



# EARL'S ORGANIC PRODUCE

BUYER'S NOTES DECEMBER 13, 2020

## NEW!

- **Side Hill Citrus 5# gift boxes**
- **Page Mandarin:** A wonderfully rich flavored mandarin that is a cross between a Minneola Tangelo and Clementine mandarin.
- **Fairchild Mandarin:** Rich juicy fruit that is a cross between a Clementine mandarin and Orlando tangelo.
- **Makrut Limes**
- **African Shaddock Pummelos** have low acidity, giving them their sweet tart flavor. Its flesh is segmented, revealing a rosé pink pulp that is juicy and fragrant. Named after its "discoverer", Captain Shaddock, it has been scientifically linked to the grapefruit as one of its parent fruits.
- **Cara Cara Navel** has a pretty pink interior, good flavor and usually seedless.
- **Clementines** from Fruitworld

## COMING SOON

- **New Citrus from Buck** arriving end of the week
  - Limequat
  - Algerian Mandarin
  - Buddha Hand
  - Finger lime
  - Thai Sweet Mandarin
  - Kumquats
  - Pink Variegated Lemons

## BACK IN STOCK

- Feijoas
- Kiwano Horned Melon
- Snap Peas
- Snow Peas

## TIGHT INVENTORY

- Pineapples
- Mangos
- Hachiya Persimmons

## GAPPING

- **Frisée** is done out of Watsonville and we are waiting for the desert region to start production.
- **Thai Coconuts** have been pushed to the week of 12/21 due to delays at the port.
- **Papayas** continue to gap due to extreme weather events in November.
- **Fresh crop Jicama** has been delayed another week.

## WINDING DOWN

- Tutti Frutti Heirloom Tomatoes
- Cranberries

## FINISHED

- **Green and Black Grapes are done. Don't miss Red Grapes on Earls Weekly Specials.**
- California Valencias

## WHAT ARE CLUB APPLES?

Let's start with a fun history lesson! For the longest time the Red Delicious ruled the apple industry. David Bedford, a breeder at the University of Minnesota was on a quest to find a delicious tasting apple. After many years of tasting variety after variety the Honeycrisp was developed by the University of Minnesota in 1960. Bedford thought the texture was different and explosively crisp! Consumers decided the apple was so good that they were willing to pay more for it and the apple industry was changed forever. **Watch this fun NPR video about Club Apples and you will be an expert in no time!** <https://youtu.be/bDShFasYq9M>



AUTUMN GLORY

The **Honeycrisp** was the first patented apple. The patent lasted for 20 years and anyone could grow it. You could call up your nursery and order it. The nursery in turn would pay a royalty-about a dollar per tree to the University of Minnesota. The patent has since expired. In the 1980's and 1990's new varieties were developed by various breeders around the world with the aim of capitalizing on the concept and marketing apples through clubs with growing rights.

see more on page 2



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## EARL'S HAS A FULL LINE OF CLUB APPLES. LOOK FOR OUR NEW CLUB APPLE CATEGORY ON OUR PRICE LIST!

*continued from page one*

### Who can grow Club Apples and benefits of being in The Club

Club apples are varieties that are not just patented, but also trademarked and controlled in such a way that only a select "club" of farmers can sell them. Club varieties are licensed for growing and marketing by a plant breeder or another corporate entity which owns the legal rights to that variety. Licensees are growers and marketers depending on the license system.

### Benefits of being a Club Apple

**#1 Quality Control:** The management company selects the group to manage the commercialization, the growing, the harvesting and the packing. This way you can make sure all the apples are of consistently high quality. Criteria for the specifications include sugar content, firmness, blemishes and color. Inspections are regularly performed to ensure both the quality and traceability of the apple from the orchard to the shop.

**#2 Quantity:** You can grow enough to satisfy demand, but not so many that you drive down prices.

**#3 Marketing:** Clubs can organize big marketing

campaigns that convince consumers to buy the variety and stores to stock it. This never happened before for varieties that anybody can plant.

**#4 Trademarks:** Unlike a patent, a trademark never expires and the management group could have exclusive rights to sell the club apples they manage forever.

### How does a farmer become member of a club?

Once a variety has been created any prospective grower approaches the licence holder to get permission to plant it and applies to become a club member. Application can be directly with the licensor (Variety Manager) or via the grower's producer organization. It depends how the club is structured and the licensing system is organized. If approved by the owner to the rights, the grower would then sign up to a licence agreement.

**Ambrosia:** Mildly sweet and tart with tropical notes. Very refreshing, crisp and juicy. Resists browning.

**Autumn Glory:** Crunchy, sweet with hints of cinnamon and subtle notes of cinnamon.

**Cosmic Crisp:** Crisp, juicy, sweet-tart. The large, juicy apple has a remarkably firm and crisp texture. Some say it snaps when you bite into it!

**Envy:** Smooth, sweet, aromatic with dense creamy yellow flesh that doesn't turn brown.

**Jazz:** A crisp hard apple and the butter yellow flesh has an excellent strong sweet-sharp flavor with a pronounced fruity pear drop note.

**Juici:** Dense and sweet with a hint of tart. Crisp and juicy. Texture is similar to Honeycrisp but not as sweet.

**KORU:** Crisp, juicy, sweet flesh with notes of honey, orange juice, spice and vanilla.

**Opal:** Visually it resembles the Topaz with a ruby and orange blush, and an attractive golden yellow flush

**Pinata:** Tropical, crisp and very sweet, so much that you don't notice the tartness, but it's there keeping things refreshing. There's a little banana and coconut and a lot of carrot juice. It is also known as Pinova, Sonata and Corail.

**Rockit** (New this week!) : Naturally bred to be a small apple with a high red blush color. Perfect snack apple.

**Sugarbee:** High sugar levels at harvest. Nice snap in every bite. Flesh is creamy white. It is a good keeper.

*Ask your for sales rep for more information on the Club Apple varieties! Stay tuned for a downloadable chart of Club Apples in the coming weeks.*



KORU



JUICI

### Avocados

We will see a much better supply of 60ct Equal Exchange Avocados his week.

### Berries

**Blackberries and Raspberries** are in good supply out of Mexico  
**Blueberries:** Forbidden is starting to ramp up with good volume on the Snow Chaser variety. Readycycle packaging is back in stock.  
**Strawberries:** Baja is starting to trickle in. Fruit is seasonally appropriate with good flavor and some white shoulders. Martinez California fruit has been solid and we will see a smattering of Sun Valley fruit.

### Citrus

Did you know **Clementines** can no longer be considered one variety? Rather it is a group of varieties. In California it is also known as the **Algerian Mandarin**. The fruit is small to medium

size with sweet, rich, aromatic flavor. It is very juicy with bright red-orange color skin. **Check out the new varieties of citrus arriving on page one.** We are fully into **Mexican Valencia** season. **California Meyers** are plentiful from Side Hill Citrus and Marsalisi.

### Fall

**Pom Arils** will be available through Christmas. **Cranberries** are winding down. **Fuyus** are back from Cunningham.

### Pears

**Bartlett Pears** are at the end of their season. Pacific Northwest sweet **Concorde**, **Golden Bosc**, **D'Anjou** and **Red D'Anjou Pears** are in good supply.



## — VEG —

**Asparagus:** Supply steady through Christmas.

**Green Beans** are rolling in from Covilli in both bulk and 1# cello bags.

**Broccoli and Broccoli Crowns** are flowing freely now and prices are down.

**Brussels Sprouts:** Plenty of Brussels in net bags and bulk.

**Carrots:** Sun Valley Purple Carrots are starting up. Don't overlook the colorful Yellow Carrots from Sunrise Farm.

**Romanesco:** Inconsistent supply.

**Eggplant:** Globe Eggplant remains tight. Striped Purple and White Graffiti Eggplant offers your customer a nice medium size eggplant.

**Lettuce:** Beautiful red and green heads of Salanova Lettuce from Sunrise Farms in Buellton will pop on your retail shelf. Delicious delicate flavor, similar to red oak, with crisp inner leaves.



**Tomatero** is back this week with pretty Red and Green Little Gem Lettuce.

**Mushrooms:** **NEW!** Black Pearl Oyster Mushrooms from Sumano.

**Bell Peppers:** All colors are available. The cold wet weather has slowed production. We will see more growers come on in January.

**Radishes and Roots:** We have a lovely selection! Three different colors of Daikon (white, purple and red), Turnips (white, scarlet and purple), Parsnips, Sunchokes, Celery Root and Rutabaga! The radish category is robust with Black Spanish, Red, Pink, Easter, Breakfast and Watermelon! Cool weather and the stay at home order is the perfect time to cook up some warm winter dishes.

**Potatoes:** Growers are harvesting mostly 70ct Russets out of the field. Larger sizes will be tight. Plenty of Russet Bales! Snow Peas and Snap Peas are back in limited supply.

**Tomatoes:** Heirlooms from Tutti are winding down. Covilli started up earlier than expected with Mixed and Black Rose Heirloom Tomatoes, Cherry Tomatoes and Romas. Volume will be slow for the next few weeks.

**Winter Squash** varieties are bountiful. Dwelley Butternut and Spaghetti, Riverdog Carnival and Jarrahdale (great for roasting), Coke Red Kuri and Acorn from Rico Farms. Durst is back with more Angel Hair (personal sized spaghetti) and Shokiichi (personal sized Kabocha).



**For week ending 12/19/2020:** Growing conditions continue to maintain consistency. Overall supply continues to improve. However, we will continue to see some challenges come and go on the Crunch items through the week due to quality challenges. There may also be an above average supply challenge on Arugula ingredient due to some wind related challenges.



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