

NEW & NOTABLE



THANKSGIVING WEEK

One of the busiest times of year for produce has officially arrived — Thanksgiving! As we begin the holiday week, markets are remaining steady, with top holiday features like JVI Imports' **Greek chestnuts** readily available. Note that the order deadline for **Fresh Origins microgreens** and **edible flowers**, plus **Lakeville living lettuces**, is TODAY at 11 AM.



JUST IN: FL KUMQUAT

Not only is California citrus season just getting started, but the season for **kumquats** out of Florida is as well! The season is kicking off with supplies of bulk 10 LB cases and retail-friendly 12x1 PT cases, both in yesterday. Their citrus-y, sweet and sour flavor not only pairs well in Thanksgiving spreads, but is even more popular for the coming holidays.



INCOMING: YELLOWFOOT

The winter foraged season is slowly but surely taking shape. Last week, we saw supplies of **hedgehog mushrooms** start up. This week, the first-of-the-season supplies of **yellowfoot** are expected to arrive tomorrow. Don't worry — even though winter varieties are beginning, **chanterelles** are expected to stay steady for the upcoming Thanksgiving holiday.

MARKET UPDATES

Availability is not guaranteed. We work hard to provide the most accurate possible information, but this is produce and circumstances may change quickly. Contact sales to confirm current availability.

NEW/BACK IN

- Arugula (TX) — Bunched
- Bunched Dill (TX)
- Butternut (Dominican Republic)
- Kabocha Squash
- Kumquat (FL) — 12x1 PT & 10 LB
- Mexican Cream Guava — 13 LB
- Methi Leaf (TX)
- Passionfruit (FL)
- Red Finger Hot (Dominican Republic)
- Starfruit (Mexico) — 9 LB
- Starfruit (FL) — 25 CT
- Yellowfoot Mushrooms

GOOD VALUE

- Pink Dragon Fruit
- Seedless (Cello) Cucumbers

WINDING DOWN

- 'Wonderful' Pomegranate (CA)

PEAK SEASON

- Acorn Squash — Green
- Brazilian Melons — Arara, Piel de Sapo, Canary, Mini Watermelon
- Brown Dry Coconut (India) — 40 CT
- Cactus Pear (Mexico) — Green
- Chestnut (Greece) — 25 LB & 12x1 LB
- Deep Purple Sweet Potato (NC)
- Finger Lime — 1/2 PT Clamshell
- Foraged Mushrooms — Chanterelle, Hedgehog
- Hidden Rose® Apple (OR)
- Ornamental Gourds
- Sweet Dumpling Squash
- Tejocotes (Mexico) — 20 LB
- Tamarillo (Ecuador)

TIGHT

- Bell Peppers
- Chioggia Radicchio
- Micro Basil
- Okra
- Peas — Snows & Snaps
- Plantain — Yellow & Green
- Red Vein Sorrel

FINISHED

- Local Products — Leafy Greens & Bunched Herbs, Chives, Simply Sweet® Onions
- Pummelo (FL)

COMING SOON

- Lychee (South African)

MAJOR MARKET ALERTS

- AVOCADO:** The hass avocado market is up among large sized fruit as Thanksgiving nears and Mexico experiences rain.
- FINGER HOTS:** The season for red finger hots is expected to transition to Spanish supply in roughly two weeks.
- LIMES:** The market for Persian limes has begun to creep up for smaller sized limes.
- PLANTAIN:** Supplies for yellow plantains are expected to be short through the remainder of the year as the season transitions from Guatemala to Colombian product. Expect the market to go up while product is limited.
- RADICCHIO:** Radicchio, specifically, chioggia is tight out of California after the grower transitioned facilities.
- RED VEIN SORREL:** Red vein sorrel is limited going into Thanksgiving week due to the cooling temperatures.
- TEXAS PRODUCT:** The local season is transitioning to Texas supply. This week, arugula has come into season! Additional leafy greens are anticipated to start up soon.

UPCOMING OCCASIONS

HAPPY THANKSGIVING!

Please be reminded that our office and our PWPM Market Store will be **CLOSED THURSDAY** and **FRIDAY** in honor of Thanksgiving. We will re-open **SUNDAY at 8 AM**.



THANKSGIVING

NOV 28, 2024

We've officially made it to Thanksgiving week! Are you ready?



FRESH ORIGINS ORDER DEADLINE

TODAY @ 11 PM

Don't miss out on plating experiences with rosemary tops, sage tops, and more.



LAKEVILLE ORDER DEADLINE

TODAY @ 11 PM

Deadline for booking living lettuces, like upland cress and mache.

PIEL DE SAPO

DAN'S TOP TIP

Piel de sapo are an excellent holiday melon. They are nicknamed the 'Santa Claus' melon for their long shelf-life. These melons have the ability to be stored through the holiday season.

FAST FACTS

with Dan V.



Did You Know? | Piel de sapo melons are exceptionally tender, with a refreshing tangy flavor.