



PRODUCE NEWS

"Where Your Patronage Is Never Taken For Granted!"

WINTER TRANSITION UNAFFECTED BY ELECTIONS

How many shopping days left until Christmas?

Produce is moving, some items quickly and some slowly. It appears that California has held out well and our transition areas will be ready when we are. Last year you'll remember that California planted light due to water rationing which made early transition a necessity. This year the first sustained frost will probably pull the trigger on row crops. You'll see the "COOL" change back and forth a bit until all the local guys are done. "COOL" (country of origin labeling) on our invoice where you see L1, L2, L3 representing the California local areas will be replaced by MX for Mexico, and AZ for Arizona, ST for Steve's backyard, GP for George's, our editor's backyard. Good news there is that his crops are now legal.

My wife Terri, Tina and I had an amazing day a few weeks ago at the EDEN Ag. Day. This is a large undertaking to give students a better understanding of how we get our food from seed to fork. We were greeted by some 1500 students, fourth grade and quite attentive.

This is just a start. Many of our schools have started gardens, growing Fruits and Veggies, giving the

students a hands-on understanding of what it takes to have Produce to eat. I truly believe that the further the distance between our kids and the farms, the closer they are to trouble.

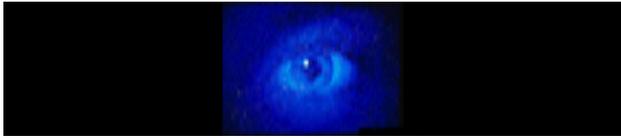
Get rid of the phone and video games, put a shovel in their hands and they will be much better off. I don't know how we get back to those times, but back to our roots is where we need to be. Sweat, blisters, sore backs and fresh Veggies build good character.

It's amazing how much our kids have learned in the last few years. Last year we did a "show and tell" and the kids ate our display! Kale, Green Onions, Asparagus, Turnips and Carrots – all gone! They didn't have a chance. Part of the meeting also was to emphasize the importance of washing Produce before eating. Maybe next time.

On the national scene, God help us!

*Steve Del Masso
President*

Mike's **EYE** On The MARKET



We are at the tail end of the Salinas growing season and Mother Nature has shone brightly. We will enjoy an early start to the desert season providing an overlap for the Thanksgiving Holiday and transition to winter growing areas by the end of the month.



Iceberg, Romaine, Red, Green & Butter Lettuce – I am able to combine the three Lettuce categories into one mini column. I can't recall the last time I was able to do so. Here goes..... *“Recent rains at the end of October put a slight damper on the great string of pricing and quality. The Salinas season has come to an end and we are now pulling from Huron, CA and will continue to do so for about two to three weeks until the desert growing region is up to full speed.”*

Red & Green Cabbage – Prices have eased off some but Green Cabbage is still higher than average for this time of the year and will probably remain so through the end of the year.

Broccoli & Cauliflower – We continue to enjoy a steady supply of Broccoli and Cauliflower from the Salinas and Santa Maria growing areas before the transition to SoCal and Arizona.

Celery – The Celery crop is in so much better shape than last year. I am still trying to empty my mind from the nightmare memories of last Thanksgiving. We will be using Celery from Salinas for a couple more weeks then start pulling from Oxnard. As we get closer to Thanksgiving week, I expect to see some upward “holiday price creep” and then settle back afterward.

Carrots – are a steady go with no price surprises on the horizon.

Root Vegetables – All Northwest grown varieties of Roots, even Gold Beets, are plentiful and beautiful.



Artichokes – Supply of “Chokes” are a far cry in comparison to last year's. Prices are dropping as supplies increase. After a two-year hiatus, Artichokes are on the verge of becoming a highly promotable item.

White & Yellow Corn – The last hurrah for California Corn before going down to Mexico will be a short run two to three week run from Coachella. It's happening now. Before December begins, we will see our first picks from Mexico come to market.

Green Onions – will be plentiful through Thanksgiving. December is when there is the traditional interruption of supply.

Red, Yellow & White Onions – We are working through the last of the California and Nevada Onion season. Maybe by the time you read this newsletter we will be fully committed with Northwest Onions.

Sweet Onions – are plentiful and available from Washington and Nevada. We are able to select from three popular varieties.

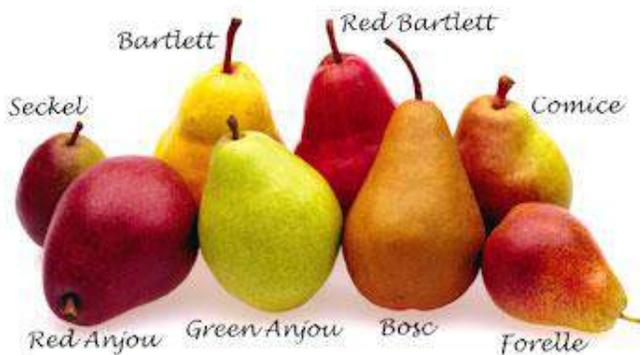
Russet Potatoes – Price consistency will be the call for the next 4-6 months. Storage bunkers are almost at capacity and supplies are looking good.

Potatoes of Color – All of our color challenged Potatoes are coming to us exclusively from the Northwest. Good crop. Good quality and supply for the season.

Fingerling Potatoes – Klamath Valley Fingerlings supply is strong. The three color mix of the most popular Fingerlings; Purple, Yellow and light Red, continue to be accessible and a good buy.

Yams & Sweet Potatoes – are in great shape for the end of the year Holiday season. All sizes are plentiful and prices will be stable for the foreseeable future.

Apples & Pears – We are crunching through the last of the 2016 California crop. Soon, all varieties will come down from Washington. Like 2016, sizing is trending toward larger (lower count) sizes. Smaller “hand fruit” sizes will once again be commanding a premium.



California Pear inventory will be fully depleted within the next couple of weeks. As they phase out we will phase in Northwest grown product.

Mangos – Brazil Mangos are about to appear in the rear view mirror. Our next destination for Mangos will be Ecuador. Pricing and quality should remain firm.

Papayas – It’s been a while since I have made the following comment: “*Papayas from Mexico and Hawaii are plentiful*”! As always, Hawaiian Papayas remain the standard in quality and flavor.

Strawberries & Stemberries – The three day run of rain in October finished off the local Strawberry crop. The market will be unstable and prices high for the 1st half of the month. I can only guess how the 2nd half of the month will turn out. Hopefully, it’s all good news. Oxnard and Mexico will be our stop gap suppliers until the massive growing areas in Santa Maria are ready.

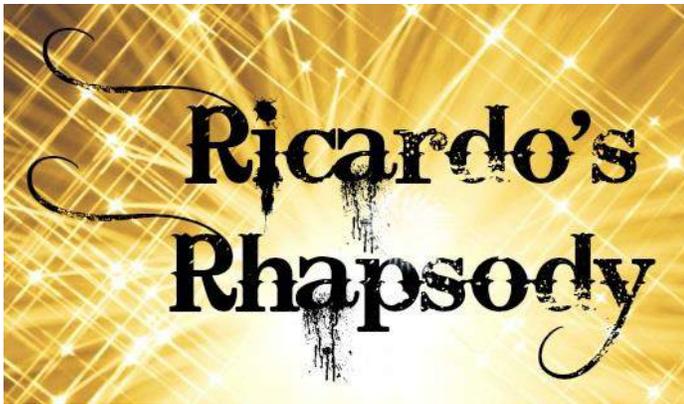
Rasp, Blue & Black Berries – The transition to Mexico grown Black and Blue Berries is complete and prices have come off. Raspberry production is down in Southern California farms; quality is very good. We will fill in any gapping situations with product from Mexico.

Fall Fruit – Figs have ended their unusually long run for this season. Please use the dried product as a substitute. Local grown Persimmons, Pomegranates and Quinces are now common market items. SoCal grown Kiwi will make an entrance on the market toward the latter part of the month.



For those of us who aren’t aware what a Cranberry Harvest looks like, this is a Cranberry Bog. Just before harvest the growers flood the fields to allow the ripe berries to float to the surface. This allows them to skim the surface of the water to harvest rather than hand pick every bush. Beautiful and amazing.

The primary wholesaler for fresh Cranberries has assured us there will be plenty of fresh and frozen Cranberries for the Holiday season.



Round & Roma TOMATOES –

The California Round Tomato season is done for the year. The transition back down into Central Mexico is not proceeding very smoothly. In fact, it's a rough go and prices are fluctuating wildly.

The Roma Tomato season in Baja is going well with good quality and reasonable pricing.



SQUASH – November Squash news can be broken up into segments. For the first half of the month Squash will be reasonable. The 2nd half will be the exact opposite. Supplies from Mexico will be good but traditional Thanksgiving demand for fresh Squash, plus the huge pull from the East Coast, will quickly push up prices.

EGGPLANT – At some point around the middle of the month, the transition down to Mexico will take place. Until then, Fresno growers will do their best to get us excellent quality Eggplant.



BLUE LAKE GREEN BEANS – The fall season in Coachella is fully underway. In about 2-3 weeks the Mexico Green Bean season will start up just in time for peak Thanksgiving demand. Looking ahead, we should be OK supply-wise for the month.

Green, Red, & Yellow, Bell Peppers – We will use Bell Peppers from Coachella for about three weeks and then the transition down into Mexico will be complete.

CUKES – The Cucumber season in the Culiacán/Sinaloa growing region has started and prices are stable and are projected to hold at these levels for the remainder of the month.



MELONS – I am currently sourcing our Cantaloupe/Honeydew needs from Arizona. If Arizona starts to falter, I can opt for Mexico grown Melons. By the end of the month we will be using either Mexico or offshore Melons.

Seasonal Trends by *DIRK*



Cello-Pack, Spring Mix & Baby Leaf – Cello-Pack, Spring Mix and Baby Leaf quality is still holding strong. The transition to Arizona will happen during the two week period before Thanksgiving. Everything appears as though it will line up smoothly.

ASPARAGUS – Mexico will be our primary supplier for Asparagus through the holidays. Peru will be our backup source. Grass prices are quickly approaching Holiday elevated levels.



Varietal Tomatoes (small) – The wonderful run of super sweet and delicious California grown varietal Tomatoes has run its course. We will be depending on Mexico for our small varietals for the next 8 months. Prices per pound have just about doubled.

Heirloom Tomatoes – There are still some local Heirloom Tomato growers hanging in there. In a perfect world they will be around until mid-month but the more rain we receive, the less chance there is of the season continuing.



Wild Mushrooms – A scant few varieties are available currently. The Black Trumpet, Chanterell and Woodears are on the market. With the recent rains, we should see a couple more varieties arrive just in time for the holidays.

Japanese/Italian/Chinese Eggplant – The local season is winding down. The good news is that the Mexico season has started which is allowing for a smooth transition.





**Cutting Edge
O-rganics®**

..... solely about organically grown produce.



O-Stuffing Mix!!! It is the time of year to break out your homemade stuffing recipes. Let our Organic Stuffing Mix be your building block. It is a beautiful and extremely aromatic blend of herbs and vegetables.



O-BUTTERNUT – What a season we are enjoying at this moment. We have ample supplies of this local fruit from Bob Swanson Ranch in Hollister and Vintage Farms of Watsonville. Quality is excellent and pricing is very fair for the season.



O-Tubers, Yams and Sweet Potatoes, are beautiful. We offer both diced and sliced in bulk and retail packs.

O-Broccoli & O-Cauliflower – The season has transitioned south to Holtville and quality is looking good.



O-Roots – Good supply on jumbo and extra-large O-Roots.

O-Bell Peppers – Red and Green O-Bell Peppers are all coming up from Mexico. Supplies are looking good and pricing is improved over last month.



Nap Thyme

Nap Galvezzzzzzzzzzz



HERBS – Herb supply is switching over from local to Mexico grown. Quality remains excellent and pricing is stable.

Romaine Hearts – Price points will remain steady until mid-month when the transition is made to Brawley, CA and Arizona. At that point, due to shipping costs, pricing will increase slightly. Quality is projected to be good unless Mother Nature has another plan.

ORANGES – The 2016 California Valencia Orange season is officially done. Thankfully, the 2016/2017 Navel Orange crop has started. Fruit color is good and sugar content is climbing. The Satsuma Orange and Varietal Citrus season has also kicked off. Color and flavor is also very good. Texas Juicing Oranges are available as well. The flavor profile is not perfect but is getting better by the day.

LEMONS – The California Lemon season has returned as District-3 is now producing. The season is off to a good start and the product is looking good.

LIMES – For the moment, costs are stable and the stormy season should be behind us to keep it this way. Large Lime prices continue to be volatile as there just aren't enough to go around.

Ruby Red Grapefruit – I am pleased to report that the Texas Grapefruit season has commenced. Early arrivals are looking beautiful and sweet.

GRAPES – Fresh picked Grapes are still arriving from vines in and around Fresno. I recently came across some of the most beautiful, large Green Grapes and took them to my son's school. They decided to huddle up and use one of the Grapes to begin a football game. Storage Grapes will not be available until late November.

WATERMELONS – The Mexico Watermelon season has started off really strong 🍉 The Melons are coming in with good red color and high sugar content. It's the best start of the Mexico season for over three years.

SNAP PEAS – Salinas grown Snap Peas are beginning to disappear. The move to Mexico will happen at some point this month.



HARD SHELL SQUASH – is plentiful! We are working day and night to keep up with the seasonal demand for the pre-cut items. I am amazed how hard the processing crews work to maintain perfect order fulfillment.

Chili Peppers – For the next few months, all of our Chili Peppers will be coming from Mexico.

AVOCADOS – Prices, which had recently reached scandalous levels, will remain high throughout November. Hopefully we will see some downward pressure on prices when the Chilean fruit arrives late this month.



Coming Soon
Sustainable Packaging



Large DPET Vented Tubs



Initial Expected Release Dates	Future Expected Release Date	Case/Unit Information
<p>Late November (2016)</p> <ul style="list-style-type: none"> -Cut Fruit & Fruit Salads <ul style="list-style-type: none"> Cantaloupe Honeydew Pineapple Mango Watermelon -Clean and trim Strawberries -Sliced Tomatoes -Sliced Cucumbers -Jicama Sticks 	<p>Early December (2016)</p> <ul style="list-style-type: none"> -Soft Squash Sliced zucchini & yellow Squash Blends -Roast Blends -Cut Green Onions <p>(More product expected to be released in early 2017, please contact your sales representative for further detail)</p>	<p>Volume 128 oz.</p> <p>Base/Lid Ratio 100/0</p> <p>Weight per unit 4 & 5 pounds</p> <p>Master pack 4 X 5 units</p> <p><i>(Different commodities require special pack sizes, please contact your sales representative for details.)</i></p>

SUGGESTED APPLICATIONS

- Fruit
- Veggies



FEATURES

Tamper Evident/Tamper Resistant

Easy to open lock design

Container Clarity

Stacking feature

BENEFITS

Safe-T-Gard tear strip hinge with texture tabs and recessed lid flange protected by blocking rail, combine to assure tamper evidence and tamper resistance.

Convenient bottom tab allows containers to be opened quickly and easily.

Unmatched superior clear-view lid, minimal ribbing and larger viewing panels.

Conserve valuable shelf space.

100% RECYCLABLE DPET

An Energy Saving Process Focusing on Sustainability

- **60% reduction in sheet manufacturing steps** when processing DPET
- It has a **13% lower carbon footprint** than rPET
- DPET Manufacturing Energy is **derived from 100% clean burning natural gas**
- DPET is in high demand for recycling programs and **can be recycled 100% of the time as a #1 curbside recycling program**

JEFF'S TRIVIA QUEST



Your Thanksgiving turkey is likely to be the biggest single food item you buy all year, so the bird you choose merits careful consideration. When shopping for a turkey a quick rule of the thumb is to allow 1lb of raw turkey for each person. This will provide plenty for the holiday meal plus one serving of leftovers. (One word of caution: most roasting pans and standard ovens will not accommodate a bird much larger than 30lbs). Now let's get to the trivia!

- 1) What is the best place to put the meat thermometer in the turkey?
 - A) Breast
 - B) Top of the leg
 - C) Thigh

- 2) Why is the male turkey often referred to as a "Tom Turkey". (Hen is a female turkey BTW)??
 - a) From an 18th century political cartoon
 - b) After Thomas Jefferson
 - c) Because Native Americans would catch them by pounding on Tom-Tom drums and lure them into traps.

Fax or Email me with the answers and win a great prize.

Jeff@baycitiesproduce.com

TRIVIA WINNERS



The answer to last month's trivia was
 B) Witches c) Yak Stew

A stew is a combination of solid food ingredients that have been cooked in liquid and served in the resultant gravy. Ingredients in a stew can include any combination of vegetables (such as carrots, potatoes, onions, beans, peppers and tomatoes) or meat, especially tougher meats suitable for slow-cooking, such as beef, poultry, sausages, and seafood are also used. While water can be used as the stew-cooking liquid, wine, stock, and beer are also common. Seasoning and flavorings may also be added. Stew are typically cooked at a relatively low temperature (simmered, not boiled), allowing flavors to mingle.

Congratulations to our Winners:

Grady @ Coffee Time; Martha @ Executive Inn; Eva @ Millie's Kitchen; Scott @ Washington Hospital; Joanne @ Spike's Produce; Victor @ Marina Liquor & Deli; Jenifer @ Miraglia Catering; Tina @ The Danielson Co., Inc. and Cindy @ T Rex Restaurant.

November Celebrity Birthdays

Colin Kaepernick	3rd	29	49ers QB
Sally Field	6th	70	Flying Nun
Jimmy Kimmel	13th	49	Talk Show Host
Condoleezza Rice	14th	62	Diplomat
Billie Jean King	22nd	73	Tennis Star

"On Thanksgiving Day, all over America, families sit down to dinner at the same moment- Halftime"

BAY CITIES PRODUCE CO.

**2109 Williams Street
 San Leandro, CA 94577**

(510) 346-4943

FAX (510) 352-4704

www.baycitiesproduce.com