

Item of the Week: CITRUS



Citrus is one of the most delicious types of food on the planet, but few people realize just how good it is for you as well. With its nutrient dense properties citrus can really pack a lot of nutrition and health benefits into your daily life. Florida is one of the largest citrus producing regions in the world. Its subtropical climate and rich soil combine perfectly to create citrus that is sweet, thin-skinned and loaded with juice.

Most people are aware of the huge health benefits of vitamin C which is found in abundance in Florida citrus fruit, however, what many people do not know is that vitamin C is also necessary to proper eye sight as well. Nerve endings in the retina require vitamin C in order to function properly.

Organic Varieties Everyone Should Be Eating More

Everyone loves oranges because they are the sweetest and better tasting of the citrus fruits. Oranges help boost the immune system and nourish the body with important nutrients it needs to fight off diseases. With a sweet and juicy interior, oranges are perfect for a light and healthy snack.

Here are the most popular varieties and their typical availability:

- Navel Oranges** - Navel oranges are large and round with a deep yellowish-orange color. The skin is stony with a medium-thick peel. Navel oranges are usually seedless and really easy to peel and are in season from November through February. Other types of Navels are the Holiday Red Navel Oranges, in season November through December, and the Western Navel Oranges from growers in California's San Joaquin Valley, which are in season January through May.
- Temple Oranges** - Temples are Florida's finest eating oranges, with an oval shape and deep orange color. They have a rich sweet and tangy flavor, are easy to peel or section, and few seeds. Temple Oranges are in season from January through February.
- Valencia Oranges** - Valencias have a juicy, rich flavor and aroma. It is medium to large in size, a round-to-oval shape, and a yellow to orange color that sometimes can be tinged green. The Valencia Oranges has a smooth texture with a thin peel and are in season from March through June.

Organically Nutritious Oranges

Serving Size 180g (About 1 Cup)

| | | |
|---------------|---------|------|
| Dietary Fiber | 4.3 g | 17% |
| Vitamin C | 95.8 mg | 160% |
| Potassium | 326 mg | 9% |
| Sat. Fat | 0 g | 0% |
| Cholesterol | 0 mg | 0% |
| Sodium | 0 mg | 0% |

Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

4. **Clementines** - Small oranges with a deep and glossy orange exterior that is a relative of the tangerine. Clementines are a small and usually seedless variety of the mandarin. They are refreshing, both sweet and tart, and best whole or in salads. They are usually available November through January.
5. **Tangelos** - Known by their distinctive bell shape, tangelos are the result of a cross between a tangerine and a grapefruit for a remarkably sweet and juicy fruit. They are loaded with sweetly tart juice and have a stony texture skin, which is fairly easy to peel. Tangelos are in season November through December. The most popular tangelo variety is the Minneola Tangelo, often called the Honeybell Tangelo. Honeybells have a deep red-orange color with a very sweet flavor, high juice content and only a few seeds. Honeybell Tangelos are in season from December through February.
6. **Tangerines** - Tangerines are a small, dark orange fruit with an easy-to-peel or “zipper” skin, and a rich and honey sweet juice. Tangerines are ideal for desserts or as a sweet nibble. Some of the tangerine varieties available nationwide are Sunburst or Treasure Coast Tangerines, in season November through April, and the Murcott or Honey Tangerines, available February through April.
7. **Ortaniques** - Ortaniques are a rare cross between a sweet Valencia Orange and a Tangerine. They have a bright orange color, a rich sweet flavor and are easy to peel and section. This hybrid blend received its unique name from OR-orange, TAN-gerine, un-IQUE. Richly luscious and loaded with Vitamin C, the Ortanique is perfect for eating fresh as a snack and for juicing. These oranges can only be found online, directly from Florida growers. Available March through April.

Health Benefits of Citrus

Citrus is one of the most delicious types of food on the planet, but few people realize just how good it is for you as well. With its nutrient dense properties, citrus can really pack a lot of nutrition and health benefits into your daily life. Florida is one of the largest citrus producing regions in the world. Its subtropical climate and rich soil combine perfectly to create citrus that is sweet, thin-skinned and loaded with juice.

Following are the top five health benefits of citrus:

Nobiletin - Nobiletin is a flavonoid, which can be extracted from tangerines and has been proven to fight obesity. Nobiletin found in citrus is also believed to help fight off type 2 Diabetes often associated with obesity. This is a great reason to increase citrus fruit in your diet.

Reduce Stroke - Research conducted by the American Heart Association shows that women who consumed large amounts of flavanone by means of oranges and other fresh citrus were able to cut their stroke risk by 19 percent. Adding Florida citrus to your diet can have a dramatic effect on long-term health.

Prevent Cancer - Japanese researchers have proven that certain compounds found in Satsuma mandarins can slow down or prevent tumor growth in the tongue, colon and lungs. These compounds are also found in other types of citrus Florida as well.

See Better with C - Most people are aware of the huge health benefits of vitamin C which is found in abundance in Florida Citrus Fruit, however, what many people do not know is that vitamin C is also necessary to proper eye sight as well. Nerve endings in the retina require vitamin C in order to function properly. This adds a whole new layer of reasons for not only consuming citrus, but also for giving citrus gift boxes to others. Florida citrus fruit gift baskets not only show your love but may also help to improve the health of your loved one.

Aromatherapy - The aromatic compound found in lemons and other Florida citrus called linalool, has been found to reduce stress levels in research studies. Essential oil therapists often use citrus oil to create calming compounds for patients.

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: Supply has leveled off on broccoli but we are still seeing some higher cost from suppliers. Over the next couple weeks, cost should come down.

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

CABBAGE: Regional supply has slowed down due to the dips in temperature in Florida. Supply should remain stable, but will see some darker leaves due to the colder temps.

CAULIFLOWER: Supplies are starting to improve and the quality is good. Seeing some deals from suppliers out west we will be taking advantage of.

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 are available between Florida and growers out west. We will be leaning more toward Mexican product due to cooler temps in Florida affecting growth.

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 Vegetables

ARTICHOKES: Mexican production has begun ramping up with great overall 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: The broccoli market remains to have a wide range throughout the industry. Mexico, Yuma and Santa Maria all have different price points. We are expecting the market to depress over the next couple weeks.

CAULIFLOWER: Volume have been abundant and quality has been great.

CELERY: Very good movement and demand out of Oxnard. Fields are supplying high amount of volume.

ICEBERG LETTUCE: The lettuce market has been depressed for the past couple weeks, but quality has been improving. Although we are still seeing occasional tip burn, heads are a little on the heavier side.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Both domestic and Mexican Romaine hearts have good overall quality. All colors are being grown domestically and quality remains good on them as well. Red leaf numbers have tightened up slightly. However, we expect good numbers and quality through January.

Value-Added

Cooler temperatures in the southwest U.S. and Mexico is slowing down the growth cycle of most crops. Value-added processors are struggling to get enough raw product to keep up with demand for salads and pre-cut items.

Southern Vegetables

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: Western onion markets are steady; quality is good.

PEPPERS & YELLOW & ZUCCHINI SQUASH: Coming from Mexico.

POTATOES: Markets are firm; Russet supplies are good.

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: Varieties on all conventional and organic apples are in great supply. Bagged apples look excellent and are very promotable. Additionally, we have recently added several varieties of bagged pears, which are promotable as well. New varieties of bagged pears include Anjou, Red Bartlett, and Bosc pears.

BLACKBERRIES: Quality improved; deals available with aggressive promo pricing to take advantage of in the coming weeks. Organic supply steady; market level.

BLUEBERRIES: Supplies steady out of Chile. Volume switching mostly into pints for the coming weeks with promotion pricing heavy in early to mid-February. Peak season of the season during that time frame; quality has been outstanding. Organic supply taking a short dip but will ramp back up in mid-February.

CANTALOUPE & HONEYDEW: All offshore product out of Guatemala or Honduras on cantaloupes and honeydews. Product quality strong with good sugar brix levels for excellent eating flavor. New Item for next week is the DelMonte Mag melons which has excellent eating quality with high color netting.

CHERRIES: Market remains stable with best quality choice being air shipped cherries, which do carry higher cost. It's a better quality advantage than using the boat fruit that's been picked for three weeks before they arrive into US ports. Great impulse selling item.

CITRUS: The navel crop is smaller than last year. The crop is peaking on 72 and larger; navel market is firm. Various specialty citrus varieties are available; Minneola tangelos, Cara Cara navels Sumo citrus. Blood oranges are available.

CLEMENTINES: Transition period upon us as imported clementines will make switch from Spanish clem into the Moroccan crop. Market will move upward with the area switch. California clementines are back into better supply after some tight weeks.

GRAPES: Imported Chilean and Peru grapes into full swing; quality solid but some varieties had some minor quality issues on white seedless. Costs have leveled downward particularly on red seedless.

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

Full variety of Chilean stone fruit available. Peaches nice color and sizing; nectarines little tight but nice looking fruit. Black and red plums coming in better volume; Plumcots are a new item along with apricots.

Tropical Fruit

BABY FRENCH BEANS: Market down; improved supplies.

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

LIMES: Prices have firmed up and increased on some sizes, with better demand this week. Size 200 and larger 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: Great pricing; predominate Guatemala product.

Merchandising Tips

Well the football playoffs are almost complete with the AFC and the NFC championship games this weekend. Well, that puts the big game almost upon us, and what a great time to capture some extra sales. A great up front display of salsa and guacamole fixings will help to set the tone for the BIG game. Of course, you will need the usual team members like Roma's, garlic, jalapenos, onions, avocados and cilantro to build a great display. Maybe you could even try adding a few new teammates, like mangoes, or different kinds of peppers including Habanero, Hot Wax, Cubanelle, and Red Fresno to liven up the display. Let's plan to make some up fresh and sampling it with some tortilla chips to get your customers attention! Oh, one other thing to mention is the extra citrus displays. Having extra baskets of lemons, limes and oranges near the beer will help your customers out as they are all MVP's in creating some extra sales for your department.

Crosset also has a great selection of pre-order items for the party weekend. Large fruit and vegetable trays should be available in every store. Several varieties of fresh made salsas (mild, medium, hot, tropical, and black bean) are available as well. Three different levels (mild, medium, and hot) are available for guacamole. Try these items merchandised on an ice table with samples, a proven winner with your

Crosset Company. Your Organic Advantage.

customer's. Pico de Gallo is a fan favorite that can be eaten with chips or added to any dish that calls for chopped onions, tomatoes and peppers. Remember that all of the precut fruit and vegetable items along with the salsa/guacamole have an extra day lead time for ordering. When you are talking with your customer service representative be sure to ask for more information, or if you know what you want then place an order. One other item is not to forget to get in your Valentine's Day Floral survey due next Thursday the 25th. GO TEAM!

Recipe (Source: Allrecipes.com)

MANDARIN ORANGE CAKE

Ingredients:

- 1 (18.25 ounce) package yellow cake mix
- 4 eggs
- 1 cup vegetable oil
- 1 (11 ounce) can mandarin orange segments
- 1 (8 ounce) container frozen whipped topping, thawed
- 1 (20 ounce) can crushed pineapple with juice
- 1 (3.5 ounce) package instant vanilla pudding mix



Directions:

1. Preheat oven to 350 degrees F (175 degrees C). Grease and flour a 9x13 inch pan.
2. In a large bowl, combine cake mix, eggs, oil and mandarin oranges with juice. Beat until smooth. Pour batter into prepared pan.
3. Bake in the preheated oven for 35 to 40 minutes, or until a toothpick inserted into the center of the cake comes out clean. Allow to cool.
4. To make the topping: In a large bowl, beat together whipped topping, pineapple with juice and dry pudding mix until blended. Spread on cake.

CROSSET NEW ITEM & DELETION SHEET

W/B: 1/28/18

| ITEM # | NEW ITEMS | SIZE |
|--------|------------------------|---------|
| 67010 | CV Apricots | 14# |
| 73055 | CV Red Plums | 16# |
| 1430 | Mag Melons | 9ct |
| 73615 | CV Chilean Plumcots | 16# |
| 69420 | OG Red Seedless Grapes | 18# |
| 96920 | Clamsell Kumquats | 12/8oz |
| 73310 | Tree Ripe Black Plums | 16# |
| 87565 | Bin Yukon Gold Potato | 200/5# |
| | DELETIONS | |
| 101100 | OG Pie Pumpkins | 35# |
| 12000 | OG Bagged Radishes | 12/12oz |
| 97900 | Maple Tree Water | 12/16oz |