

Item of the Week: APRICOTS



Apricot is a medium-sized deciduous tree that grows best in well-drained mountain slope soils. During the spring, it bears plenty of beautiful pinkish-white flowers that attract bees. The fruits have almost uniform size, 4-5 cm in diameter, and weigh about 35 g. In structure; the fruit is a drupe, consisting of a centrally located single pit surrounded by crunchy, aromatic edible flesh. The seed enclosed in a hard stony shell often called as "stone."

Fresh, ripe apricots have a sweet flavor similar to plums. Sundried organic apricots are nutritiously denser than

fresh ones, although they have less in vitamin-C content. Its seed-kernel is also edible and taste like that of almond nut. Oil extracted from these kernels employed in cooking.

Health Benefits of Apricots

Fresh fruits are low in calories, composing just 48 calories per 100 g weight. Nonetheless, they are an excellent source of dietary fiber, antioxidants, vitamins, and minerals. The fruits enriched with numerous health promoting phytochemicals that help prevent heart disease, reduce LDL, ("bad cholesterol") levels and offer protection against cancers.

Apricots are excellent sources of vitamin-A and carotenes. 100 grams of fresh fruits carry 1926 IU or 64% of daily required levels of vitamin-A. These compounds known to have antioxidant properties and are essential for vision. Vitamin-A also required for maintaining healthy mucosa and skin. Consumption of natural fruits rich in carotenes helps protect the body from lung and oral cavity cancers.

Fresh fruits contain vitamin-C, another natural antioxidant. Vitamin-C helps the human body develop resistance against infectious agents and scavenge harmful oxygen-free radicals.

They are an also good source of minerals such as potassium, iron, zinc, calcium and manganese. Potassium is a heart-healthy mineral; an important component of cell and body fluids that help regulate heart rate and blood pressure.

The total antioxidant or ORAC value of fresh apricots is 1115 $\mu\text{mol TE}/100\text{ g}$. Most of this value attributed to some important health promoting flavonoid poly phenolic antioxidants such as lutein, zeaxanthin, and beta-cryptoxanthin. Altogether, these compounds act as protective scavengers against oxygen-derived free radicals and reactive oxygen species (ROS) that play a role in aging, cancers and various disease process.

Further, zeaxanthin, a carotenoid selectively concentrated in the retinal "macula lutea" in the human eyes where it is thought to provide antioxidant and protective UV light-filtering functions. Thus, consumption of fruits rich in zeaxanthin helps eyes protect from age-related macular disease (AMRD), especially in the older adults.

Selection and Storage

- Apricot season lasts from May until September. Buy fresh, well ripe, golden-orange color fruits that feature uniform in size, and pleasant aroma.
- Avoid those with pale yellow skin as they picked too early from the tree. Take care while handling ripe delicate fruits.
- Store them in the refrigerator in an egg tray set at high relative humidity. Use apricots as early as possible.
- Sundried apricots are equally famous as fresh fruits and can be readily available in the markets worldwide.

Preparation and Serving

Wash fresh fruits gently in cold water and pat dry with soft cloth. Eat ripe fruit with its skin to get the maximum benefits.

- Sliced sections of the fruit can be a great addition to salads.
- They also employed in jam, marmalade, syrup, and jelly preparation.
- Sundried organic fruits can be used like raisins and currants in the sweet/confectionary industry.

Recipe (Source: Allrecipes.com)

APRICOT NECTAR CAKE

Ingredients:

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| 1 (18.25 ounce) package lemon cake mix | 4 eggs |
| 1/3 cup white sugar | 1 cup confectioners' sugar |
| 1/2 cup vegetable oil | 2 tablespoons lemon juice |
| 1 cup apricot nectar | |



Directions:

1. Grease and flour a 10 inch tube pan. Preheat oven to 325 degrees F (165 degrees C).
2. Combine cake mix with sugar, cooking oil, and apricot nectar. Beat for two minutes with mixer. Add eggs one at a time, beating for 30 seconds after each addition. Pour batter into pan.
3. Bake for 50 to 60 minutes. Cool for 10 minutes in the pan before turning out onto a plate.
4. In a small bowl, mix lemon juice with confectioners' sugar until you reach desired consistency. Drizzle glaze over sides of warm cake.



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 to supply from Kentucky, Maryland and Ohio.

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 become stable over the last week and pricing is starting to come down.

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: We will rely heavily on the programs we have out of Vermont and Canada as we are seeing poor quality on inbounds from out west.

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. Demand has been strong with promotable volumes. Sizes have been slightly smaller.

AVOCADOS: Market is creeping up as we head toward fall.

BROCCOLI: Quality has been great. However, warm weather is causing lighter yields.

CAULIFLOWER: Quality remains to hold steady as demand continues. Projecting lighter supplies if warm weather persists.

CELERY: Good quality and promotable volume. Due to warm weather, larger sizing has been present.

ICEBERG LETTUCE: Supplies have remained steady with strong demand. Great weights and good quality. No foreseeable issues into August.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Plenty of Romaine & Hearts. Promotable volumes available. Green, Red, & Butter Leaf are steady. Overall, quality has been very nice with good demand.

Value-Added

The extreme high temperatures and now smoke from the wild fires in the California growing areas, is causing both quality issues and production problems. Expect sporadic shortages of various salads, especially spinach, over the next few weeks.

Southern Vegetables

BEANS: Michaels Farms Ohio grown green beans; excellent quality and market price stable.

CABBAGE: Michaels Farms Ohio cabbage; market is stable.

CORN: Good supplies of Michaels Ohio grown sweet corn.

CUCUMBERS: Great quality coming out of Ohio and Michigan.

GREEN PEPPERS: Ohio and Michigan product.

MUSTARD, COLLARD, TOPS & KALE: All Michigan from Ruhlig Farms.

ONIONS: Western onion markets are firm and quality is good. As cooking season picks up, displays and promotions on onions will help push sales.

POTATOES: Idaho Russets are in good supplies. Markets are firm and quality is good.

RADISHES: Ohio grown; market coming down.

TOMATOES: Michigan grown from Leitz Farm.

YELLOW & ZUCCHINI SQUASH: Great supplies on a declining market; grown in Michigan and Ohio.

Asparagus

Back on guides for upcoming the week. Organic grass will still remain scarce until fall.

Fruits

APPLES & PEARS: 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. Midwest and New York apples have finished up for the season. New crop Galas, Asian Pears, Rave Apples, Cheekie Apples, and Red Star Krimson Pears are available and look great. We are also expecting new crop Bartlett Pears out of California in the near future. Imported OG Fuji have ended will be in a gap until new crop starts.

BLACKBERRIES: Blackberries remain overall light with local northern supplies hit or miss. California volume is about to hit; look for market to drop and volume increase quickly with good opportunities for ads. Organic blackberries situation improving but overall supply still inconsistent until late August, early September.

BLUEBERRIES: Overall supply beginning to tighten significantly as Michigan and British Columbia slow down and Argentina not set to begin until September. Pricing moving upward and will continue to escalate throughout August. Transition from pints to 6oz will also come underway as we move into September. Organic blueberries are mirroring conventional.

CANTALOUPE & HONEYDEW: Western cantaloupes remain in good supply, peaking on large sizes; quality is outstanding with high sugar brix. Honeydews, with King of the West label are outstanding quality and flavor. Organic production peaking large sizes (9ct); deals are available. Organic honeydews back in steady supply with better pricing.

CHERRIES: Washington cherries have virtually finished with just very small pockets of cherries available to load. Prices very strong approaching the high 60 -70 dollar range if available.

CITRUS: Imported citrus looks good and tastes even better. Plenty of variety to choose from to pick up additional sales.

CLEMENTINES: Good volume out of Chile; cost has dropped. 3# bags continue to be the predominate retail pack.

GRAPES: Peak grape time out of Central California as we approach the end of August. Newer varieties of Red and Green seedless coming available, such as Timco and Scarlet Royals in reds and Pristines, Autumn Kings to join Sugarones in a Green seedless. Black seedless will be one of the best grapes all year as the Autumn Royals start; promo this grape and your customers will not be disappointed. Organic supplies also very robust and prime ad item for this period of time.

PINEAPPLES: Steady supplies.

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 in solid production with excellent quality. California peaches, nectarines, along with white flesh varieties continue. Pluots a strong item to promote (black, Dapple-Dandy and red) in August with best cost of the year right now. Plums into peak season. Organic stone fruit very steady with great supply of peaches and nectarine now coming in from Washington; fruit is large and sweet.

Tropical Fruit

BABY FRENCH BEANS: Market at bottom; good supplies.

KIWI: Supplies are leveling back out but a tighter than normal supply has kept pricing higher than normal.

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: Steady supplies.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Volume beginning to increase with hotter weather in growing region.

STAR FRUIT: Food supply; sizing ranging from 20/25ct.

SUGAR SNAP PEAS/SNO PEAS: Snow peas market at bottom; great deal. Sugar snaps down from previous weeks; best quality comes out of Peru but at a high price.

Merchandising Tips

As the month of August rolls along, continue to promote your cookout items, melons and stone fruit. You may want to build a display to include all your cookout items together. Use your sweet corn as the focus, but be sure to include baking potatoes, portabella mushrooms, zucchini and yellow squash. You'll want to tie in tomatoes and onions also. If you can find some room for a second display in the meat department, you may want to merchandise more cook out items there also. Let's continue to push these items while summer lasts.

Keep the excitement going in your melon displays. There are still a lot of varieties to promote. Along with seedless watermelon, we still have Indiana cantaloupes. "King of the West" honeydews are in season

now, probably the best honeydew you'll see all year. You will want to capitalize on them now. Cut some into halves to show them off and create additional sales.

There is still so much to offer with your stone fruit set. Peaches and nectarines along with white flesh peaches and nectarines are still looking and tasting great. Don't forget the Saturn peaches for something different. The plum category is at its peak. Not only are the red and black plums available, but also the King Midas gold plums and green plums. There are several varieties of pluots available to spice up your stone fruit set. Be sure to top it all off with apricots. For additional sales of stone fruit, you may want to try bagging some up in 2 or 3 pound tote bags.

With the great aroma of fresh fruit, your customers will still think summer.

CROSSET NEW ITEM & DELETION SHEET

W/B: 8/17/18

ITEM #	NEW ITEMS	SIZE
74602	OG Heirloom Tomatoes	10#
17510	Bean Medley	6/12oz
279	Bin Honey Rock Cantaloupes	90ct
16530	OG Asparagus	11#
26230	Brussel Sprouts 24/1#	24/1#
DELETIONS		
64030	Mango	12ct
64050	Honey Mango	14ct
282	Bin Indiana Cantaloupes	90ct
16510	Purple Asparagus	11#
69120	Gum Drop Grapes	16#
68070	Clam Top seal Cherries	8/2#
72010	OG White Nectarines	18#
64100	OG Maradol papayas	33#
38075	Pack Pears 70ct	40#
38006	Danjou Pear 70ct	40#
38570	Taylor Gold Pear 70ct	15#