

PRODUCE TALK

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Item of the Week: COCONUTS *(Conventional and Organic)*

Nutrition facts

Coconut is a mature fruit of the *Cocos nucifera* palm. It is one of very versatile and indispensable food item for millions of inhabitants of South and South-East Asia and Pacific islands. It is one of the most sought-after ingredients in the kitchen since it employed in almost each and every recipe prepared in these parts of the world.

Cocos nucifera belongs to the large **Palmaceae** family of palm trees. Coco palm grows well in the tropical climates. The palm requires moist, sandy, well-drained soil and flourishes well all along the saline-rich coastal regions.

The palm coconut is an unbranched, erect, tall-growing tree that could reach more than 100 feet in height and has a lifetime of about 75 to 100 years. Once planted, it may take about 4-5 years to begin their first produce, and often, quite longer time in some varieties. Several hundred cultivars of the coconut palms grown all over the tropics and so, their taste of meat (kernel) and flavor of water thus may vary according to the saline content of the soil, distance from the seashore, the amount of rainfall, etc.

In a season, a single coconut palm may yield 20-150 mature nuts. The fruit is almost spherical to oval in shape and measure between 5-10 inches in width. Its rough outer husk is light green, which becomes dry and turns gray as the nut matures. The husk (exocarp) is about 1-2 inches in thickness and made of tough fibers. Underneath the husk, there is a woody shell enclosing inner edible meat (kernel-endosperm). Recently harvested mature fruits contain some amount of sweet water inside its central hollow cavity surrounded by the white meat (endosperm). The fruit with its shell, kernel (meat), and water together constitute a commercial "coconut" in the markets.

Health benefits of coconut

- Coconut is a very versatile and indispensable food item for most people under the tropical belt. It is a complete food rich in calories, vitamins, and minerals. A medium-sized nut carrying 400 g edible meat and some 30-150 ml of water may provide almost all the daily-required essential minerals, vitamins, and energy of an average-sized individual.
- 100 g kernel holds 354 calories. Much of this comes from the fats and protein. Although its meat is disproportionately high in saturated fats in comparison to other common edible nuts, coconut has many health promoting bioactive compounds.
- The important saturated fatty acid in the coconut is **lauric acid** (1:12 carbon fatty acid). Lauric acid increases good-HDL cholesterol levels in the blood. HDL is a high-density lipoprotein, which has beneficial effects on the coronary arteries by preventing vessel blockage (atherosclerosis). Physicians recommend high HDL to total cholesterol levels in the blood for the same reason.
- Coconut water is a very refreshing drink to beat tropical summer thirst. The juice is packed with simple sugar, electrolytes, minerals, and bioactive compounds such as cytokinin, and enzymes such as acid phosphatase, catalase, dehydrogenase, peroxidase, polymerases, etc. Altogether, these enzymes aid in digestion and metabolism.

- Coconut oil extracted from the dry kernel (copra) is an excellent emollient agent. It is used in cooking, applied over scalp as hair nourishment, employed in pharmacy and medicines.
- Research studies suggest that **cytokinins** (e.g., kinetin and trans-zeatin) in coconut water showed significant anti-ageing, anti-carcinogenic, and anti-thrombotic effects.
- The kernel is an excellent source of minerals such as **copper**, calcium, **iron**, **manganese**, magnesium, and zinc.
- It is also a very good source of B-complex vitamins such as folates, riboflavin, niacin, thiamin, and pyridoxine. These vitamins are essential in the sense that body requires them from external sources to replenish.
- Coconut meat and water contain a good amount of potassium. 100 g of fresh meat contains 356 mg or 7.5% of daily required levels of potassium.

Preparation and serving tips

There are several methods in practice to cut-open the whole coconut fruit. At home, an able person with enough skills in plying its tough outer husk (exocarp and mesocarp) should only do this task. The nuts usually husked with the help of large machines in the industries. At the household, it is plied using a sharp sickle, portion by portion to expose inner spherical to oval shaped hard shell (endocarp). In India and other Asian countries, this husked nut is broken by hitting it against a hard surface with high force. Its water is either used in the cooking or simply discarded. Finally, its white meat is separated from its attachment to shell (endocarp) using a sharp spatula or knife. The meat is cut into chunks, slices or grated using a knife, or grater.

Here are some serving tips:

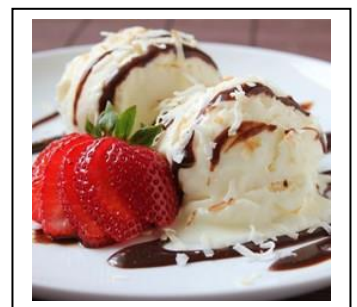
- Its slices or chunks are eaten as a snack. The kernel can be eaten in many ways. In one of the unique recipes to South India where small slices or grated coconut is mixed with jackfruit slices, honey, sugar, and banana and served as a dessert.
- Finely grated and dried (desiccated) coconut powder is used in the preparation of a variety of savory dishes in India and other Asian regions. Coconut chutney is a thick paste prepared by grinding together grated coconut, roasted peanuts, green or red chili peppers, mustard seeds, curry leaves, garlic, and salt and used as a dip with rice cake (idli), poori (puffed fried thin bread), etc.
- Dried (desiccated) coconut powder is found a special place in mouth-watering sweet dishes like burfi, granola bars, cake, cookies, chocolate, pies, custard (kheer), etc., in almost all parts of South Asia, and East Asian regions.
- Fresh tender coconut water can be enjoyed as a special refreshing drink by adding lemon, mint leaves, orange zest, etc.
- Coconut milk is added to a variety of food preparations. In many parts of Indonesia, Philippines, India (Kerala,), Malaysia and Sri Lanka vegetables, fish, and seafood curries cooked in this milk. In Indonesia, South India, and Malaysia, rice is steamed in milk with herbs and spices (nasi uduk) and served with chicken or meat curries.

Recipe (Source: Allrecipes.com)

COCONUT ICE CREAM

Ingredients:

- | | |
|-----------------------------------|--|
| 1 cup milk | 1 1/2 cups heavy cream |
| 1 (14 ounce) can cream of coconut | 1 1/2 cups sweetened flaked coconut (optional) |



Directions:

1. Combine the milk and cream of coconut in the container of a food processor or blender, and mix thoroughly. Stir in cream and flaked coconut.
2. Pour into the container of an ice cream maker, and freeze according to the manufacturer's instructions.

Western Vegetables

AVOCADOS: Continue cuts and prorates and high markets; will continue until we get into newer supplies out of Mexico.

BROCCOLI: Supply is starting to get affected by the higher temperatures in California; we are looking to move to Michigan grown product if the product quality becomes an issue.

CAULIFLOWER: Supplies are starting to improve and the quality is good. Market has gradually decreased; pricing is starting to come off.

CELERY: The market is starting to come off as supply is starting to turn around.

GREEN ONIONS: Markets are active as limited supplies are present creating a shortage due to some field loss due to quality issues.

LETTUCE: Seeing great Iceberg supplies in the market and good promotional pricing available. Leaf lettuces supply has leveled out and we are seeing prices come back down to a normal level. Increased heat out west may lead to an increase in downy mildew.

Value-Added

Mann's is prorating orders on all items containing organic broccoli due to lack of raw product. Take a look at Mann's Nourish Bowls which are now available in five different varieties.

Southern Vegetables

BEANS: Michael's product; looks really nice.

CABBAGE: All Michaels on savoy and red cabbage. Quality looks very nice.

CORN: Michael's corn is off a little.

EGGPLANT: Good supplies.

GREENS: Decent supplies.

ONIONS: Western onion markets are firm. Supplies are improve and quality is good. Vidalia sweet onions continue to be in good supply as long as quality holds up. Vidalia could run through Labor Day.

PEPPERS: Good supplies on Ohio peppers.

POTATOES: Markets are mostly steady. New crop Russets and boiling potatoes will begin shipping next week from the northwest. New crop Idaho potatoes are set to start the end of August.

YELLOW & ZUCCHINI SQUASH: All coming from Ohio and Michigan area.

Organics

BEETS: Beets still remain a challenge due to curly top virus that impacts the plant leaves and bulb. Supplies will be limited for a few more weeks until growers move to lower elevation new fields that should be clean.

BROCCOLI: Due to weather issues (heat) in growing regions in the west, we are seeing suppliers limit available supply driving market cost up. There will be discoloration to the tops as heat will cause a darker head on the broccoli.

BUNCH CARROTS: Good supply available; we have seen some discoloration to the tops.

CABBAGE: Regional supply has really come on from Ohio and other surrounding areas. Great time for promotions!

CAULIFLOWER: Supplies are starting to improve and the quality is good. Market has gradually decreased; high temperatures out west should not affect supply.

CELERY: Supply is getting better as we have moved up into California product starting out. Price will remain high for the next couple of weeks until the pipeline is filled back up.

CUCUMBERS: Supply is coming from several regions; Ohio, Wisconsin, Pennsylvania and out west. Product quality looks great!

GREEN PEPPERS: Steady supplies regionally with good quality. Ohio will get started in great supply the first part of August.

KALES: Great supplies of kale currently; plenty of regional product from all over the Midwest available. We are sourcing from North Carolina, Ohio and other regions. Product is in great supply and pricing is very promotable.

LETTUCES: Green leaf demand exceeds supply; overall quality is average. Red leaf supplies are decreasing as desert season comes to an end; demand is steady and quality is good. Romaine lettuce market is very active; demand exceeds supply and quality is average. Romaine hearts supplies are light; quality is average.

RADISHES: Supplies are improving with better quality tops. Very little damage now to the tops and they look much cleaner than they have been.

YELLOW SQUASH & ZUCCHINI: Supply has been very good out of Ohio on zucchini with yellow being much more limited.

Asparagus

Mexico has begun shipping product helping overall supply situation improve. Markets will continue to move downward after huge spike sent costs skyrocketing and killed the market. Any opportunities to promote asparagus won't be available until we get into the fall season.

Fruit

APPLES & PEARS: Washington apple supplies continue to dwindle as the storage fruit is cleaning up. Small sizes are very tight; large sizes are better value and quality. Look for gaps in organic availability as the Washington crop ends and import crop begins. Michigan has finished with apples; be back late summer early fall. New crop California Bartlett pears and Gala apples are now available.

BIN CANTALOUPE: Indiana and Kentucky bin cantaloupes shipping steadily but is probably the last week of good heavy volume out of those regions. Michigan Honeyrock melons also currently available with good heavy set; large size melons. All will continue into August but it will be very spotty and go down in volume in the next few weeks as we move further into August.

BLACKBERRIES: Market is on the strong side due to some quality issues that was happening in various growing regions of California and southern US. Seeing some red cells issues on arrival. Organics remain steady out of western US with little market change.

BLUEBERRIES: Good volume coming out of Michigan and coupled with Northwest crop on blueberries is keeping markets costs in promotional levels, but peak has hit and look for more active markets with seasonal cost increases over the latter part of the month. Organics continue to have some great deals and pricing coming out the northwest. A good item to promote.

CANTALOUPE & HONEYDEWS: Domestic cantaloupe and honeydew pricing is now stable. King of the West 5ct honeydews are now in stock.

CHERRIES: Still good volume and continue to have a lot of opportunities to promote cherries over the next week, and looks to run through Labor Day with decent supplies. The markets will actually start to rise as they get into this latter part of the crop. Rainiers are in the last week and will be coming off guides following the week.

CITRUS: Both conventional and organic lemons are tightening up drastically. Demand exceeds supply. Markets are going higher. Imported navels, Cara Cara navels and Daisy mandarins are available. Quality is very good. Imported Minneola tangelos will start next week.

CLEMENTINES: Little market change on South Africa and South America clementines. Supplies somewhat uneven.

GRAPES: Good overall volume. Green seedless quality has been outstanding with excellent size and eating flavor. A lot of these newer varieties are offering a really sweet, clean green seedless grape. Red seedless

overall solid on Flame seedless but sizing running toward smaller end; new varieties starting to harvest as organics are very steady. Promotions will continue on all grapes through August and September.

RASPBERRIES: Like strawberries, we are starting to see supply affected by the higher temperature.

STRAWBERRIES: With the increased temperatures in growing regions we are starting to see loading and available supply slow down. Inbound quality will be an issue as with higher temperatures will bring increased bruising and sun-scold.

California Stone Fruit

Overall California stone fruit will be a limited deal throughout the summer due to a number of factors ranging from decreased acreage to damage from heat stress that has struck California.

NECTARINES & PEACHES: All organic peaches and nectarines have now moved up into Washington. Quality looks very nice.

PLUMS: Black and red plums along with multi varieties of Pluots shipping. Good item to promote with excellent flavor.

Southern

Steady volume on southern peaches and offering some late summer promotion on great eating fruit. Peaches are ranging from number of locations in southeast. New Jersey Red Havens are available, nice solid quality fruit.

Tropical Fruit

BABY FRENCH BEANS: Heavy volume; market off. Promote

FLORIDA AVOCADOS: Florida Slim avocados from Brooks Tropical costs in promotional level and great item to introduce and promote, with high market cost associated on Mexican/California Hass avocados, which continues to move upward.

LIMES: Prices has firmed up and increased on some sizes with better demand this week. Size 200 and large remained limited. Overall quality is very nice.

MANGOES: Mexico has begun shipping very nice varieties. Ataulfo have also started in a light way from Mexico. There will be a steady supply of mangoes in the coming weeks with increasing volumes.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Good supplies; papaya popularity increasing.

SUGAR SNAP PEAS/SNO PEAS: Sugar snap market strong; sno peas on the down swing.

Merchandising Tips

If you have children, then you know that it is back to school time. Has your store been pushing healthy eating habits for children, then great. If not, then it is a perfect time to start a program now. You can start by highlighting the items that kids might like with some special signage. Pick items that are small such as, peaches, plums, Pluots, apples and pears. Another, way is to do grapes by putting a special sign up that says the following, "Freeze me to help keep your child's lunch cold." I might even suggest that you could do some smaller sizes of your cut fruits and vegetables. If labor is a problem for you, then get with your Crosset merchandiser to discuss the use of the CC Kitchens to assist your store in this area. One, great idea would be to make a special section in your department. Be sure to decorate it so that it stands out, and put a sign above it that calls it the "The Super Kids Zone, or Your Little Hero's Section." Remember to make sure that your employees are well educated about what the healthy eating habits should be for children. By doing this, your employees will be better suited to assist the parents if they have any questions concerning healthy eating for children. You can also create some excitement in your department by offering school tours of the department and talking to the children about healthy ways to eat. I am sure whatever you choose to do will be a great success as you teach children how to develop better eating habits.

CROSSET NEW ITEM & DELETION SHEET

W/B: 8-6-17

ITEM #	<i>NEW ITEMS</i>	SIZE
33702	72 ct CAL Gala Apple CV	40#
38067	80 ct CAL OG Bartlett Pear	40#
74602	Heirloom Tomato	10#
64510	Cv 2# Limes	17/2#
75545	Og Cherry Tomatoes	12/Pints
75625	Og Medley Tomatoes	12/Pints
72055	VF White Nectarines	25#
71030	VF White Flesh Peaches	25#
101455	Star fruit	25ct
57005	Tangelo Minneola	22#
2135	Watermelon Yellow	5ct
40468	Navel Orange	56ct
78825	Driscoll Blackberries	12/12oz
69135	Tear drop Grapes	16#
	<i>DELETIONS</i>	
30038	OG Braeburn	40#
64050	Cv Honey Mangoes	14ct
67015	Cv PP Apricots	14#
67071	OG PP Apricots	14#
68110	OG Rainier Cherries	15#
72010	OG White Flesh Nectarines	18#
58535	Lemon Choice Org	165ct

Conventional Local/Regional Availability

Michigan		
Item Number	Description	Shipper
21640	Squash, Yellow 20#	Ruhlig/Leitz
21705	Squash, Zucchini (Italian) 20#	Ruhlig/Leitz
18530	Green Pepper 26#/50ct	Ruhlig
15660	Cauliflower Bin 80ct	Ruhlig
75015	Roma Tomato	Leitz
74740	Tomato Slicers	Leitz
19605	Cucumbers Carton 25#/24ct	Ruhlig
10583	Broccoli Michigan	Ruhlig
75610	Grape Tomatoes - 12/pints	Leitz
21805	Acorn Squash 35#	Ruhlig
21510	Butternut Squash 35#	Ruhlig
21315	Spaghetti Squash #35	Ruhlig
25808	Green Kale 22#/24ct	Ruhlig
96205	Green Collard 22#/24ct	Ruhlig
96305	Green Mustard Bunch 22#/24ct	Ruhlig
Ohio		
Item Number	Description	Shipper
15145	Turnip Bulk	Holthouse
19605	Cucumbers Carton 25#/24ct	Holthouse
21640	Squash, Yellow 20#	Holthouse
18530	Green Pepper 26#/50ct	Holthouse
21705	Squash, Zucchini (Italian) 20#	Holthouse
17610	Bean, Green- 26 #	Michaels
6345	Bi-Color Corn 42/48 Ct.	Michaels
7515	Cabbage Red Bulk	Michaels
7603	Cabbage Savoy Bulk	Michaels
7010	Cabbage Green Fresh Bulk	Michaels
21805	Acorn Squash 35#	Holthouse
21510	Butternut Squash 35#	Holthouse
21315	Spaghetti Squash #35	Holthouse

Organic Local/Regional Availability

Michigan		
Item Number	Description	Shipper
21615	Squash, Yellow Organic 20#	Greenfield Farms
21725	Squash, Zucchini Organic (Italian) 20#	Greenfield Farms
18535	Pepper, Organic Green 25#	Greenfield Farms
99514	Chard, Rainbow Organic 12ct	Greenfield Farms
99415	Chard, Red Organic 12ct	Greenfield Farms
25871	Kale, Lacinato Organic 12ct	Greenfield Farms/Pirrone
25875	Kale, Red Organic 12ct	Greenfield Farms/Pirrone
25820	Kale, Green Organic 24ct	Greenfield Farms/Pirrone
96290	Greens, Collard Organic 12ct	Greenfield Farms/Pirrone
Ohio		
Item Number	Description	Shipper
25820	Kale, Green Organic 24ct	Greenfield Farms
25871	Kale, Lacinato Organic 12ct	Greenfield Farms
21615	Squash, Yellow Organic 20#	Greenfield Farms
99415	Chard, Red Organic 12ct	Greenfield Farms
21725	Squash, Zucchini Organic (Italian) 20#	Greenfield Farms
7031	Cabbage, Organic Green 45#	Greenfield Farms
13530	Beet, Organic Red 12ct	Greenfield Farms
39580	Cucumber, Organic 20#	Greenfield Farms
20523	Eggplant, Organic 20#	Greenfield Farms
18535	Pepper, Organic Green 25#	Greenfield Farms
74910	Slicer Tomatoes - 15#	Greenfield Farms
75615	Grape Tomatoes - 12/pints	Greenfield Farms
Pennsylvania		
Item Number	Description	Shipper
99525	Chard, Green Organic 12ct	Lady Moon
21615	Squash, Yellow Organic 20#	Lady Moon
21725	Squash, Zucchini Organic (Italian) 20#	Lady Moon
18535	Pepper, Organic Green 25#	Lady Moon
99514	Chard, Rainbow Organic 12ct	Lady Moon
99415	Chard, Red Organic 12ct	Lady Moon
25871	Kale, Lacinato Organic 12ct	Lady Moon
25875	Kale, Red Organic 12ct	Lady Moon
25820	Kale, Green Organic 24ct	Lady Moon

96290	Greens, Collard Organic 12ct	Lady Moon
11280	Parsley, Curly Organic 30ct	Lady Moon
11288	Parsley, Italian Organic 30ct	Lady Moon
98630	Fennel, Organic 12ct	Lady Moon
13530	Beet, Organic Red 12ct	Lady Moon
Wisconsin		
Item Number	Description	Shipper
21615	Squash, Yellow Organic 20#	Organic Valley/ Wisconsin Food Hub
21725	Squash, Zucchini Organic (Italian) 20#	Organic Valley/ Wisconsin Food Hub
39580	Cucumber, Organic 20#	Organic Valley/ Wisconsin Food Hub
25871	Kale, Lacinato Organic 12ct	Organic Valley/ Wisconsin Food Hub
25875	Kale, Red Organic 12ct	Organic Valley/ Wisconsin Food Hub
25820	Kale, Green Organic 24ct	Organic Valley/ Wisconsin Food Hub
96290	Greens, Collard Organic 12ct	Organic Valley/ Wisconsin Food Hub