

## Item of the Week: CAULIFLOWER



Cauliflower is often considered one of the healthiest foods on earth- and there is good reason why. With its rich supply of health-promoting phytochemicals, high level of anti-inflammatory compounds, and ability to ward off cancer, heart disease, brain disease, and even weight gain- it seems there isn't much cauliflower can't do.

Cauliflower is a member of the **cruciferous** vegetable (or *Brassicaceae*) family- along with broccoli, cabbage, kale, brussel sprouts and some other less common varieties.

Recent studies suggest that cruciferous vegetables are an excellent source of natural antioxidants due to their high levels of various phytochemicals, as well as good suppliers of essential vitamins, carotenoids, fiber, soluble sugars, minerals, and phenolic compounds. In fact, it's believed that brassica vegetables are the largest source of phenolic compounds in the human diet.

### Nutrition Profile of Cauliflower

Cauliflower in particular is believed to be so beneficial due to its special combination of phytochemicals called carotenoids, tocopherols, and ascorbic acid- all forms of antioxidants currently being extensively researched in order to understand more about how they keep the body healthy.

Due to recent search, Brassica crops like cauliflower are now highly correlated with preventing chronic diseases including cardiovascular diseases, diabetes, neurodegenerative disorders, and various forms of cancers, just to name a few.

A one-cup serving of cauliflower contains:

- 29 calories
- Close to zero grams of fat, sodium, or sugar
- 73% daily value (DV) of Vitamin C
- 19% DV of Vitamin K
- 15% DV of folate
- 13% DV of pantothenic acid
- 12% DV of Vitamin B6
- 11% DV of choline
- 11% DV of fiber
- 9% DV of Omega-3 fatty acids

And keep in mind these values are for only *one cup* of cauliflower. Due to the large volume- but low calorie count- of cauliflower, it's very easy to eat 2 cups or more of cooked cauliflower at one time, especially when you use it mashed or chopped creatively in different recipes. This means you can get 2-3x the health benefits of cauliflower listed above with no problem.

### CAULIFLOWER NUTRITION FACTS

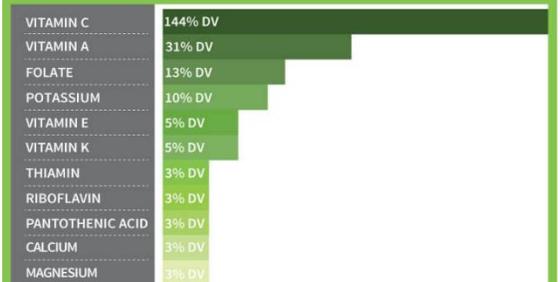
SERVING SIZE: 1 Cup

PRINCIPLE	NUTRIENT VALUE	PERCENT OF RDA
CALORIES	25 K cal	1%
CARBOHYDRATES	5.3 g	2%
PROTEIN	2.0 g	4%
TOTAL FAT	0.1g	0%
CHOLESTEROL	0 mg	0%
DIETARY FIBER	2.5 g	10%
SUGARS	2.4 g	
SODIUM	30.1 MG	1%
POTASSIUM	303 MG	9%

MINERALS		
CALCIUM	22.0 MG	2%
IRON	0.4 MG	2%
MAGNESIUM	15.0 MG	4%
POTASSIUM	303 MG	9%
PHOSPHORUS	44.0 MG	4%
ZINC	0.3 MG	2%
MANGANESE	0.2 MG	1%
SELENIUM	0.6 MCG	1%
FLUORIDE	1.0 MCG	

VITAMINS		
PANTOTHENIC ACID	0.7 MG	7%
RIBOFLAVIN	0.1 MG	4%
VITAMIN A	13.0 IU	0%
VITAMIN B6	0.2 MG	11%
CHOLINE	45.2 MG	
FOLATE	57.0 MG	14%
VITAMIN C	46.4MG	77%
VITAMIN E	0.1 MG	0%
VITAMIN K	16.0 MCG	16%
THIAMIN	0.1 MG	4%
NIACIN	0.5 MG	3%

### CAULIFLOWER NUTRIENTS



Dr. Axe  
FOOD IS MEDICINE

## Top 8 Health Benefits of Cauliflower

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### 1. Fight Cancer

Cauliflower contains sulforaphane, a sulfur compound that has also been shown to kill cancer stem cells, thereby slowing tumor growth. Some researchers believe eliminating cancer stem cells may be key to controlling cancer. For instance, research has shown that combining cauliflower with curcumin (the active compound in the spice turmeric) may help prevent and treat prostate cancer. It also inhibits the growth of cultured human breast cancer cells, leading to cell death. Other compounds in cauliflower also show anti-cancer effects.

### 2. Boost Heart Health

Sulforaphane in cauliflower and other cruciferous vegetables has been found to significantly improve blood pressure and kidney function. Scientists believe sulforaphane's benefits are related to improved DNA methylation, which is crucial for normal cellular function and proper gene expression, especially in the easily damaged inner lining of the arteries known as the endothelium.

### 3. Its Anti-Inflammatory

You need some level of inflammation in your body to stay healthy. However, it's also possible, and increasingly common, for the inflammatory response to get out of hand. If your immune system mistakenly triggers an inflammatory response when no threat is present, it can lead to significant inflammation-related damage to the body, a condition linked to cancer and other diseases, depending on which organs the inflammation is impacting. Cauliflower contains a wealth of anti-inflammatory nutrients to help keep inflammation in check, including indole-3-carbinol or I3C, an anti-inflammatory compound that may operate at the genetic level to help prevent the inflammatory responses at its foundational level.

### 4. Its Rich in Vitamins and Minerals

Most Americans are seriously lacking in nutrients their body needs to function. Eating cauliflower regularly is a simple way to get these much-needed nutrients into your body. For instance, one serving of cauliflower contains 77 percent of the recommended daily value of vitamin C. It's also a good source of vitamin K, protein, thiamin, riboflavin, niacin, magnesium, phosphorus, fiber, vitamin B6, folate, pantothenic acid, potassium, and manganese.

### 5. Boost Your Brain Health

Cauliflower is a good source of choline, a B vitamin known for its role in brain development. Choline intake during pregnancy "super-charged" the brain activity of animals in utero, indicating that it may boost cognitive function, and improve learning and memory. It may even diminish age-related memory decline and your brain's vulnerability to toxins during childhood, as well as conferring protection later in life.

### 6. Detoxification Support

Cauliflower helps your body's ability to detoxify in multiple ways. It contains antioxidants that support Phase 1 detoxification along with sulfur-containing nutrients important for Phase 2 detox activities. The glucosinolates in cauliflower also activate detoxification enzymes.

### 7. Digestive Benefits

Cauliflower is an important source of dietary fiber for digestive health. But that's not all. Researchers have determined that the sulforaphane made from a glucosinolate in cauliflower (glucoraphanin) can help protect the lining of your stomach. Sulforaphane provides you with this health benefit by preventing bacterial overgrowth of *Helicobacter pylori* in your stomach or too much clinging by this bacterium to your stomach wall.

### 8. Antioxidants and Phytonutrients Galore

Eating cauliflower is like winning the antioxidant and phytonutrient lottery. It's packed with vitamin C, beta-carotene, kaempferol, quercetin, rutin, cinnamic acid, and much more. Antioxidants are nature's way of providing your cells with adequate defense against attack by reactive oxygen species (ROS).

## Recipe (Source: Allrecipes.com)

### ROASTED GARLIC CAULIFLOWER

#### Ingredients:

- 2 tablespoons minced garlic
- 3 tablespoons olive oil
- 1 large head cauliflower, separated into florets
- 1/3 cup grated Parmesan cheese
- salt and black pepper to taste
- 1 tablespoon chopped fresh parsley

#### Directions:

1. Preheat the oven to 450 degrees F (220 degrees C). Grease a large casserole dish.
2. Place the olive oil and garlic in a large resealable bag. Add cauliflower, and shake to mix. Pour into the prepared casserole dish, and season with salt and pepper to taste.
3. Bake for 25 minutes, stirring halfway through. Top with Parmesan cheese and parsley, and broil for 3 to 5 minutes, until golden brown.



### MASHED CAULIFLOWER 'POTATOES'

#### Ingredients:

- 1 pound cauliflower florets
- 1/4 cup mashed potato flakes
- 1/4 cup low-fat milk
- 2 tablespoons margarine
- salt and ground black pepper to taste
- 1/4 cup shredded reduced-fat Cheddar cheese

#### Directions:

1. Preheat oven to 375 degrees F (190 degrees C).
2. Place a steamer insert into a saucepan and fill with water to just below the bottom of the steamer. Bring water to a boil. Add cauliflower, cover, and steam until tender, about 20 minutes. Transfer cauliflower to a large bowl. Add mashed potato flakes, milk, and margarine; mash with a potato masher or fork until cauliflower mixture is fluffy. Season with salt and black pepper. Pour mixture into a baking dish and sprinkle with Cheddar cheese.
3. Bake in preheated oven until cheese is melted, about 10 minutes.



## 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 continues to have strong growth and quality.

**AVOCADOS:** Promotable pricing on smaller size fruit. Should see larger size fruit price come down second week of February.

**BROCCOLI:** The broccoli market remains to have a wide range throughout the industry. Good quality and strong volume. Good promotable product!

**CAULIFLOWER:** Market has been strong with good quality. Good promotable product!

**CELERY:** Very good movement and demand out of Oxnard. Good quality and strong volume. Good promotable product!

**ICEBERG LETTUCE:** Lettuce market is starting to recover while quality has still been an issue. Quality conflicts specific to rib discoloration and tip burn have been reoccurring.

**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 with quality issues specific to rib discoloration and tip burn. However, we expect good numbers and quality.

## Value-Added

Raw product supplies are fair to good with most processors keeping up with demand. Warmer than normal temperatures in the southwest are causing some temporary shortages of arugula and butter lettuce salads.

## Southern Vegetables

**BEANS:** Still fairly high.

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

**CORN:** Dropped off for a couple weeks and now it's heading back up.

**CUCUMBERS:** Seedless cucumbers about the same. Market is off on euro cucumbers.

**GREENS:** Kale, collard, mustard and tops all going up in price due to southern freeze and switching to western greens.

**HARD SQUASH:** Plenty coming out of Mexico

**ONIONS:** Western onion quality continues to be very good. Markets are steady and supplies remain good.

**PEPPERS:** Markets are promotable especially on color peppers.

**POTATOES:** Russet potato markets are steady and firm. Quality continues to be very good.

**YELLOW & ZUCCHINI SQUASH:** Markets have dropped a little.

## Asparagus

Volume on the rise as Mexican production begins to pick, driving market cost down. Good solid volume on the horizon as we move into February; look for 28# crates to become primary pack. Organic asparagus will be a new item back on guides for next week. Market cost strong with light overall volume.

## Fruits

**APPLES & PEARS:** Nova Scotian Honeycrisp apples are arriving with great quality and are an excellent item to promote. Bagged organic apples are in good supply and are very promotable as well. Organic Bartlett pears will be coming back in limited quantity over the next couple of weeks.

**BLACKBERRIES:** Deals available currently, but market will swing upward as supplies level off temporarily out of Mexico. Organic blackberry supply steady; market level.

**BLUEBERRIES:** Supplies steady out of Chile. Pints offer best values with promotion pricing heavy in early to mid-February. Peak season of the season during that time frame; quality has been solid. Organic supply improving and heavy volume slated for mid-February. Great promotion pricing will be available for that time frame.

**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 starting to move upward with best quality choice being air flown 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 and is now becoming very limited. Great impulse selling item.

**CITRUS:** The navel orange markets are firm; quality is very good right now. Variety citrus - Minneola tangelos, Cara Cara navels, blood oranges, Meyer lemons as well as Sumo citrus is available.

**CLEMENTINES:** Spanish clemens finished and now strictly into the Moroccan crop. Market has moved upward with the area switch. California clementines are back into better supply after some tight weeks; good quality fruit.

**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. Look for some better promotional opportunities in February.

**PINEAPPLES:** Product looking good; pricing steady.

**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 with white nectarines added into mix. Summer in February ads will be prime for the month.

## Tropical Fruit

**BABY FRENCH BEANS:** Market down; improved supplies.

**KIWI:** Steady pricing from Italy.

**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:** Pricing is holding firm. Promotion opportunities are available.

**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

### Communication Breakdown

One of the most common complaints Crosset Merchandisers receive is that produce departments never get properly worked on the manager's day off. My first response is always did you leave a list? Did you give a copy of that list the manager on duty and does that manager on duty check off the list for the individual working produce that day? This is a pretty basic way to have some control over activities going on in your department on your day off. Take this idea a step further, do you give your employees worklist daily? With the current labor crunch, many stores schedule a gap between their first and second shifts. The best way to bridge this communication gap is with a shift log (an inexpensive notebook). This allows you to communicate about out of stocks, department needs and any special orders. This also allows you to track work performance and helps coach employees towards increased productivity. To sum it up...your store is a seven day per week operation, proper communication helps make produce a seven day per week department.

**CROSSET NEW ITEM & DELETION SHEET**

W/B: 2/11/18

<b>ITEM #</b>	<b>NEW ITEMS</b>	<b>SIZE</b>
770216	Chopped Caesar EBF	6/11oz
97515	Tumerica Root OG	10#
55045	Ruby Tango Mandarin 56ct	13#
16533	Asparagus	28/1#
69260	Sweet Sapphire Grape	10/1.10#
69010	Cotton Candy Grape	18#
68090	Cherry Imported	16#
	<b>DELETIONS</b>	
300147	Super grip Black	1ct
300212	Acrylic Fencing	1ct
26215	Brussel Stalks	9ct
38720	Bosc Pear OG	40#
38575	Comice Pear	40#
34155	Cortland Apple	12/3#
3060	Oriental Yam	40#
55072	Madarin Satsuma OG	22#
69420	Grapes Red Sdls OG	18#
97655	Pomegranate Aril Seeds	8/8oz