredients like **jalapeno peppers**, **capers**, **bacon**, or **dill pickles** to the filling or topper. **Greek yogurt** or **ripe avocado** as a mayo substitute is having a time.

The extravagant use of **crab**, **caviar**, or **shrimp** in deviled eggs make for a stunning platter of decadent small bites. A little goes a long way towards an exceptional version.

Fresh herbs are always a welcome addition to any egg dish, deviled or not. **Chives**, **baby dill**, **Italian parsley**, **basil**, and **marjoram** bring a unique flavor to the egg equation.

Fried, poached, baked, boiled, or scrambled, there is an egg for every occasion. Break some eggs as we **shift into spring**.





Avocados: Due to the majority of fruit from *Mexico* being grown at higher elevations right now, growers are holding off on harvesting and crossings to bump up pricing. Markets have gained considerable strength with field prices up as much as thirty percent. Due to the high dry matter, ripening times are short. Early new crop *California* fruit has started with limited volumes.

Harvests were delayed by heavy rains. Demand is outpacing all supply. Additionally, there is very little off-shore fruit currently coming into the U.S. as Colombia is currently gapping. We expect all sizes to be impacted (48's, 60's, and 70's - Grade 1 & Grade 2). Grade 2's will be especially limited as national demand in Mexico is very high for Lent. We expect market pricing to continue to climb in the coming weeks as packers fight to secure fruit to fill orders.

Berries: *California strawberry* production is on the rise out of *Santa Maria* and *Oxnard*. Demand is still light causing markets to remain flat for now. *Baja* yields are up substantially with excellent quality being reported on the fresher lots. Production is expected to remain higher out of this area over the next several days on both conventional and organic fruit.

We look for a sharp decrease in production out of *Central Mexico* over the next few weeks as crop cycles are trending downward.

Blueberries are steady. There has been no real change with very good availability in all distribution areas. Small numbers of *California* fruit have been reported but higher temperatures will be necessary to fully begin the season by early April.

Blackberry volume out of *Central Mexico* is still light. Observance of Holy Week will present some logistical challenges. *California* product will begin in mid-to-late April providing the weather cooperates. **Raspberry** production is on the rise out of *Central Mexico* and *Baja* going into the end of March. Organic production is the first to increase and will be followed shortly by the conventional berries.



Citrus: As Holy Week approaches, the **navel orange** market is active again. We will see this in full view as we get closer to Easter. Due to the holiday, *Mexican* laborers won't harvest for several days, so shippers will harvest ahead as much as

possible. After Easter, markets will remain active as it will take a few days for the pipeline to refill.

There is still plenty of high quality, great eating fruit to ship. Export demand will be in full swing for a few more weeks, so keep thinking big promotions on

choice grade *California* fruit. There is plenty of XL Fancy fruit to push as well. Fruit eating quality is excellent on current varieties.

Bloods, Cara Caras, grapefruit, and mandarins are outstanding brunch and holiday items to count on for menus and promotions.

Limes are active again as holy week approaches. Shippers will harvest ahead as much as possible. As it will take a few days for the pipeline to refill, expect markets to remain active post Easter. **Lemon** sizes 165s and smaller are extremely tight; 140s and larger are peaking.



Grapes: The demand for *imported grapes* remains higher than the available supply. This week's incoming volumes will be better than last week's. We expect to have small amounts of **black**

seedless and **globes**. A lack of consistency in vessel arrivals prevents a smooth flow of incoming product and keeps the market active. Despite brief periods of shortages, the empty pipeline and pre-committed program volume will keep the market price high. Expectations are this will continue until the *Mexican* grape deal starts in mid-May.

Melons: The market is heating up, and demand is strong. **Cantaloupes** and **Honeydews** will remain tight due to vessel delays, holidays, and retail promotions that move around the loading schedules.

Cantaloupe fruit quality is 12-14%, with minimal scarring and solid quality. There are plants in the ground in *Yuma*, and growers are waiting for them to bloom. There is a peak on 9s and 12s. Limited **honeydew melons** are crossing from *Mexico*, creating additional demand from *Florida*. Fruit is peaking on 6s.

Market conditions are extremely tight on **watermelon**. Demand exceeds supply, and domestic season won't start until the end of March. The color is lighter and the sugar level is lower than during peak season. Personal sized melons are particularly tight.



Seasonals: Supply of 6 count crowned and 7/8 count crownless pineapples has been impacted by the Holiday pull. There is high demand for **pink pineapples**. After the holiday, additional supplies will be available.

California apricot bloom was very good, and earliest varieties are now out of the jacket. Volume and sizing will be good on both organic and conventional. We are predicting a normal start time to the season, somewhere at the end of April if weather cooperates.



Asparagus: Easter demand is in full swing. Despite steady supplies coming out of *Caborca, Mexico*, demand has inflated prices. On both coasts, expect this market to remain strong into next week. The quality is very good.

Lettuces: **Iceberg** continues to be limited across the industry. *Yuma's* production will continue for another three to four weeks, and *Huron's* production will begin next week with moderate availability. Multiple shippers report pink discoloration and brown butts.

Despite increased inventory levels, demand for **romaine** and other **leaf items** continues to exceed supplies. The availability of **romaine hearts** will be limited throughout the week. On romaine products, all value-added items continue to escalate. **Green leaf** items are on the first tier of escalation. Overall, the quality is fair. There have been reports of lighter weights and discoloration of the ribs of romaine and leaf items. Mildew has also been reported on the outer leaves, as well as fringe burn. Next week is expected to be the start of production in Huron.

Mixed Vegetables: Both coasts have strong **squash** supplies. Overlap between *Sinaloa* and *Sonora* contributes to good volumes. Quality is generally good. **Eggplant** is tight due to strong Lent demand. There are plenty of good quality **Brussels sprouts** available. This market is expected to remain steady.

Shishito peppers are taking a huge jump next week and supplies are going to get tight. Quality has been very poor recently. **Wheatgrass** has been of poor quality as well in recent lots. Look for improvement in coming week. Conventional **colored bell pepper** supply has improved. We expect to see steady supply of large sizes. There will be a greater improvement in the next two weeks. Organic **colored bells** are very limited. Steady **green bell peppers** are crossing as **organic green bells** are gapping.

Desert artichokes are available along with **heirloom** varieties. This is the perfect spring veg for promotions. **Cucumbers** remain tight and short supplied. Warmer weather is needed to spur growth. **Broccoli** and **cauliflower** have steady supplies, and will be transitioning from the desert region to valley in the next couple of weeks.



Item Code	Description	Pack Size
03037	Basil Paste Tube	6/4 oz
03034	Garlic Paste Tube	6/4 oz
15638	Garlic Paste Chunky Tube	6/4 oz
03036	Ginger Paste Tube	6/4 oz
15639	Italian Herb Paste Tube	6/4 oz
03039	Lemongrass Paste Tube	6/4 oz
17777	Cilantro Paste Tube	6/4 oz
17776	Jalapeno Paste Tube	6/4 oz

Onions & Potatoes: **White onions** are back in stock. Pricing is still very strong but at least, we are back in business in this tight market. Quality is good. **Red onions** are on the rough looking side and pricing is strong. We'll progress on both appearance and pricing as the new crop get rolling in the next few weeks. **Organic red onions** are gapping right now. Hope to see a break in about two weeks.

Russet 40-60 count potatoes remain limited. There is a surplus of 80-120s. We are gapping for a few weeks on the 50-pound carton of **mixed marble potatoes**. The supplier is out of the **gold** and **purple potatoes**, and only has the reds available for packing.



BEST DEVILED EGGS

INGREDIENTS:

6 large eggs
1 teaspoon Dijon mustard
1 to 2 dashes Tabasco
sauce, to taste
Salt, to taste
¼ teaspoon freshly ground
black pepper
1 tablespoon snipped fresh chives
3 tablespoons mayonnaise
Paprika, for garnish
Whole fresh chives, for garnish



METHOD: Place the eggs in a single layer in a wide saucepan, cover with 1 inch of water, and bring to a boil. Lower the heat to medium-low and simmer for 10 minutes. Transfer the eggs to a bowl of ice water to cool completely, then carefully peel them.

Slice the eggs in half lengthwise, one at a time, wiping the blade clean between each egg. Remove the yolks to a medium bowl and mash them with a whisk. Add the mayonnaise, Dijon mustard, hot sauce (if using), and salt and pepper to taste. Whisk until very smooth.

Transfer the filling to a large resealable plastic bag or disposable pastry bag. Snip off one corner with scissors. Place the egg whites on a platter and pipe the filling evenly into the egg whites. Top with finely chopped chives and a sprinkle of smoked paprika. Refrigerate for 20 to 25 minutes prior to serving. **Makes 12 halves**

Recipe courtesy of **The Country Cook**



Enjoy this week's update



MARKET REPORT

For updated prices and availability contact

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"An egg is always an adventure;
the next one may be different"

-Oscar Wilde

