

The Berry Man, Inc.

July 4, 2012

Your Local Wholesale Produce Distributor

FIGS

Indigenous to the Mediterranean and Asia Minor territories, the fig tree comes from the Mulberry family and bears the common Latin name, *ficus carica*. The fig, itself, is actually an inverted flower that develops into a fruit. The flower develops on the inside of a pear-shaped hollow within a small opening at the base called the "eye." The pulp that grows inside holds the seeds encased by fleshy buds.



[Black Mission Figs](#) are most popular and commonly found in the peak of the summer growing season. They can appear in varied shades, but a deep violet to black color is most prominent. These black beauties are prized for their fresh, juicy pulp and sugary-sweet, intense flavor.

[Kadota Fig](#) The Kadota fig, the American version of the original Italian Dattato, is thick-skinned and possesses a beautiful creamy amber color when ripe. Practically seedless, this fig is a favorite for canning and preserving.

[Adriatic Fig](#) Transplanted from the Mediterranean, the Adriatic fig is the most prolific of all the varieties. The high sugar content, retained as the fruit dries to a golden shade, make this fig the prime choice for fig bars and pastes.

BRENTWOOD CORN

Delicious Brentwood sweet corn is now appearing. This corn is beloved by the likes of Thomas Keller as well as the backyard Grillmaster. Brentwood corn is noted for being sweet, firm, and tasty and you'll find white, yellow, and bi-color varieties at the farmers' markets. This luscious corn is perfect for grilling, boiling, or steaming. With summer picnics, barbecues and parties in full swing, it's a tasty addition to your menus.



Brentwood is famous for its corn, especially the variety known as Brentwood Diamond, which was introduced in the 1990s. [G&S Farm](#) and [Simoni & Massoni](#) both grow the Diamond variety, as well as the Supersweet white and yellow varieties. The rich Brentwood agricultural soil and temperate climate of the Delta is ideally suited for growing corn and the local farmers take full advantage of these perfect growing conditions.

WEEKLY PRODUCE SCOOP

AVOCADOS..... California crop, Good quality but prices are high.

BELL PEPPERS.... California New Crop! Prices are coming down.

TOMATOES.... Still coming from Mexico, Prices might go up. Light color.

LIMES..... Coming from Mexico. Good Quality. Prices are down.

CANTALOUPE..... California new crop. Good quality and very sweet.

CELERY.....California grown, supplies are much better and prices came down.

ORANGES....California Crop available, Good Quality. Prices down.

ASPARAGUS.... New California crop, good quality. Prices are fair.

STRAWBERRIES.....Santa Maria and Watsonville crop. Better quality and cheaper prices.

GRAPES....California and Mexican crop. Green are high in price. Good quality!

CARROTS...Still short supplies on Jumbo size, Prices still high.

Newsletter

The Berry Man, Inc.

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The Berry Man, Inc.

San Luis Obispo
805 543 9000

CIAO BELLA SUMMER FLAVORS



- Peaches and Cream Gelato
- Chunky Cherry Gelato
- Strawberry Merlot Sorbet



*Seasonal Flavors—Limited availability 5 ltr. @ \$44.75

SATURN PEACHES

With its rosy blush and bright yellow or white flesh, the peach is one of summer's most delicious fruits. Thought to be of Chinese origin, there are now over

2,000 known varieties. Fairly new in the marketplace is this uniquely shaped peach, which is flat, resembling the rings of the planet Saturn. It is a small to medium sized, semi-freestone peach that is delicately sweet and fragrant. The velvety skin encases the fragrant white flesh with a small pit in the center. Bite into a perfectly ripe, sweet Saturn peach and your taste buds will be in heaven.



*Summer Truffle ...\$205lb

Morels.... \$24.50/lb

Porcini...\$28.50

PLEASE ALLOW LEAD TIME

Trivia...call Cory at 805.722.5212

There was a time when I was widely enjoyed, but today I have fallen into neglect. Originating in India or Persia I spread quickly (via seed, not via ground cover) to Europe and America. Once said to be eaten by "French men and pigs when they can get nothing else", I am considered a common weed and a nuisance to gardeners. I am a ground hugging fleshy, fat leafed plant growing no higher than four inches and easily found in both hemispheres. I have over forty relatives and while most are green, a few are as good as gold. My stems are a rubbery pinkish-red and can grow twelve inches, spread out in a network like flat vines. I can be picked before maturity and will continue to flower and seed post harvest. I have a slight acidic and peppery taste and can be cooked or used fresh. I am a great textural addition to fresh garden salads or you can simply boil and serve me salted with butter or oil. The thickness of my leaves makes me a tasty addition to gumbos, soups, and stews.

WHO AM I???

Congratulations to the crew at the Sunset Room for being the first to guess Pineapple to last weeks trivia!!!

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