BUYER'S NOTES

EARL'S ORGANIC PRODUCE

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NEW!

- **Mini Winged Gourds** and **Mini Mixed Pumpkins**
- **Patience Cranberries** in 18/8oz cello packs
- **Green Belle Biodynamic Cranberries** in 24/12 oz cello packs
- **Pomegranates**
- **Pomegranate Arils**
- **Rambutans:** Small and juicy tropical fruit related to the lychee but juicier and sweeter!
- **Quince**
- **Lady Apples** (see below)

COMING SOON

- **California Kiwi** this week

BACK IN STOCK

- **Papayas**

TIGHT INVENTORY

- **Grapefruit**
- **Tumeric**
- **Roma Tomatoes**

WINDING DOWN

- **Domestic Melon** season

GAPPING

- **Belgian Endive** for 2-3 weeks until the new crop starts
- **Meyer Lemons** for about a week
- **Burdock Root**
- The recent high demand for Organic Yellow Potatoes and low harvest yields in the Nevada fields has had a serious effect on the organic yellow potato supply from Tasteful Selections. Inventory has been diminished until new harvest starts during the week of November 30th out of Kern County, California. ***Please be aware that Tasteful Selections organic Honeygold and Sunrise Medley will be experiencing a gap for up to the next 8 weeks.***



NEW! LADY APPLES

One of America's oldest known varieties, the Lady Apple can range in color from green to brilliant red to yellow, with some red blushing. The flesh of this small apple is sweet-tart and can be eaten out of hand but the flavor really shines when cooked!





Winged Gourds and Mini Mixed Pumpkins

GREEN CALIFORNIA GREEN BUSINESS NETWORK SAN FRANCISCO

at THE SF MARKET SOURCE FOR FRESH PRODUCE

www.earlsorganic.com Office 415.824.7419 Fax: 415.824.7819

— FRUIT —

Apples

New this week are the **Lady Apple, Macintosh and Braeburn Apples.** Next week we will have **Envy and SugarBee Apples. Granny Smith, Golden and Red Delicious, Ambrosia and Jonagold** are now also available. Everybody's favorite, the **Honeycrisp** is having the best season we have ever seen with abundant volume, high color and tremendous flavor. Now is an excellent opportunity to promote them in premium grade. New crop **Opal** season has started. This outstanding yellow skin variety has the peculiarity of not turning brown when cut.

The **McIntosh** has red and green skin, a tart flavor, and tender white flesh, which ripens in late September. In the 20th century it was the most popular cultivar in Eastern Canada and New England, and is considered an all-purpose apple, suitable both for cooking and eating raw.

The **SugarBee** is a cultivar of apple grown in the elevated orchards of Washington state. The variety was discovered by Chuck Nystrom in the early 1990s and developed in Minnesota, and is believed to be a cross-pollination between a Honeycrisp and another unknown variety. Today, SugarBee has worldwide propagation rights held by Regal Fruit International and is licensed to Chelan Fruit Cooperative in Washington to produce the variety in the United States.

Avocados

The California season is done and we have moved completely into **Equal Exchange** Mexican fruit out of Michoacán. ***October is Fair Trade Month so be sure to download the Equal Exchange Avocado and Banana POS cards for display on page three.***

Bananas

Earl's Organic Bananas are Fair Trade Certified 365 days a year. Follow the journey of an **Equal Exchange Banana** from farm to your store on page three.

Berries

Blackberries remain limited.

Blueberries remain tight. California Forbidden Blueberries available in limited quantities and prices are going up. Homegrown Blueberries out of Chile will be sporadic over the next few weeks.

Strawberry volume is starting to decrease and prices continue to rise as the seasons change. Shorter days means less sunlight hours and less sugar.

Raspberries are limited. Sun Valley is slowing down. Berry People volume out of Mexico looks good. We are still a few weeks out from the Baja region starting.

Citrus

California Valencias are expect to last until the end of October which will allow us to avoid any gap in oranges since the new crop **Navel** is expected to start mid to late October. **Lemons** are now 100% California coming out of District 3, think Riverside and the Imperial Valley, and the fruit is beautiful with lots of juice. **Lime** market has softened making them a great item to promote and cross merchandize. New crop **Grapefruit Rio Red** from California District 3 is now available.

Figs

Volume is down on both **Black Mission and Brown Turkey** and prices are on the rise.

Fall

Fuyu Persimmons are short, squat and non-astrigent. When ripe they have a sweet flavor with a hint of cinnamon and apricot. You can eat them raw when they are firm or soft and they do not need to be peeled. Fuyus can be cut up and eaten like an apple. The **Hachiya Persimmon** is tapered like an acorn and has a bright reddish orange skin. It is extremely astringent and bitter when firm. If eaten when still firm it will leave a fuzzy unpleasant feeling in your mouth. The Hachiya needs to be jelly soft before it becomes edible.

Grapes

California Red, Black And Green Grapes are plentiful! It's not too late to join the grape contest. Win gift cards for your produce team! Download the flyer on page three for details and let your Earl's Sales Rep know you want to participate.

Melons

We are approaching the end of the **Domestic Melons** season, so enjoy them while they are still around! **Cantaloupe, Honeydews and Galias** still have plenty of flavor to offer. New crop **Mini Seedless and Regular Seedless Watermelons** from Mexico have started! **Honeydews and Cantaloupe** out of Mexico will start the week of October 19th.

Pears

Peak of flavor in many varieties such as **Bartlett, D'Anjou, Golden Bosc, Concorde and Comice**. Very good supplies of **Mount Hood Red Canal and Starkrimson Biodynamic Pears**. **Asian Pear Hosui and Shinko** varieties now available.

Tropicals

Pineapples are slowly returning to normal supplies. **Kiwano Horned Melon** taste like a mix of cucumber, kiwis and bananas when ripe. The fruit will have an orange rind and give slightly to gentle pressure when ripe. **Thai Coconuts** are plentiful and **Magenta Dragon Fruit** is back this week. **Passion Fruit** are a seasonal specialty and they pair well with the sweet buttery **California Keitt Mango**. We will see smaller sizes on the Keitts for the remainder of the season.

— DOWNLOADS —



Download Flyer: https://bit.ly/2SFQG62



Download Flyer: https://bit.ly/3o2Bxdt



Download Avocado POS: https://bit.ly/3j6eonD



Download Banana POS: https://bit.ly/2G6C5O9

— VEG —

Asparagus: Now coming out of Caborca in the Sonora Region.

Artichokes: Remains tight due to limited pack days.

Beans: Dwelley Green Bean production is down due to the cooler weather and slower picking. Specialty varieties French, Yellow Wax, Romano and Cranberry are in good supply.

Carrots: Ralph's Purple Carrots are back in a limited way. Ralph's Nantes are back as they move into a new field.

Corn: Dwelley Bi-Color and White available.

Cucumbers: Wilgenburg Euro Cucumbers and Slicers are in good supply. Divine Cucumbers are starting up out of Mexico and we will start to see more Fair Trade Slicers and Persian Cucumbers.

Eggplant: Wilgenburg Globe Eggplant is coming out of Dinuba. Riverdog Graffiti, Listada, Rosa Bianca and Mixed Eggplant return this week.

For week ending 10/24/2020: Conditions continue to improve on Tender Leaves; however, we are seeing some discoloration appearing on Arugula along with mildew pressure. All in all, we expect a strong fill rate on tender leaves. Romaine continues to improve and should have a good fill rate along with Butter Plus. Butter and Little Gems continue to be problematic with burn, discoloration, and mechanical damage. Expect some shorts next week on Butter and Little Gems.

Bell Peppers: Prices have fallen on Mexican product as volume increases. California Green Bells now in 25# and 15# cases.

Peas: Sunrise will have Snap Peas soon out of Buellton!

Summer Squash: New Yellow Starightneck Squash from Mexico. Zucchini from Lakeside is in good volume. Mexico Zucchini available from Rico Farms.

Tomatoes: Local deals are starting to end but we will continue to have plenty of gorgeous Tutti Frutti Heirlooms out of Santa Barbara County along with La Granjita in Salinas.

Winter Squash: Tutti Frutti Winter Squash Bins have a wonderful mix of all your favorite varieties plus Carnival! ***Sunrise*** brings us a beautiful Orange Kabocha. ***Dwelley*** has delicious Sugar Pie Pumpkins (time for baking!), Acorn, Butternut, Delicata, Red Kuri, Kabocha and Spaghetti.

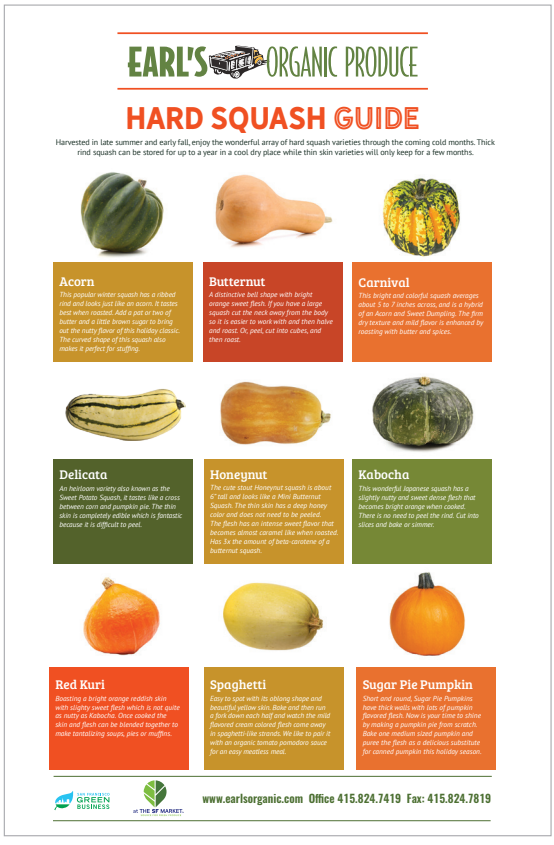
DON'T MISS THE NEW LINEUP OF PERSONAL SIZED SQUASH!

- Angel Hair Squash - Mini Spaghetti
- Butterscotch Squash - Mini Butternut
- Shokinchi - Mini Kabocha

Download our Hard Squash Flyer and Pepper Guide and print on legal paper to share with your produce team and customers!



Download Flyer (legal size): https://bit.ly/2T59Ja8



Download Flyer (legal size): https://bit.ly/3cWivjX