



WEEKLY FARMERS MARKET



THE FOLLOWING ITEMS WILL BE AVAILABLE FOR DELIVERY ON
THURSDAY JULY 12TH 2012

All orders must be placed with your sales representative by 12 noon every Tuesday.

Coleman Farms:

Local & Sustainable
Arugula Flower
Baby Sprouting Broccoli
Breakfast Radishes
Cardoons
Celltuce
Garlic Chives
Red Frill Mustard
Red Limestone Lettuce
Mustard Greens
Red Radishes
Red Freckle Romain
Spigarello
Spring Onions
Sunchokes
Sword Lettuce

Fitzgerald Farms

Local & Sustainable
White & Yellow Peaches
Snow Arctic Nectarines
Apricots
Apriums
Flavorosa Pluots

Frog Hollow Farms

Local & Sustainable
Apricots



p. 323.235.4343

Brooks Cherries
Mixed Variety Jams
Renier Cherries

Garcia Organics

Local & Sustainable &
Organic
Avocados
Cara Cara Oranges
Limes
Satsuma Tangerines
Clementine Tangerines

Gloria Farms

Local & Sustainable
Baby Beets
Baby Tri-Color Beets
Camarosa Strawberries
Gaviota Strawberries
Green Zucchini
Heirloom Cherry Tomato
Mixed Variety Squash
Mixed Variety Zucchini
Yellow Squash
Mix Baby Heirloom
Tomatoes
Sungold Cherry Tomato
Sweet White Corn

Harry's Berries



Local/Sustainable
Harry's Berries Jam
Strawberries

Jaime Farms

Local & Sustainable
Carrots: Mixed/TriColor
Forno Red Beets
Heirloom Tomatoes
Radish: TriColor/Baby
-Breakfast/Easter
Red Freckle Romaine
Red Spring Onions
Red Torpedo Onions
Torpedo Red Beets
Turnips: gold, white,
purple

Maggie's Farms

Local/Organic/Sustainable
Baby Romaine Hearts
Baby Spinach
Black Kale
Butter Head Lettuce
Moroccan Mint
Pepper Crest Lettuce
Stellar Mix, Mesculine
Tatsoi
Upland Crest (*Spicy)
Wild Arugula

McGrath Farms

Local/Organic/Sustainable
Carrots: Baby/TriColor
Green Onions
Heirloom Tomatoes
Red Frill Mustard
Greens
Savory Mix
Shelled Fava Beabs
Swiss Chard

Murray Farms

Local & Sustainable
Melons
Blackberries
Black Figs
Thomcord Grapes

Polito Farms

Local & Sustainable
Clementine Tangerines
Grapefruit
-OroBlanco & Pummelo
Lemons
Toms Terrific Tangerines
Green Figs
Golden Nugget
Tangerines
Primavera Tangerines
Satsuma Tangerines

Sweet Juicing Oranges

Pudwill Farms

Local & Sustainable
Blueberries
Blackberries
Raspberries: Red &
Gold

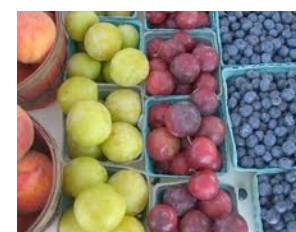
Regier Farms

Local & Sustainable
White & Yellow Peaches
White Nectarines

Tutti Frutti

Local/Organic/
Sustainable
Bell Pepper (Red)
Black Kale
Carrots
Cherry Heirloom
Tomatoes
Heirloom Carrots
Heirloom Tomatoes
Fennel
Leeks
Onions
Red Curry Squash
Sweet Dumpling Squash

Weiser Family Farms



Local & Sustainable
Mixed French Variety
Melon

Potatoes:

Red Thumb Fingerling
German Butterball
Heirloom
Purple Peruvian
Purple Viking
Russian Banana
Ruby Crescent
Watermelon Radish

Windrose Farms

Local & Sustainable
Bloomsdale Spinach
Chioggia Beets
Delicata Winter Squash
Dumpling Winter Squash
French Breakfast
Raddish
Potatoes

Rosegold

All Blue

Cranberry Red
Carola

Zuckerman Farms

Local & Sustainable
Asparagus, Med/Jumbo



f. 323.235.8388

PRODUCE PREVIEW



w. naturesproduce.com



from farm to kitchen...about a few of our local farms

Weiser Family Farms:

Weiser Family Farms began in 1977 when Sid Weiser and his wife Raquel laid down roots in Tehachapi, California. There, they learned to tend to the fruit trees . . . apples, peaches, and pears. In the ensuing years, they acquired farmland in other locations where they branched out into a variety of fruits, vegetables, and flowers.

Del Cabo Farms:

Having already created Jacobs Farm, a successful organic farming operation, and with a knack for developing niche markets, longtime organic farmers Larry Jacobs and Sandra Belin were confident in their vision for their next venture. In 1985, they encountered a community of struggling, subsistence-level farmers in Mexico, and the Del Cabo cooperative was conceived.

The idea of farm- and community-centered production supported by international market opportunities proved to be successful. Today, this collaboration between Jacobs Farm and the Baja growers provides over 400 farming families with needed training in organic growing, harvesting, and handling, as well as start-up funds, farming technology, administrative training, and consistent distribution channels—ensuring the best return for small-scale farms.

Scarborough Farms:

For over 20 years, Scarborough family farm has been dedicated to growing some of the highest quality, most vibrant, aesthetically-appealing specialty produce on the planet. Their small-scale, custom farming methods ensure fresh, just-harvested gourmet products that taste wonderful and have a longer shelf-life. They have earned a reputation for deeply caring for the land and for fulfilling the ever-evolving tastes of American cuisine. Grown only in the United States, Scarborough Farms produce is grown according to strict state and federal regulations. They follow good agricultural practices to ensure that everything we grow is not only beautiful and nutritious, but safe to eat, as well.

Babe Farms:

Babe' Farms was founded in March of 1986 by Will Souza and four partners. With deep roots in the Santa Maria Valley, Mr. Souza was a well established, third generation farmer of conventional vegetables. Inspired by his extensive travels throughout Europe, where he discovered the availability and popularity of baby-sized fresh produce, a new company, "Babe' Farms" was born.

Mcgrath Farms:

McGrath's farm is a sustainable farm that grows a high diversity of year-round organic fruits and vegetables. Farming on the coast of Southern California for 5 generations McGrath farm has the deepest topsoil and the best climate to produce a utopian garden farm.

Tutti Frutti Farms:

In 1988 Chris Cadwell a 5th generation farmer took over his family's undeveloped fourteen acres hillside property overlooking the Pacific Ocean Channel Islands in Carpinteria California. Since then he and his family began cultivating it for organic produce for the coastal communities of southern California. They decided the farm's name "Tutti Frutti" Italian for "All Fruits".

Polito Family farms:

Is located in Valley Center California. Polito Family Farms is a very small operation just husband and wife Bob and Mary running the show. Their fruit is pesticide free and grown here on our farm. Many of their specialty citrus fruits are available during the winter and spring months only; each fruit has its particular season. They pick and ship only fruit that is fully mature, tree ripened, juicy and delicious.

to set up a farm tour, please contact your local sales representative or call us for more information

MARKET FLASH:

July 10th 2012

Vegetables in season

Artichokes	Onions
Arugula	Parsnips
Beets	Rapini
Beet Greens	Rainbow Chard
Belgian Endive	Rhubarb
Broccoli	Rutabagas
Brussels Sprouts	Radishes
Cabbage	Salsify
Carrots	Spinach
Cauliflower	Spring Garlic
Chard	Turnips
Celery	Watercress
Corn	Zucchini
Eggplant	
Escarole	
Fennel	
Fiddlehead Ferns	
Garlic	
Green Garlic	
Green Beans	
Green Onions	
Horseradish	
Jicama	
Kale	
Kohlrabi	
Leeks	
Lemongrass	
Mushrooms	
Okra	

Fruits in season

Apricots
Apples:
Braeburn, Fuji, Gala, Honeycrisp
Cherries
Cranberries
Grapes
Grapefruit
Guava
Kiwi
Nectarines
Meyer Lemon
Oranges:
Blood
Cara Cara
Navel
Tangerines:
Satsuma
Perfection
Mandrites
Clementine
Papaya
Peaches
Pears:
Asian
Bartlett
Comice
D'Anjou
Forrelli
Yali
Plums, Red Velvet Plums
Pineapple Guava
Pomegranates





Product is very tight, especially on Gala. Price is extremely high.

Artichokes

Baby artichokes are more readily available than last week, starting to increase in supply.

Asparagus

Pricing is a little high, standard sizing coming in a little larger than normal. White asparagus jumbo size full supply.

Berries

Strawberries quality not at peak. Ample supply of berries.

Celery/Romaine Lettuce

Price increasing due to limited supply along East Coast & Canada. Demand has diminished supplies.

Cherries

Now available! Bing are first in season.

Figs

Available & in season.

Gooseberries

Available & in season.

Local Grapes

Flame variety now available, sweet in flavor. Thomcord Grapes available from LOCAL farmers market!

Melons

French variety available & good buy. Special variety available: Crenshaw, Gailia, Casava etc... Good in supply, price has decreased!

Onions

Jumbo Yellow Onions are slowly increasing in price. Red Onions decreasing in price.

Pears

Asian Pears are unavailable, currently in a gap, should be available next week.

Spring Items

Ramps, Green Garlic, Fiddlehead Fern, Garlic Scapes, NOW OUT OF SEASON!

Squash

Peak season, pricing low!

Stonefruit

Farmers Market Peaches now available from Regier & Fitzgerald! Stonefruit is in full swing.

Tomato

Market stable.

SUMMER ITEMS AVAILABLE:

Peaches (white, yellow, donut), Nectarines, Cherries, Apricots, Apriums, Plums, Melons, Blueberries, Raspberries, Corn, Green Beans, Summer Squash, Radishes, Cucumbers, Okra, Eggplant, Broccoli, Basil