



# "FRESH IS BEST"

with Sydney Direct Fresh Produce

## FORTNIGHTLY MARKET UPDATE

25TH JAN - 6TH FEB 2017 / ISSUE 05

# KEEPING YOU FRESH



FRUITANDVEGETABLEWHOLESALE  
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## SDFP SPECIALS 25TH JANUARY - 6TH FEBRUARY 2017



**BEETROOT BAGS**  
**\$18 PER BAG**



**PEACHES**  
**\$15 PER TRAY**



**SWEET CORN**  
**\$18 PER BOX**



**ROCKMELON**  
**\$18 PER BOX**

## GENERAL MARKET NEWS

BABY SPINACH - Supply remains short and quality is average due to the heat wave.

POTATOES - Supply improving on all potato lines. Prices are easing.

AVOCADOES - Supply remains very short and expensive. Prices are high.

GRAPES - Supply is improving with prices falling. Quality is excellent.

POMEGRANATE - USA supply has finished this year and the Australian season is still 2-3 weeks away.

Supply will be short and eventually unavailable until then.

**FRESH IS BEST. THE NEW SDFP WAY TO KEEP YOU UP TO SPEED WITH ALL OUR  
FRUIT AND VEGETABLE NEWS.**



## NEW TO THE MARKET

We always search high and low to bring you some unique and interesting flavours. Here is what's new this week:

BLACK MUSCAT GRAPES  
TAMARILLO (AUSTRALIAN)  
PEDRON PEPPERS  
LOCAL FIGS  
GHERKINS  
SUGAR PLUMS

## GOURMET VEGETABLES AND EXOTIC FRUIT

### GOURMET VEGETABLES

BUTTER BEANS, BORLOTTI BEANS, GHERKINS, GREEN ALMONDS, BABY CORN HUSK, FINGER FENNEL, HORSERADISH, SALSIFY, PURPLE KALE, SPAGHETTI PUMPKIN AND ROMAN BEANS.

### EXOTIC FRUIT

LYCHEE, DRAGON FRUIT, RAMBUTAN, CHERRIES, LONGAN., GOLD KIWI AND POMELO.

## WHAT FRUIT AND VEGETABLES ARE IN GOOD SUPPLY?

The SDFP team keep a constant eye on what is performing the best. Here is the fruit and vegetable lines that are in good supply:

### VEGETABLES

BABY FENNEL, KALE, CELERY, SWEETCORN, BEETROOT BAGS, EGGPLANT AND ZUCCHINI.

### FRUIT

CHERRIES, PLUMS. PEACHES, NECTARINES, ROCKMELON AND WATERMELON.

## PETITE BOUCHE

Some Petite Bouche lines will be a little slow whilst they get the new farm up to speed. We will keep you posted or you can go to [exportfresh.com.au](http://exportfresh.com.au) for more information.

### GOOD SUPPLY

ALL MICRO HERBS, AMARANTH, PETITE CARROTS, PENCIL LEEK, FINGER FENNEL, RED VEIN SORREL, BABY COS, GREEN & RED ELK, WASABI LEAF AND SALAD BURNET.

### PLEASE BE PATIENT ITS GROWING

BRONZE FENNEL, CHERVIL, CONFETTI CORIANDER, GHOST KALE, ICE PLANT, LABANESE CRESS, ROCKET, WOODLAND SORREL AND EDIBLE FLOWERS WILL BE LOW IN SUPPLY.

## WHAT'S IN SHORT SUPPLY AND COMING TO END OF ITS SEASON?

All good produce comes to the end of it's season, get's affected by weather or has a rise in price due to shortages and high demand. Here is an overlook for YOU:

### SHORT SUPPLY AND HIGH PRICE

RED WITLOF, POMEGRANATES, GLOBE ARTICHOKE, JERUSALEM ARTICHOKE, ALL MUSHROOM LINES., AVOCADO, CAULIFLOWER, STRAWBERRY AND RASPBERRY.

**PETITE BOUCHE** - As the Export Fresh team expand to a new farm we will be low on some Petite Bouche lines. They have been focusing on getting all the lines in top condition at the new farm before they become available. We will keep you informed.

### FINISHING FOR THE SEASON

POMEGRANATE (USA)  
AUSTRALIAN ASPARGAUS  
RED WITLOF (TWO MONTHS)