



The Daylight Times

For the week of, March 1, 2010

WEEKLY SPECIALS



Organic Carrots 25#
\$16.95 / case



Mache
\$12.00 / case



Organic Fuji Apples
\$31.00 / case



Organic Navel Oranges
\$11.50 / case



Order Desk - (408) 284-7300 / fax: (408) 284-7307

CURRENT MARKET UPDATES

Fruits



Berries- We continue to deliver California Strawberries. The Santa Maria growing region is now getting ready to join the Oxnard harvest. Pricing and quality are both still day to day depending on the on again, off again rainy weather. Blueberry supplies from Chile may soon come to a premature season end due to last week's earthquake. The California crop will soon be available, but at a much steeper cost. Both the Blackberries from Mexico, and Raspberries from California have been excellent in quality. Remember, shelf life is short this time of year, so please keep your inventory tight.

Avocados- Chile is still bringing in the Lion's share of fruit, California supplies are now coming on strong. Chilean fruit is where the deals are.

Apples and Pears- We are now offering Fresh New Crop Bartlett Pears from Chile. All other pears are currently domestic crop. Don't forget our baby forelle pears as well. All our apples are US grown, with the exception of the Macintosh, out of British Columbia. Apple Pears from the Golden State are still thriving, and bursting with juice.

Veggies



Broccoli Celery and Flower- Quality remains steady. Prices continue to creep up. These commodities are both available from Central California, and the Yuma, Az. Desert.

Celery- Celery prices have taken a rise up again this week. Yuma season coming to and end, and Central California rain is slowing production.

Beans- The Blue Lake Beans are coming exclusively out of Mexico this time of the year. Cold weather, and recent rains in Mexico are driving prices up to an all time season high.

Asparagus- Mexico is still the main player here, with seasonal low prices this week. Remember, the Mexican sizing runs smaller than the California. Please consider ordering day to day. Shelf life is much shorter than local crops.

Artichokes-Supplies continue to be tight. Plus, with the current rains, growers have had to delay harvesting due to muddy fields in Castroville. Packing is on a day to day basis. Prices remain on the higher side.

Fruits



Citrus-The California oranges and Lemons continue to thrive. Prices are stable, and quality has been excellent. However, there are some days when growers can't harvest between rain storms. The Navels continue to be very sweet in flavor. We are also offering small size Texas Valencias as well. We are seeing Grapefruits out of both Texas and California.

Grapes- Green and Red grapes are now coming strong out of Chile. Prices are slightly better than the early season Brazilian crop. Quality has been good.

Stone Fruit-Grapes- Stone fruit, and cherries are available from Chile, but at a very expensive price. Supplies are expected to become tight due to the Earthquake in Chile last week.

Melons- We have been carrying "off shore" Cantaloupes coming from Central America. Honeydews and Watermelons continue to be coming out of Mexico for the winter season. Cantaloupe prices continue to rise, due to short supplies. There has also been some shipping problems unloading the Central American Ships back East. Containers have been backed up, slowing down the pipeline here to the West Coast.

Veggies



Cucumbers-Mexican rains, and the Freeze in Florida continues to drive the prices up this week.

Eggplant-The winter weather has finally caught up to these globe veggies. Prices have spiked this week. Both Chinese and Italian Eggplant are still available with good arrivals. Good quality Japanese eggplant has been very hard to find.

Squashes-The price on Zucchini has stabilized, but yellow squash remains in tight supplies, and prices remain high as well.

Cabbage- Green Cabbage supplies have tightened this week. And with the demand for St. Patrick's Day coming, prices have gone up this week. Red Cabbage continues to be of tighter supplies, and higher priced than the green.

Chards- Both the Red and green chard are steady in price. This is one vegetable that is still being grown locally in the Modesto area. We also have rainbow chard available as well. This is a great item that can add a colorful change to your menu. Consider our organically grown chard this week as well.

Corn- We are mostly seeing supplies out of Mexico. The Majority of acreage is dedicated to the white varieties. Yellow corn continues to be in tight supplies.

Tropical Fruit- South American Brazilian crop is now the Major player in the Mango Market. Remember, we are mostly seeing the Tommy Atkins variety this time of the year. This is a very firm variety Mango. The California Desert has a very limited supply of Mangoes. Remember that Color is sporadic during our Winter Mango Season.

Tomatoes, and Specialty Tomatoes- Tomato prices continue to rise this week due to major shortages. Freezing temperatures in Florida has sent the East Coast shopping the Mexican market, making supplies even tighter. Florida's new crop usually begins in March, but is being delayed until April because of damage caused by January's freeze. Prices have been high, and color on tomatoes has been hard to find. Remember, we have red cluster tomatoes available, and the color and quality is excellent! Mix medley tomatoes are also still available.

Did you know that here at Daylight Foods we hand re-pack every tomato that we deliver. We do this to ensure that you receive perfectly firm yet ripe tomatoes in every box!



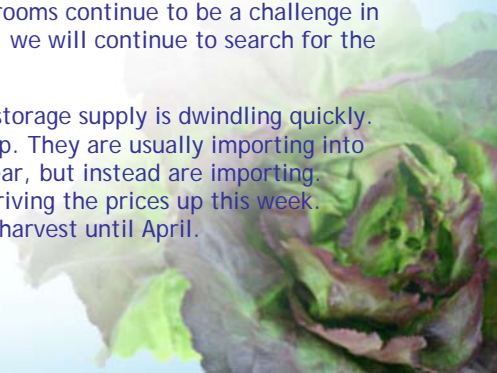
Chicories- We have red Belgium endive, white Belgium endive, and baby white Belgium endive in stock and they are steady in cost. Escarole and radicchio are also steady in cost this week. Treviso and Castel Franco are available on a preorder basis.

Herbs-So far, the "Winter" weather has been kind to the herbs. However, there has been some transportation problems getting Basil from certain parts of Mexico over the US border due to poor road conditions caused by the weather. We continue carry herbs in many different varieties and pack sizes to meet your preferences. All the herbs are steady in price and excellent in quality.

Mushrooms- We are carrying a variety of brands of domestic mushrooms including Monterey Mushroom, Ariel Mushroom and B&D Mushroom. We bring them in every day to ensure the freshest quality possible. We also carry a variety of specialty mushrooms that are fresh, frozen and dried. The varieties that we carry include: chanterelle, porcini, portabellinis, shitakes, crimini, piopini and oyster mushrooms. Oyster mushrooms continue to be a challenge in both supplies and quality, we will continue to search for the best available.

Onions- The Northwest storage supply is dwindling quickly. Mexico is not ready to ship. They are usually importing into the US this time of the year, but instead are importing. Supplies are very tight, driving the prices up this week. Texas is not expected to harvest until April.

Continued...



Veggies



Lettuce- Both Pricing and Quality have been exceptional over the past six weeks. The season in Yuma is now coming to an end. Pricing is up some this week, and will gradually continue until the transition back to the Salinas growing region at the end of March.

Peas- Snow peas and snap peas are now all California grown.

Peppers- The Florida freeze, and rains in Mexico have had a dramatic affect on the Bell market as well. Prices are up dramatically over the past week.

Potatoes- Prices remain steady here. Most of the russets are coming out of Washington, Idaho, and Nevada.



The "New" potato crop (red, white and Yukon) are ending out of the Northwestern State of Washington. Supplies are very tight. There are no more Yukon Bakers available. Florida has begun shipping it product to the West Coast with a very steep price tag.

We hope to have some "New" potatoes out of the California Dessert mid March, weather permitting.

Both Sweet Potatoes and Yams are locally grown out of Livingston, Ca.



Root Vegetables and Celery- Carrots are steady this week, and celery is higher in price. Baby whole peeled carrots are very expensive. We now carry baby peeled carrots out of Mexico, each five pound bag contains at least five different color. We also have purple bunched carrots available; these beautiful carrots will hold their deep purple color even after peeling or cooking! Celery root price is unchanged. We have rainbow crunch carrots available; try them out for colorful change to your menu. Organic table carrots 25lb from Earthbound Farms is \$24.50.

Specialty Greens- We now have many specialty organic greens. All of our greens are steady in price and coming in with the highest quality available. Wild arugula is a great alternative to bunched arugula and has a very exotic look. We also have a variety of micro greens available on a consistent basis including micro greens, micro arugula and micro cilantro. Please call for other varieties that are available on a pre-order basis.

PLEASE CALL US WITH ANY UPDATES, QUESTIONS OR
PREORDERS!!
THANK YOU!