

Item of the Week: POMEGRANATES



Ruby red, delicious and nutrient rich pomegranates pack a mighty punch in safeguarding your health. Pomegranate contains a unique and powerful antioxidant called punicalagin, the most abundant antioxidant in pomegranate, responsible for more than half of the antioxidant activity of pomegranate juice.

Pomegranate juice has been analyzed to have greater antioxidant capacity than red wine, grape juice, cranberry juice, green tea or acai juice. Drinking pomegranate juice measurably reduces oxidative stress (the toxic effects of free radicals) in healthy humans. Much research has shown that pomegranate's potent antioxidant capacity provides protection against heart disease, cancer and cognitive impairment.

Pomegranate was one of the earliest cultivated fruits, and has been prominent throughout history in art, culture, and religion, from the story of the seasons in Greek mythology to Romeo and Juliet to the Bible.

Pomegranate is ubiquitous in Middle Eastern cooking and its super food status, unique flavor and texture has made it increasingly popular in the U.S. A pomegranate contains hundreds of tiny, crisp arils; each aril is a seed encased in a juicy pulp, a tasty mix of sweet and tart flavors.

Benefits of Pomegranates

Pomegranates help our body in many ways from curing stomach problems to improving erectile dysfunctions and many more. Let us explore the benefits in detail.

Cure Stomach Disorders

Pomegranate peel, bark, and leaves are used to calm stomach disorders or diarrhea caused by any kind of digestive problems. Drinking tea made from the leaves of these fruits also helps in curing digestive problems. Pomegranate juice is also used for reducing problems like dysentery and cholera. Fig supplies healthy amounts of dietary fiber, which keeps your system regulated and may have a positive effect on weight management. According to one study, the fruits with the most fiber content include apples, dates, figs, pears, and prunes, and there was a 34% reduction in breast cancer risk among women who consumed the most fruit fiber, compared to those who ate the least.

Reduce Heart Problems

A regular intake of pomegranate juice can maintain a good flow of blood in the body. Because of this property, it subsequently decreases the risk of heart attack and stroke. The antioxidant components in this fruit help keep bad cholesterol from accumulating and thus, keep the arteries clear of any clots. These clots are clear because pomegranates have the ability to make blood thinner.

Prevent Cancer

Pomegranates contain high levels of antioxidants called flavonoids. These flavonoids are known to be effective in counteracting various cancer-causing free radicals. People that face a high risk of prostate and breast cancer should start drinking pomegranate juice, as it will help them reduce the risk of developing cancer. Regular consumption of pomegranates can reduce the PSA levels in the body and aid in the fight against existing cancer cells as well.

Dental Care

Pomegranates, with their antibacterial and antiviral properties, help reduce the effects of dental plaque and protect against various oral diseases.

Prevent Osteoarthritis

Pomegranates help reduce many illnesses, including atherosclerosis and osteoarthritis. The damage caused due to thickening and hardening of the arterial walls and in the cartilage and joints can be cured by eating these fruits. Also, pomegranates are capable of preventing the creation of enzymes that are responsible for the breakdown of connective tissues within the body.

Treat Anemia

Healthy blood flow can be maintained in the body by consuming these fruits. Pomegranates supply iron to the blood, thus helping reduce symptoms of anemia like exhaustion, dizziness, weakness, and hearing loss.

Control Diabetes

For diabetic patients, drinking pomegranate juice can reduce the risk of various coronary diseases. Along with this, there is a reduction in the hardening of the arteries, which inhibits the development of various heart diseases.

Treat Erectile Dysfunction

Research published in the Journal of Urology, states that pomegranate juice can be very helpful in curing erectile dysfunctions based on animal studies. Researchers from the University of California and Beverly Hills also found that pomegranate juice improved erectile dysfunctions in a sample test conducted on 61 men.

Other Benefits

There are other benefits of eating this fruit as well, like reducing the possibility of having premature babies and avoiding low birth weight in infants.

Pomegranates also reduce the possibility of developing Alzheimer's disease among older generations. They help control aging problems like wrinkles as well, thus providing people with a youthful and glowing skin. Other than this, these juicy fruits can help women overcome depression symptoms during menstruation, especially post-menopausal depression.

The advantages and health benefits of pomegranates are countless, so get your hands on some of these juicy fruits and start reaping the benefits.

How to Cut a Pomegranate

1. Cover the cutting board with newspaper - pomegranate juice stains so this will protect your cutting board from getting stained.
2. Cut a shallow circle around the crown of the pomegranate making sure not to push the knife in too deeply.
3. Pop the crown off like a lid. You'll be able to see the internal sections of the pomegranate which are divided by white pith lines.
4. Score the skin of the pomegranate from the top to the bottom of the fruit by cutting along the white pith lines. You don't want to cut deeply through and slice seeds.
5. Pull the fruit apart into the sections that you've now created.
6. Remove any large, visible pieces of pith.
7. One by one, submerge the sections of the pomegranate in the large bowl of water and break them up underneath the water. Separate the seeds from the rind and pith.
8. As you separate the seeds from the rest of the fruit, mark the seeds will sink to the bottom of the bowl whereas the pith will rise to the top and float. Throw out large chunks of rind.
9. When you finish de-seeding the segments, use a slotted spoon to remove floating debris from the surface of the water.
10. Drain the seeds using the strainer and remove any pith that may still be mixed in with the seeds.
11. Enjoy!

Recipe (Source: Allrecipes.com)

POMEGRANATE SALSA

Ingredients:

- 2 pomegranates, peeled and seeds separated
- 2 (8 ounce) cans mandarin orange segments, drained and coarsely chopped
- 1 red onion, chopped
- 1 jalapeno pepper, minced
- 1 tablespoon minced pickled jalapeno pepper
- 1 bunch cilantro, minced
- 1 lime, juiced
- 1 pinch ground cumin



Directions:

1. Mix pomegranate seeds, mandarin oranges, onion, fresh jalapeno, pickled jalapeno, cilantro, lime juice, and cumin together in a bowl.
2. Cover bowl and refrigerate for several hours or overnight to let flavors blend.

POMEGRANATE RELISH

Ingredients:

- 2 pomegranates
- 3 tablespoons olive oil
- 1 shallot, minced
- 1 tablespoon lime juice
- Salt and pepper to taste
- 1/2 cup fresh cilantro, chopped



Directions:

1. Juice the pomegranates retaining the seeds and juice.
2. Heat oil in a small skillet over medium heat. Saute shallots until golden. Stir in pomegranate juice and seeds, lime juice, salt and pepper. Cook for about 3 minutes, or until slightly reduced. Remove from heat and stir in cilantro.
3. Serve at room temperature.

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 Ohio, Wisconsin and Canada.

CAULIFLOWER: Supplies are starting to stable off but we are still seeing higher than normal pricing.

CELERY: Supply has been greatly affected by insect pressures out west. Supply has remained stable, but we are seeing occasional inbound issues.

CUCUMBERS: Supply will be greatly affected due to supply gaps out west and limited availability regionally.

GREEN PEPPERS: Steady supplies are available from Ohio and Pennsylvania.

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. We will rely heavily on the programs we have out of Canada and Vermont.

RADISHES: Supplies are impacted by weather out west as heat has really affected what supply is available.

YELLOW SQUASH & ZUCCHINI: We are seeing great supply on zucchini squash, with yellow being a bit more limited. Product is available out of Ohio on both, with Georgia supply coming on in the next couple weeks.

Western Vegetables

ARTICHOKES: Sizing has been on the small side yielding mostly 24/30ct. Quality remains excellent.

AVOCADOS: Improved volume out of Mexico; market stabilized but still at a strong price point as California supplies continue to be lighter than anticipated.

BROCCOLI: Volumes on broccoli are strong this week as we have moved past the small gap. Product in the fields is skewed more towards crowns than bunch. Quality has remained very good and field yields have been excellent.

CAULIFLOWER: Numbers on cauliflower have remained good the past few months, with a few blips. Weather has been ideal for growing conditions and field yields have been excellent. There was a large increase in numbers last week as product pulled forward. We are hoping to not see a big gap in volume in the coming weeks. Quality remains strong.

CELERY: The celery market remains somewhat depressed as there are many different regions harvestings right now. Quality and sizing remains very good and the yields in the fields are excellent. Weather has remained warm and as a result, field yields have remained good all season. Going in to the fall, we will start looking at Thanksgiving celery numbers next month.

ICEBERG LETTUCE: Yields remain good and quality is strong. Moderate temperatures are expected through the next week. We expect the market to find its balance in the coming days. Both market and volumes are expected to remain steady through summer, up until transition to Huron in mid-late October.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: The market on Romaine/Romaine hearts remains relatively strong, particularly for summer. Volumes going forward are expected to remain steady. We have been on top of

the fields on all mixed leaf. Yields are quality remain good, which we expect to continue through the Salinas region. Reminder, in the fall, we do not transition through Huron, we go straight to Yuma mid to late October.

Value-Added

Raw product supplies are struggling to keep up with demand on various items due to downy mildew in the fields and other weather related issues. Organic Girl has been out of Mache Blend salad and butter lettuce salad all week due to raw product quality issues. Fresh Express has been out of bowl salads due to packaging issues.

Southern Vegetables

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

CABBAGE: Michaels Farms Ohio cabbage; market is stable.

CORN: Michaels has ended its season as we move towards Pioneer.

CUCUMBERS: Great quality coming out of Holthouse in Ohio.

GREEN PEPPERS: Great quality coming out of Holthouse in Ohio.

MUSTARD, COLLARD, TOPS & KALE Great quality coming out of Holthouse in Ohio.

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

RADISHES: Ohio grown; market coming down.

TOMATOES: Michigan grown from Leitz Farm.

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

Asparagus

Current supplies remain steady and market stable as light overall demand has kept prices from moving upward as was forecasted. With new production just around the corner in October, promotions will be readily available during this time frame. Organic asparagus now arriving from out of Argentina and boost in availability has drop costs downward; look for steady supply over next 6 to 8 weeks.

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 apples are presenting new crop Jonagolds, McIntosh, Jonathon, Ambrosia, Cortland and Galas while Fuji 12/# finish off. New York crops are now Yielding Sweet Tango apples. Organic Fuji's new crop are coming out of California.

BLACKBERRIES: Blackberries steady as new Mexican blackberries have begun to cross into US. Market currently stronger than in recent weeks but will drop off as volume builds from Mexico, along with improved quality. Organic blackberries situation improving with conventional.

BLUEBERRIES: Domestic grown blueberries are rapidly declining in volume and quality; shift into new crop Peru and Argentina is best route despite higher costs. The volume will escalate quickly and markets will level back downward. Organic blueberries are mirroring conventional with supplies growing more limited in coming weeks as western product finishes and imported organic blues behind the conventional in starting out.

CANTALOUPE & HONEYDEW: Western cantaloupes remain in good supply, peaking on jumbo 9's. Quality is outstanding with high sugar brix; volume is peaking but will taper off by later September. Honeydews, with King of the West label, are outstanding quality and flavor. Organic production has peaked and markets are on the increase. Organic honeydews wrapped up except for very limited remaining dewes; coming off guides.

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

GRAPES: Peak grape time continues out of Central California. Key promotional month for grapes ad; keep pushing as quality of fruit is outstanding. Many new red and green seedless have started with great size, particularly on the green seedless. The Autumn Royals black seedless may be the best tasting grape of the season; promo this grape and your customers will not be disappointed. The ever popular Holiday red seedless is slated to start loading next week and will be a new item for the 1st week of October; great new addition for your departments. Organic supplies also very robust and prime ad item for this period of time. Take advantage.

PINEAPPLES: Steady supplies but some weather conditions in prime growing regions have tighten supplies through mid-October.

RASPBERRIES: Supplies have improved but still some limited nature in volume. Both conventional and organic product will be affected by this limited inbound supply.

STRAWBERRIES: The strawberry market is starting to rebound but still some cuts /prorates happening until full swing out of Santa Maria region hits .Quality has improved with less bruising present and some pricing that is allowing for promotional activity.

Tropical Fruit

BABY FRENCH BEANS: Market still at low point; good supplies.

KIWI: Steady supplies.

LIMES: Prices has firmed up and increased on some sizes, with better demand this week. Size 200 and larger remained limited. Overall quality is very nice.

MANGOES: Conventional mangoes becoming limited as Mexico season comes to close; new crop out of Brazil available but costs are strong. Organic mangos also starting to jump significantly in price as the market continues to shrink. Would expect to see tight supplies on organic mangos through September with a month long gap beginning in October until imports start out of Brazil and Ecuador.

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

STAR FRUIT: Good 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

Your produce department should be all about apples and apple related items right now. You should have a large allocation of 3# bag apples which should include every variety that is available right now. In addition to your bulk apple display, I would also display tote bags full of Sweet Tango and Honeycrisp apples. Apple cider displays should be right up front. Tie in cake doughnuts or pumpkin spice doughnuts with your cider.

Sampling cider and doughnuts will really get you some attention! Don't forget your display of all the varieties of caramel apples that are available. Lastly, be sure to have apple crisp mix and lots of caramel apple dips to maximize sales!

CROSSET NEW ITEM & DELETION SHEET

W/B: 9/30/18

ITEM #	NEW ITEMS	SIZE
69150	Holiday red seedlessGrapes	19#
78507	CV Might Blue Blueberries	12/9.8oz
95910	Red Guava	10#
74680	Organic Slicer Tomatoes	20#
21210	Carnival Squash	35#
21214	Delicata Squash	45#
21235	Sweet Dumpling	35#
21247	Turban Squash	45#
21255	Hubbard Squash	35#
21410	Buttercup Squash	35#
21830	White Acorn Squash	45#
500221	Kabocha Squash	32#
15660	Bin Cauliflower 80ct	80ct
35190	Honeycrisp Bin Totes	120/5#
34850	Lil Honey Totes 18/2#	18/2#
25331	Spinach 12ct	12ct
69120	Gum Drop Grapes	16#
	DELETIONS	
78906	Calbee Onion Thyme	12/3oz
106147	Vegy Dip Ranch LtHouse	6/15oz
106145	Vegy Dip Avocado LtHouse	6/15oz
106120	Dressing Ranch LtHouse	6/13oz
106118	Dressing Blue Cheese LtHosue	6/13oz
106116	Dressing Caesar LtHouse	6/13oz
106115	Dressing Chunky Blue Cheese LtHouse	6/13oz

106113	Dressing Homestyle Ranch LtHouse	6/13oz
106112	Dressing Coleslaw LtHouse	6/13oz
74602	Organic Heirloom Tomatoes	10#
12000	Organic Bagged Radishes	12/12oz
82240	Vidalia Onions	16/3#
82245	Organic Vidalia Onions	40#
82250	Organic Vidalia Onions	16/3#
82260	Vidalia Onions	40#
82255	Vidalia Onions	12/2#
35147	Fuji	12/3#
15520	Cauliflower	9ct
69610	Concord Seedless Grapes	20/1#
73515	Red Pluots	16#
73535	Black Pluots	16#
74020	Prune Plums	25#
78519	OG Blueberries_FT	12/6oz