

Item of the Week: WATERMELON



Watermelon is mostly eaten in summer to prevent the sun heat having thirst quenching properties. It is rich in antioxidant lycopene and Vitamin A. It is a delicious fruit with plenty of water percentage in it which protects from summer temperatures. It has outer covering of green or yellow color which is a bit thick and the internal part consists of black seeds with fleshy and juicy material which is pink or red in color. It has a flavor of plain sweet syrup type. It is available in different types. Though it can be produced anytime in a year but it is mostly eaten in summer.

Nutritional Benefits

It keeps your body hydrated

Watermelons are largely available in market during summer. Our body gets dehydrated in summer due to excessive sun heat and temperature. Watermelon has 92% of water and electrolytes. So, watermelons hydrates body and skin when water and minerals are lost in sweating thus reducing the chances of dehydration.

It keeps renal healthy

Plenty of water and mineral contents in watermelon clean kidney for which frequent urination happens.

Watermelon contains potassium that removes toxic elements from body and abandons renal calculi which is produced in the body and it reduces the percentage of uric acid present in blood.

Helps in losing weight

The best nutritional benefit of watermelon is that it is a delicious sweet with low calories and percentage of water content is too high in it. Due to this it helps in reducing weight.

It is the best option for calorie free snacks with plenty of water contents and minerals for your body.

Increases brain power

This nutritional benefit of watermelon is really helpful for students for increasing their brain power as it contains good amount of Vitamin B6 that is helpful in increasing brain power. As the water percentage is 92% in it, it increases brain power because water percentage in watermelon is similar to that of water percentage in brain. Brain chemicals are produced by eating watermelons which reduces stress and depression and lets you have a sound sleep.

Nutrition Facts

Serving size: 2 cups watermelon, diced (280g)

Amount Per Serving

Calories 80 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 10mg 0%

Potassium 230mg 7%

Total Carbohydrate 27g 9%

Dietary Fiber 2g 8%

Sugars 25g

Protein 1g

Vitamin A 20% Vitamin C 25%

Calcium 2% Iron 4%

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

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Source: Produce Marketing Association

It lets your skin glow

Watermelons show astringent quality a little bit that helps in glowing skin and good for beauty treatment. It neutralizes free radicals for which wrinkles, pimples and scars get cured.

It is a good cure material for skin damage.

It protects from UV rays

Watermelons contain carotenoid pigment, lycopene. Lycopene gives protection against UV rays. UV rays damage your skin and causes different diseases so watermelon is one of the best fruit provided by nature.

Protection against cancer

It contains antioxidants and flavonoids which gives protection against some types of cancers like colon, breast, lung, pancreatic and many other cancer types.

Watermelon gives proper protection against oxygen free radicals and cells of human body.

Solves vision problem

The content of Vitamin A in watermelon is good for eye sight. It creates immunity and also protects skin and mucus membranes. It increases eye sight power and protects eye from different infections. The best nutritional benefit of watermelon is that daily intake of 100g of it will keep your eye healthy always.

Cures heart problems

As we know potassium is present in body cell and fluid thus having ability to maintain heart rate and blood pressure. Watermelon contain a good amount of potassium which helps in curing heart disease keeping heart healthy. This is one of the best nutritional benefit of watermelon.

Protection against infection

As watermelon contains Vitamin B6, B1, C and manganese, it gives a kind of protection shield against outer infections.

Recipe (Source: Allrecipes.com)

SPICEY WATERMELON

Ingredients:

1/4 teaspoon ground cumin	1/8 teaspoon cayenne pepper
1/4 teaspoon ground coriander	2 cups cubed seeded watermelon
1/4 teaspoon chili powder	1/2 lime, juiced
1/4 teaspoon salt	



Directions:

1. Mix cumin, coriander, chili powder, salt, and cayenne pepper together in a bowl.
2. Place watermelon into serving bowls; sprinkle with spice mixture. Squeeze lime juice over spiced watermelon.



Crosset Company's Annual Produce and Floral Conference will be held on **Wednesday, August 22, 2018**

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 and has become stable. Pricing is starting to come off and we are going to see promotable volume over the next several weeks.

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

CABBAGE: Supply has been stable and we are moving up regional into Georgia and Kentucky grown product.

CAULIFLOWER: Supplies are starting to stabilize as new fields have come online for growing. Cost has remained high, but showing good quality.

CELERY: Supply has been greatly affected by insect pressures out west. Supply has become very limited and the price is starting to rise. We are starting to see pitting to the product that will affect shippable supply.

CUCUMBERS: Supply is stable throughout the industry and we are starting to see more product come across from Georgia and Florida. We will see some Ohio product available in a limited way as well.

GREEN PEPPERS: Steady supplies are available between Florida and growers out west.

KALES: Great supplies of kale currently, plenty of regional product from all over the Midwest available. We are currently sourcing from Georgia but we will see product coming on next week from Ohio and will have Michigan starting a few weeks behind that.

LETTUCES: Inbound quality on leafs have suffered due to the growing transition out west. Increased heat in the south east has affected supply in Georgia. The program we have out of North Carolina will start the week of 5/28 and we will have better supply.

RADISHES: Supplies are impacted by weather out west as rains and the growing transition has affected the tops. We have moved to using product out of Florida to remain in good shape as the quality is far superior.

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: We are seeing good supplies out of our Castroville and Salinas farms. Quality has been nice with a majority of production being on the larger sizes. Good supplies for the next couple of weeks.

AVOCADOS: Good supplies.

BROCCOLI: Market is strong as pricing begins to drop off. Expect pricing out of the Salinas Valley to hover in the mid-teens on bunch.

CAULIFLOWER: Market has been increasing along with demands peeking out at a descent price. Expect to see cheaper pricing range over the new few weeks.

CELERY: We continue to see strong production out of Oxnard with volumes coming off. Quality has been great and demand remains good.

ICEBERG LETTUCE: Demand has remained high with a strong solid market. Pricing has plateaued at a good promotable price along with the volume. Projecting this will hold through for the next couple weeks.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Romaine and heart markets have been slightly depressed. Volume has increased while the demand is still slow to pick up after the romaine conflict. Green leaf demand is strong while markets continues to drop off and contains strong volume. Red leaf remains to have very light volumes which has incurred daily prorates. Volume is expected to increase.

Value-Added

Supplies of raw product are gradually improving in the Western U.S. growing areas and declining in the Southeastern U.S. growing areas due to all the rain from the tropical storm. As we approach the summer season, new sources from raw product in the north and Midwest U.S. areas will begin harvesting various raw crops, which should improve value-added supplies.

Southern Vegetables

BEANS: Market on the increase due to wet weather in the south.

CABBAGE: Good supplies out of the south.

CORN: Supplies will be increasing; prices are set pretty much through May on the spring corn promo.

CUCUMBERS: Mexican and Florida product market stable.

EGGPLANT: Dropped off a little.

GREENS: New crop Ohio greens starting shortly.

HARD SQUASH: Good supplies on all hard squash.

ONIONS: Vidalia quality is very good. Supplies are good and markets are steady.

PEPPERS: Market on the increase due to rain in the south.

POTATOES: Markets are mostly steady with the exception of large baking size Russets. Large Russets are in very short supply. Pricing will continue to rise throughout the summer.

YELLOW & ZUCCHINI SQUASH: Prices decreasing from Mexico and Southern U.S.

Asparagus

Increased volume, particularly out of Michigan, has stabilized pricing with spot deals appearing. Quality on new domestic grass has been excellent quality. Organic asparagus moving back downward after big cost jump on last Mexican; pricing overall still strong but some deals coming about.

Fruits

APPLES & PEARS: Much of the Midwest apples will be finished up as we move into June. There are still some supplies of Red Delicious, Gala and Fuji. Supplies and quality of apples coming from Washington remain good and should continue for the foreseeable future. Organic apples and pears are going strong on the East Coast. Varietal apples such as the Pazaaz, Smitten and Koru are very promotable with great quality and supply.

BLACKBERRIES: Blackberry production fell off significantly after glut for few weeks out of Mexico. With tail-end of current Mexican region along with major rains that is effecting the southern U.S. blackberry crop, major shortages will be present over next few weeks. California offering some relief but not enough to offset short fall. Organic blackberries in same situation.

BLUEBERRIES: Rain continues to hamper blueberry production out of South; Georgia still limited and Carolina blues suffered major rain fall over last week to continue weak overall production on crop start up. Production will stabilize soon and good volume of blueberries will be available out of Carolina, along with New Jersey shortly. Organic supply is better.

CANTALOUPE & HONEYDEW: Production has shifted to western U.S., either Arizona or Southern California. Product quality looks great but with steady pricing. Honeydews have also totally shifted to western product;

price slightly up. Organic production just starting and will be limited for at least a few more weeks. Variety specialty melons will come available week of June 11th with some due in end part of next week.

CHERRIES: California cherry season continues to struggle; markets remain very strong, particularly on large size cherries, as crop suffered about 75% decrease on project volume initially. Washington crop looking to be about 2 weeks from first loading with volume projected for 4th of July.

CITRUS: California navels should be available through May. Minneola tangelos and Cara Cara navels are finished for the season.

CLEMENTINES: New crop South American clementines finally starting to hit ports from out of Uruguay, Chile. Pricing very strong compared to earlier season imports.

GRAPES: Mexican grapes now in steady volume, along with Coachella Southern California grapes. Red seedless continue to battle sizing issues; fruit tastes outstanding but overall is well below normal standards. Green seedless varieties are excellent with good color and flavor, along with decent size. Organics improving but still suffering some limitations.

PINEAPPLES: Supplies are steady. Organic pineapples will begin to tighten over the next several weeks as the “natural flowering process” begins. Supplies and quality will become questionable come June.

RASPBERRIES: Supply has hit a small gap and will be very limited over the next week to two weeks. Both conventional and organic product will be affected by this limited inbound supply.

STRAWBERRIES: The strawberry market has rebounded nicely and we are seeing much better quality and pricing that is allowing for promotional activity.

California Stone Fruit

Stone fruit season finally getting rolling out of California; peaches, nectarines, along with white flesh varieties in house. First Pluot arrived (black) with some other colors (Dapple-Dandy and red) loading this week for mid-week arrival. Apricots steady with good size and color. Organics still limited, but new crop peaches, along with nectarines are here. Organic donut peaches, black plums and white peaches will arrived in middle part of next week. Look for continue increased variety in coming weeks.

Tropical Fruit

BABY FRENCH BEANS: Good volume; market is down.

KIWI: New crop New Zealand is available. Fruit is looking and eating good.

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: Good Supplies.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Supplies have become very limited as strike in Brazil has effected volume.

SUGAR SNAP PEAS/SNO PEAS: Better availability; pricing moving downward.

Merchandising Tips

Now's the time to really gear up for summer melon sales. The weather is warming, the variety is available and most importantly, your customers are hungry for them. Carry plenty of variety and highlight them with up front displays. Honeydews, western and Athena cantaloupes, watermelon and mini

watermelon, should all be part of your mix. Don't forget Honey Kiss melons for a nice change that your customers will enjoy. Have cuts, slices and chunks of melon available, and watch you're sales and profits grow. Inform your customers on how to pick and ripen their melons, and sample, sample, sample. Nothing says summer like melons, and nothing can help drive sales like your melon category. Be ready.

CROSSET NEW ITEM & DELETION SHEET

W/B: 6/30/18

ITEM #	NEW ITEMS	SIZE
28442	OG Patagonia Red Apples	40#
35125	Empire Apple	40#/80ct
71015	OG Donut Peaches	14#
73105	CV VF Red Plums	28#
73568	Mottled Pluots	16#
73535	CV Flavor Black Pluots	16#
73515	CV Flavor Red Pluots	16#
71273	OG Peaches	18#
55048	Clementine's 3#	10/3#
230	OG Cantaloupes	12ct
71280	OG Peaches -FM	16#
72032	OG Nectarines -FM	16#
78519	OG Blueberries -FT	12/6oz
	DELETIONS	
33900	Midwest Granny Smith	38#/80ct.
38610	Butterscotch Pears	42ct.
38525	OG Red Bartletts	40#
73055	Red Plums	16#
69480	CV Medium Red seedless Grapes	18#
55040	Clementine's	4/5#
55033	Clementine's 5#	5#