

Valentine's Day: Strawberries and Roses



Strawberries are among the most popular berries consumed worldwide. As a wild fruit, strawberries are native to regions of the earth known as "temperate" regions. These regions include most of Europe, Asia, North America, and the lower half of South America, including Chile. Not only do strawberries grow wide throughout these many regions of the world, they have also been cultivated for hundreds of years. In the United States, which is the world's largest commercial producer of strawberries at approximately 3 billion pounds per year, strawberry varieties are often divided by growers into categories like "early season," "mid-season," "late-season," "June-bearing," or "day neutral" (which typically produce during July, August, and September). Another popular variety is "everbearing," which contrary to its name, typically bears fruit 2-3 times per year in different seasons.

Health Benefits of Strawberries

Eye Care: The primary reason for almost all problems related to the eye is the presence of free radicals caused due to deficiency of certain nutrients. With increased age and lack of these protective nutrients, the free radicals can cause heavy damage to the eyes. One may witness dry eyes, degeneration of the optical nerves, macular degeneration, vision defects and increased susceptibility to infections. Antioxidants such as flavonoids, phenolic phytochemicals, and ellagic acid, all of which are present in strawberries, can help avoid these situations to a large extent. One more condition strawberries can fix is disturbance in ocular pressure. Ocular pressure means the pressure within the eyes. Any disturbance in this pressure can be harmful to the eyes. Strawberries are helpful because they contain potassium, which helps in maintaining the correct pressure.

Boosts Immunity: The immune system is our body's first line of defense against infections, microbial action, and a variety of other potentially dangerous conditions. Vitamin C present in strawberry boosts the immune system and helping in curing common cough and cold. Vitamin C is also an antioxidant, which means that it neutralizes free radicals, the harmful byproducts of cellular metabolism that are constantly created in our body. These free radicals are responsible for mutating the DNA of healthy cells into cancerous cells and are subsequently responsible for a number of diseases, including heart disease and various cancers. A single serving of strawberries has approximately 150% of your daily requirement of vitamin C, isn't that incredible!

Treats Arthritis and Gout: Degeneration of muscles and tissues, drying up of the fluid which

Health Benefits of Strawberry Organic Facts



- Boosts immune system
- Reduces risk of eye related ailments
- Helps maintain normal blood pressure
- Lowers risk of arthritis, gout and cancer
- Helps regulate proper functioning of nervous system
- Prevents heart diseases and reduces cholesterol

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helps increased mobility of the joints, and accumulation of toxic substances and acids (such as uric acid) in the body are some of the ill effects of free radicals. These are the primary causes of arthritis and gout. As mentioned earlier, strawberries are abundant in antioxidants and detoxifiers, which help in treating these conditions. It is said that a serving of fruits every day will remove the “rust” from joints. This old adage is definitely true for strawberries since it has powerful anti-inflammatory ability to ease the inflammation and associated pain from these types of conditions.

Prevents Cancer: Vitamin-C, folate, anthocyanins, quercetin, and kaempferol are just a few of the many flavonoids in strawberries which possess excellent antioxidant and anticarcinogenic properties. Together, they form an excellent line of defense to fight cancer and tumor growth. Daily intake of strawberries is connected to a drastic reduction in the presence and metastasis of cancer cells.

Boosts Brain Function: Unfortunately, it is very common for old people to begin losing their memory and control over certain activities, muscles, and limbs. This is due to either the natural or premature aging of their brain and nervous system. Actually, free radicals are the agents responsible for signs of aging because they have an adverse effect on both of these systems. Due to the activity of free radicals, the brain tissues start degenerating and the nerves become weaker. Luckily, strawberries can help you avoid these untimely conditions in life. Vitamin C and phytochemicals in strawberries neutralize the effects of these oxidants and rejuvenate the system. Furthermore, strawberries are rich in iodine as well, which is very helpful for regulating the proper functioning of the brain and nervous system. Potassium, which is found in significant quantities in strawberries, also has been linked to improved cognitive function by increasing the blood flow to the brain. Research studies on students have shown that when potassium levels of high concentration are consumed; memory and recall abilities seem to be strengthened in test-taking. There is a good reason why bananas and strawberries are considered “brain food”!

Reduces Hypertension: Strawberries are rich in potassium and magnesium content, both of which are effective in lowering high blood pressure caused by sodium and various other risk factors. Potassium is a vasodilator, meaning that it reduces hypertension and the rigidity of arteries and blood vessels; thereby, lowering blood pressure, easing the flow of blood to various parts of the body, and keeping them functioning at their full potential.

Improves Heart Function: High fiber content, folate, no fats, and high levels of antioxidants such as vitamin-C and phytochemicals form an ideal cardiac health pack, as they effectively reduce cholesterol in the arteries and vessels. Some members of the vitamin-B family present in strawberries also strengthen the cardiac muscles and lead to better functioning of the heart.

Promotes Weight Loss: Strawberry promotes weight loss due to the presence of various nutrients that help to stimulate metabolism and reduce appetite.

Prevents Birth Defects: Folic acid is a necessary nutrient, especially during pregnancy. Strawberries are a good source of folic acid and help in preventing birth defects.

Reduces Inflammation: Strawberries are rich in antioxidant properties and help to reduce inflammation. Perhaps most importantly, strawberries and all of the associated foods that contain strawberries are delicious as well. Next time you are looking for something sweet, bite into some juicy strawberries and enjoy the benefits they have in store for you!

Roses

February 14th is Valentine’s Day! This year it’s on a Wednesday and it will be big! The entire focus for Valentine’s Day centers on that special someone in one’s life. Produce itself is not a major player in this theme, but can generate some additional sales if we approach it properly. Floral is very big and can really increase sales if properly managed and planned out.

Valentine's Day is the biggest day all year for rose sales and astronomical numbers can be achieved when done properly. You must have single roses, half dozen roses and dozen roses available. Remember, it's not uncommon for kids to recognize mother and grandmother on Valentine's Day, so you must have some corsages, single stem roses, bouquets or other alternative gifts for the kids to buy. Blooming plants that are red in color also sell very well. Cut flowers and arrangements must have red and white as the primary colors. Bouquets must be red and white in color also. Don't forget about balloons—balloons can be huge and can be a perfect gift from a kid for their mother or grandmother. Display them up by the registers and in the floral shop as well. Novelties should be red and white also. Even though you need to be competitive on your dozen rose prices, pricing for Valentine's Day is not a major concern on other items.

Meaning of Different Colors of Roses

A Rose is a traditional flower given on Valentine's Day but it conveys the right emotion only when it is gifted in a particular color! Given below is the meaning of different colors of roses to help you choose the one that gives perfect expression to your feelings.

RED ROSES: Red roses are the most popular Valentine's Day Flower. This is because the color red stands for eternal love, passion, courage and respect. Symbolically red rose conveys romantic love and enduring passion. Lovers often take help of red rose to say, 'I Love You'. Though at times red roses are also used to convey non-romantic messages such as "Congratulations" and "Job Well Done". However, no other flower equals the popularity of red rose on Valentine's Day and this explains why their prices rocket in the month of February.

WHITE ROSES: Pure white roses are symbolic of purity, truth, innocence, reverence and silence. Hence these are used to convey "I Miss You" or "You're Heavenly." A popular flower for the festival of Valentine's Day, white roses are also used in weddings and in funerals.

YELLOW ROSES: Yellow roses symbolize friendship, celebration, joy, hope, freedom and also jealousy. But on the occasion of Valentine's Day these are used to convey "Let's Be Friends". So if you plan for an everlasting romantic relationship, yellow roses may not be an ideal flower for you. Yellow roses may also be used to say "I Care", "Welcome Back", "Get Well" and "Remember Me" when sending good wishes to newlyweds or new mothers.

PINK ROSES: Pink roses are quite popular as Valentine's Day flower as these convey the feeling of "Thank You", "You're So Kind" and "I Love You" in a way that can be considered either romantic or friendly. Generally speaking, pink roses symbolize admiration, gentleness and sweetness and are associated with friendship and marriage.

PEACH ROSES: On Valentine's Day, peach roses convey a message of desire and excitement. At other times, peach roses may be used to express appreciation, gratitude, or sympathy.

LILAC ROSES: These depict the sender has fallen in love at first sight with the recipient and is enchanted.

CORAL ROSES: Coral roses express desire with their passionate color.

ORANGE ROSES: Orange roses communicate enthusiasm and desire of the sender for the recipient.

DEAD ROSES: Regardless of the original color, dead roses clearly convey "It's Over".

COMBINATION OF ROSES: Red and Yellow Roses - A bouquet of red and yellow roses conveys a message of happiness and celebrations. Red and White Roses - A combination of red and white roses indicate bonding and harmony. It helps to convey the message of "Together We Stand." Yellow and Orange Roses - This is used to say, "I'm passionate about you".

Organic Produce

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: Supply has rebounded quite well and we are seeing much better quality.

CABBAGE: Regional supply has really come on from the Southeast. Supply will be great for the first part of the year!

CAULIFLOWER: Supplies are starting to improve and the quality is good. Pricing has been seen to be firmer due to loading issues.

CELERY: Supply is getting better as we have moved up in to California regions. Pricing has started to tick up over the past couple weeks.

CUCUMBERS: Supply is starting to slow down as cooler temps in Mexico has affected growing areas. We will remain in-stock, but pricing will increase.

GREEN PEPPERS: Steady supplies available as the Nogales season is starting up. Supply will become more promotable at the first part of the year.

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

LETTUCES: Inbound quality on leafs from the west have rebounded in quality and we are seeing much better supply. Lady Moon has had great supply in Florida with great quality!

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: Like cucumbers, temps have really affected supply in the Nogales growing region. We will see very limited supply on organic yellow squash.

Western Vegetable

ARTICHOKES: The artichoke market has increased in volume with great quality.

AVOCADOS: Larger size organic fruit is getting tighter due to California fires earlier last month. Conventional product is still looking nice and reasonable.

BROCCOLI: There are multiple regions that are harvesting which in return are creating a wide range of pricing and quality. Numbers are scheduled to hit a gap over the next week.

CAULIFLOWER: Marketing is starting to pick up. As the weather cooled off and Salinas finished, we have saw a swift decrease in volume. Weather will play a significant factor in volume going forward. As cooler weather is hitting the Yuma region, we are starting to see a gap.

CELERY: The market has continued to stay steady after the New Year's pull.

ICEBERG LETTUCE: The lettuce market remains steady. Seeing small amount of quality issues due to cooler temperatures hitting the Yuma region. We are expected to increase in volume over the next couple weeks.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: All lettuces have tightened up with small amounts of quality issues. Volumes are expected to increase over the next couple weeks.

Value-Added

Cooler temperatures in the southwest U.S. growing areas and Mexico has slowed the growth of most raw crops. This has caused delayed harvest of most varieties of conventional and organic leafy green items. As a result of this, shortages and shortages of many salads and pre-cut items will occur over the next few weeks.

Southern Vegetable

BEANS: Will come down a little bit.

CABBAGE: Cold weather out of the south as affected cabbage.

CORN: Market is still fairly high.

CUCUMBERS: Market stable.

GREENS: All greens are up at least a \$1.00, some \$2.00 due to freight.

HARD SQUASH: Plenty coming out of Mexico.

ONIONS: No changes in the western onion markets. Supplies continue to be good.

PEPPERS & YELLOW & ZUCCHINI SQUASH: Coming from Mexico.

POTATOES: Markets remain steady; quality continues to be good. Trucks remain an issue.

Asparagus

Cooler temperatures in the southwest U.S. growing areas and Mexico is affecting raw product supply for most conventional and organic items.

Fruits

APPLES & PEARS: Organic Bartlett pears are finished for the season. Bagged apples and pears are in good supplies and very promotable. We are now into the Nova Scotian Honeycrisp apples; quality and supplies are great.

BLACKBERRIES: Very reasonable particularly on organic blackberries; there are a lot of deals and pricing to take advantage of in the coming weeks.

BLUEBERRIES: Supplies are a little tight; freight is affecting the commodity keeping some prices up but we'll see opportunities as we get further into January and February to promote.

CANTALOUPE & HONEYDEW: Into all offshore product; there's nothing left domestically. Maybe some honeydews coming out of Mexico. DelMonte Mag melons which have outstanding quality, will be available in the next week or so.

CHERRIES: Market is pretty stable; there's a mix bag on quality. Strictly loading air fruit which is higher priced; it's a better quality advantage than using the boat fruit that's been picked for three weeks.

CITRUS: Navel orange markets remain firm; quality is very good. Cara Cara navels, blood oranges, Minneola tangelos and Meyer lemons are available.

CLEMENTINES: Pretty stable markets. The best values are the Spanish or Moroccan fruit coming in.

GRAPES: The grape market is fully transitioned into Peru; quality looks very good particularly on the white seedless. Black seedless are starting to come back on and will be added back on order guides but will be extremely high priced.

PINEAPPLES: Larger size organic fruit is getting tighter but still able to find 7/8ct size at reasonable prices. Conventional product is fine.

RASPBERRIES: Supply has been affected by delayed inbounds on the east coast leaving us to move out west on orders. Supply should bounce back to loading in the east.

STRAWBERRIES: The strawberry market has been affected significantly by the cooler temperatures we have seen throughout the US. Florida berries will be virtually non-existent as frost has set in pushing back any crop. Mexican fruit has also been slowed down by the dip in temperatures and supply is limited.

Chilean Stone Fruit

Starting to see better prices, better quality and sizing.

Tropical Fruit

BABY FRENCH BEANS: Tight item for Christmas week business.

KIWI: Steady supplies but seeing some minor wrinkling as we reach the middle part of the Italian deal. Conventional supplies are fine.

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: Organic supplies are getting tighter as new crops from Peru start up. Supplies will be spotty during the transition. Conventional product is still in good supplies.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Stable market; excellent quality on Caribbean Red Maridol papayas and Brazil Gold.

SUGAR SNAP PEAS/SNO PEAS: Cost down as volume picking up.

Merchandising Tips

Roses are Red, and that is what most of your customers will be looking for on Valentine's Day. Yes, roses do come in many other colors so, a nice display up front with plenty of variety will definitely get your customers attention. If you want to push for some extra sales, then maybe try to do some chocolate covered strawberries. Setting up a special display and taking advance orders for them will most likely work out the best for you.

Another great idea would be to get with the store team and come up with a full meal deal for the customers to preorder. A nice bunch of asparagus, as well as baking potatoes or sweet potatoes, and a salad from the deli will tie in nicely with a meat item. Oh, and don't forget to add something sweet from the bakery as well. To make it even easier you could pick a few of the value-added items and make them available for the customers to choose from. Plan to pre-order them in time to put the meals together. Also, remember not to forget the Roses when you put the package deal together, along with a special price point. Make a nice sign to display up front by the floral display as well as throughout the store. Let them know that it is a pre-order special and will be ready for them to pick up on either the 13th or the 14th.

Contact your Crosset Merchandiser if you would like a few suggestions on the value-added items to include in the meal. Make sure to contact your Crosset customer service representative 2 to 3 days ahead to place your order for the value added items. Remember that the floral survey is **DUE BY THE 25th of JANUARY.**

Recipe (Source: Allrecipes.com)

CREAMY STRAWBERRY CREPES

Ingredients:

3 eggs	1 1/4 cups sifted confectioners' sugar
1/2 cup milk	1 tablespoon lemon juice
1/2 cup water	1 tablespoon lemon juice
3 tablespoons butter, melted	1 teaspoon lemon zest
3/4 cup all-purpose flour	1/2 teaspoon vanilla extract
1/2 teaspoon salt	1 cup heavy cream, whipped
1 (8 ounce) package cream cheese, softened	4 cups sliced strawberries



Directions:

1. Place the eggs, milk, water, melted butter, flour, and salt in the pitcher of a blender; blend until smooth.
2. Blend the cream cheese, confectioners' sugar, lemon juice, lemon zest, and vanilla with an electric mixer until smooth. Gently fold in the whipped cream.
3. Heat a lightly oiled griddle or non-stick skillet over medium heat. Pour or scoop the batter onto the griddle, using approximately 2 tablespoons for each crepe. Tip and rotate pan to spread batter as thinly as possible. Flip over when the batter is set and the edges are beginning to brown. Cook until the other side begins to brown. Stack finished crepes on a plate, cover with a damp towel and set aside.
4. To serve, fill each crepe with 1/4 cup sliced strawberries and 1/3 cup of the cream cheese filling, roll up and top with a small dollop of the cream cheese filling and more sliced strawberries.

STRAWBERRY Cupcakes

Ingredients:

10 tablespoons butter, room temperature
3/4 cup white sugar
3 eggs
1 teaspoon strawberry extract
1 3/4 cups self-rising flour
1/4 teaspoon salt
1/4 cup finely chopped fresh strawberries, drained



Directions:

1. Preheat the oven to 325 degrees F (165 degrees C). Grease 12 cupcake pan cups or line with paper liners.
2. In a large bowl, cream together the butter and sugar until light and fluffy. Beat in the eggs one at a time, then stir in the strawberry extract. Combine the self-rising flour and salt; stir into the batter just until blended. Fold in strawberries last. Spoon the batter into the prepared cups, dividing evenly.
3. Bake in the preheated oven until the tops spring back when lightly pressed, 20 to 25 minutes. Cool in the pan set over a wire rack. When cool, arrange the cupcakes on a serving platter. Frost with desired frosting.

CROSSET NEW ITEM & DELETION SHEET

W/B: 1/21/18

ITEM #	NEW ITEMS	SIZE
28813	Gold Delicious Apple	40#/125ct.
28430	Red Delicious Apple	38#125ct.
33738	Gala Apple	38#/125ct.
38280	OG Anjou Pear	12/3#
38370	OG Concord Pear	22#
38715	Bosc Pear 3#	12/3#
38010	Pear Anjou 3#	12/3#
62277	Braeburn Apple	12/3#
38045	Red Bartlett 3#	12/3#
39002	Cara Cara navel	12/3#
58560	Meyer Lemon OG	12/1#
38860	Minneola Tangelo 56ct	38#
38818	Minneola Tangelo	12/3#
38815	Minneola Tangelo OG	33#
39026	Cara Cara navel 36ct	18#
101455	Star fruit	25ct
73060	CV Black plums	16#
63054	OG Dried Blueberries	12/1.2oz
	DELETIONS	
7505	Cabbage	50#
74605	Tomatoes Red OG	15#
28810	Snapdragon Apple	27#
30080	Sweet Tango Apple	40#
38067	OG Bartlett Pear	40#/80ct.
33760	Autumn Glory Apple	40#
64030	Mango Fruit	12ct
64015	OG Mango Fruit	9ct
55060	Mandarine stem/leaf	18#
88015	White potato	10/5#
40405	Navel Orange	113ct

7505	Cabbage	50#
55010	Tangerine	38#
55225	Tangerine	12/3#
69445	Jbo red Grapes	19#
69215	Jbo white Grapes	19#
69419	CV Red Seedless Grapes	19#
69211	CV White Seedless Grapes	19#
69450	CV Scarlotta Grapes	19#
55040	Halo Clementine's 4/5#	4/5#
55052	Clementine's	5#
21220	Bag Baby Zucchini Squash	12/12oz
69020	CV Black seedless Grapes	18#
97415	Pomegranates	30ct