

Item of the Week: HONEYCRISPS



Honeycrisp is one variety of apples developed by Minnesota Agriculture Experiment. Compared to the common apple with beautiful and mouthwatering dark red skin, honeycrisp apples have distinctive characteristics which are the yellow background of the skin with mottled red color. This variety of apple is very tasty because it is the hybrid of apples from variety of Macoun and Honeygold but you don't need to worry, honeycrisp apples are not GMO but hybrid. They are completely two different things. So, this variety of apple is as natural as any apples you have consumed.

Nutritional Values of Honeycrisp Apples

When talking about the health benefits of apples, honeycrisp apples are not really different. However, compared to regular apples, the tart flavor of this variety is a strong indication that this apple is super low in calories, so it is excellent weight loss foods especially for breakfast.

Super Low in Calories

Do you know that high quality life is always associated with low calories diet? It is because based on some research studies, those who are currently doing low calories diet are likely to have longer live with better physical condition than those who don't. Foods that are low in calories are able to lower the rates of cancer, cardiovascular diseases and aged related degeneration conditions.

Excellent Energy Booster

There is a good reason why apple is good for breakfast because it is an excellent energy booster. Eating apple is not going to boost your energy like when you are drinking coffee but since apple contains carbohydrate and enough calories to give you the stamina you need in the morning.

Packed with Soluble Fiber

There are a lot of health benefits of eating apple skin because fiber in apple is found in the skin. That is why for the health benefits of fiber, you should eat apples along with its skin. Though some people prefer to peel it off and they still could get all the essential vitamins and minerals but less fiber content.

Aids Digestion

As mentioned above, consuming honeycrisp apples along with the skin will boost your daily intake of fiber. The health benefits of fiber are essential for digestion because fiber has prominent function to aid digestion because fiber could bind all the unnecessary content inside the intestine to be washed off. The result is your metabolism will move smoothly.

Fat and Cholesterol Free Type of Fruit

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It is not easy to find foods that lower cholesterol level but there are some fruits that are completely fat and cholesterol free and honeycrisp apples are among those fruits. Not only that, as it is rich of fiber, the soluble fiber will help eliminating the excessive amount of cholesterol.

Snack Solution during Weight Loss Program

If you are currently in a weight loss program, the hardest thing to control is your appetite. Consuming apples whenever you feel hungry could help you controlling your craving of snacking because the fiber content in apples will make you feel full longer and as fat free, it won't cause you any weight gain.

Prevents Obesity

The antioxidant content found in honeycrisp apples will help preventing the oxidative stress in body metabolism. The effect is the reduction of fat cell formulation that in excessive amount could lead to obesity. Polyphenols are one of the potent antioxidants found in apples along with vitamin C benefits, vitamin A and beta-carotene.

Excellent Immunity Booster

Apples are excellent choice of snack during recovery condition because honeycrisp apples are packed with essential vitamins and minerals that could act as excellent immunity booster. They will accelerate the recovery process while preventing your body from further infection.

Great for Diabetic Patients

There is no easy way to find food for patients who have been diagnosed with certain types of diabetes. However, a lot of studies have stated that consuming apples as snack for diabetic patients are considered safe.

Prevents the Development of Cancerous Cells

The only potent way of how to prevent cancer is by making sure your body has enough antioxidants. As mentioned in some previous points, honeycrisp apples are packed with potent antioxidants that could help preventing the developments of cancerous cells.

Good for Cardiovascular Health

Fiber found in honeycrisp apples is great for cardiovascular health. Moreover, honeycrisp apples also contain potassium that could help balancing the excessive amount of sodium in the blood stream to help controlling the symptoms of high blood pressure that could lead to more fatal condition such as stroke and heart attack.

Promotes Healthy Skin

If you want to have healthy and young skin, consuming fruits and vegetables in daily basis is highly recommended and apple is among fruits that you should add to your daily diet because apples are super tasty and nutritious.

Recipe (Source: Allrecipes.com)

APPLE PIE MUFFINS

Ingredients:

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|-------------------------------|---------------------------|
| 2 1/4 cups all-purpose flour | 1 egg |
| 1 teaspoon baking soda | 1 cup buttermilk |
| 1 teaspoon ground cinnamon | 1/2 cup butter, melted |
| 1 teaspoon vanilla extract | 2 cups diced apples |
| 1 1/2 cups packed brown sugar | 1/3 cup all-purpose flour |
| 1/2 cup packed brown sugar | 1/2 teaspoon salt |
| 2 tablespoons butter, melted | |



Directions:

1. Preheat the oven to 375 degrees F (190 degrees C). Grease a 12 cup muffin tin or line with paper muffin cups.
2. In a large bowl, stir together 2 1/4 cups flour, baking soda and salt. In a separate smaller bowl, mix together the egg, buttermilk, 1/2 cup melted butter, vanilla and 1 1/2 cups of brown sugar until sugar has dissolved. Pour into the flour mixture and sprinkle the diced apple into the bowl as well. Stir just until everything is blended. Spoon into the prepared muffin tin, filling the cups to the top.
3. In a small bowl, stir together 1/2 cup of brown sugar, 1/3 cup flour and cinnamon. Drizzle in 2 tablespoons of melted butter while tossing with a fork until well blended. Sprinkle this over the tops of the muffins.
4. Bake for 25 minutes in the preheated oven, or until the tops of the muffins spring back when lightly pressed.

APPLE BUTTER

Ingredients:

- 5 1/2 pounds apples - peeled, cored and finely chopped
- 4 cups white sugar
- 2 teaspoons ground cinnamon
- 1/4 teaspoon ground cloves
- 1/4 teaspoon salt



Directions:

1. Place the apples in a slow cooker. In a medium bowl, mix the sugar, cinnamon, cloves and salt. Pour the mixture over the apples in the slow cooker and mix well.
2. Cover and cook on high 1 hour.
3. Reduce heat to low and cook 9 to 11 hours, stirring occasionally, until the mixture is thickened and dark brown.
4. Uncover and continue cooking on low 1 hour. Stir with a whisk, if desired, to increase smoothness.
5. Spoon the mixture into sterile containers, cover and refrigerate or freeze.

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: Artichoke numbers have been steady with the mid-sizes (24ct-30ct). Cooler weather is not helping with the larger sizes. You will start to see a trend of smaller sizing available.

AVOCADOS: Improving volume out of Mexico; market decreasing slightly but still at a strong price point as California supplies continue to be lighter than projected. As we progress into fall, the volume will steadily increase and look for good overall supply situation lending to good promotion opportunities.

BROCCOLI: Volumes on broccoli are light this week as we are seeing a small gap due to product pulling forward the entire season. We expect numbers starting next week to rebound and be much better. 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. We are hoping to not see a big gap in volume in the coming weeks. Quality remains strong.

CELERY: More volume coming on as we start ramping up for Thanksgiving. Market is still on the weak side but expect pricing and demand to skyrocket near the end of October.

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, up until transition to Huron in mid-late October.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Active market on all leaf varieties. With local deals drying up and buyers coming back west it's made things interesting. Production numbers have been steady, finally the

demand is catching up. Expecting markets to remain in the mid-to-high teens if the cooler weather persists through the Yuma transition approximately Mid-November.

Value-Added

Raw product quality issues continue in the Salinas, California growing area as the fall season production begins to decline. Butter lettuce, Mache and Romaine have been in short supply due to quality and will not improve much until new fields begin in the desert in mid-November.

Southern Vegetables

BEANS: Michaels Farms Ohio grown green beans are wrapping and moving to Freshstart; excellent quality with pricing raising the next few weeks.

CABBAGE: Michaels Farms Ohio cabbage; market is stable. New crop Bin Cabbage is looking good.

CORN: Pioneer product has been strong.

CUCUMBERS: Holthouse product has wrapped up as we move into Freshstart.

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

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

ONIONS: Western onion markets are firm and quality is good.

RADISHES: Ohio grown; market coming down.

TOMATOES: Leitz farm is wrapping up product for the season.

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

Asparagus

Light overall demand has kept prices stabilized and should remain so for the balance of the month as volume stays steady. With new production just around the corner in late October, promotions will be readily available during the November time frame. Organic asparagus now arriving from out of Argentina and boost in availability has drop costs downward; look for supplies to be overall steady throughout October.

Fruits

APPLES & PEARS: Supplies and quality of apples coming from Washington remain good and should continue for the foreseeable future. East coast apples will be finishing off on organic Braeburn. Midwest apples are presenting new crop Red Delicious, Gold Delicious apples and Galas. New York crops are now yielding new crop Sweet Tango, Cortland, Lil Honey and Snapdragons. West coast is finished for the month on Pink organic Crips while bringing on new crop organic Pinova and organic Jonagold.

BLACKBERRIES: Blackberries building volume as new Mexican blackberries regions have begun to cross into US. As volume builds from Mexico, pricing is rapidly falling, along with improved quality. Organic blackberries situation improving like conventional, but overall volume is lighter than conventional, keeping costs more on the firm side currently.

BLUEBERRIES: With domestic crop finished, demand increased significantly for imported blueberries and volume is slowly arriving; looks to stay light for at least the next few weeks but by end of October, volume should be increasing on good scale and push markets back downward. Look for good ad promotions in November. Organic blueberries will remain limited until fully into November.

CANTALOUPE & HONEYDEW: Western cantaloupes beginning to tighten as volume will start seasonal decline out of California, demand is exceeding supply. Arizona has currently been plagued by rain and has production very light and in the short term will prevail and keep market strong. Dews remain steady after a short period of tight supplies.

GRAPES: Peak grape time continues out of Prime Central California. Many new red and green seedless have started with great size. First shipment of the ever popular Holiday red seedless have arrived and available on guides this week and will be a key new item for the 1st weeks 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 as we move into the Santa Maria region but still some cuts /prorates happening until quality has improved with less bruising present and some pricing that is allowing for promotional activity.

Tropical Fruit

BABY FRENCH BEANS: Good supplies; steady market at lower end.

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

I hope that you have already been set up for your Halloween sales; IF NOT THEN WHAT ARE YOU WAITING FOR? You can still capitalize on some of the sales for Halloween. Just go and build a display that makes a statement. NO other department in the store can state the change in seasons or the holidays like the produce department. Halloween is on a Monday this year, so be prepared to sell some pumpkins. The weekends before Halloween will be big for pumpkin sales because these will be the days everyone will be carving Jack-O-Lanterns. Depending on your stores volume, plan on having 1 to 3 bins of pumpkins for the weekend's business.

With football season in full swing, tailgating is very popular. Veggie dips and baby carrots go hand in hand for the perfect football game or after school snack. Make sure your displays are full and fresh for shoppers on the way to the game. (Be aware of game times in your local area.) Use pre-cut and ready-to-eat items as much as possible as these shoppers are pressed for time. They are in a festive mood, so keep them happy!

Your children will be looking for those snacks everyday so be sure to stock up on bananas, apples and apple dips. 3# bags of apples are the perfect size for snacking without a lot of waste. You might also want to consider having some fruit and vegetable trays handy for those looking for a quick and easy snack.

Now is the time to start planning for your baking bars in your departments. Having all your baking needs like candied fruit, fruit cake mix, lemon peel, orange peel, citron, candied pineapple, raisins, dates, figs, walnuts, pecans, cashews, pistachios, almonds, white chocolate, dark chocolate, raw peanuts, coconut, marshmallow crème and any other baking items you can think of, in one spot will make your customers shopping trip a lot easier and will increase sales.

CROSSET NEW ITEM & DELETION SHEET

W/B: 10/21/18

ITEM #	NEW ITEMS	SIZE
38040	Bartlett	70ct/40#
62511	Caramel W/nuts	24/1ct
28400	Red Delicious Apple 8/5# Totes	8/5#
35146	Fuji Apple 8/5# Totes	8/5#
35110	Empire Apple 8/5# Totes	8/5#
38028	Precondition Danjou 48ct	27#
28484	Red Delicious 45ct	45ct/29#
22554	Crimini 6/8oz	6/8oz
89025	Rooster Red Potato 10/5lb	10/5lb
111610	Pummelo Grapefruit	8ct
89049	Organic Mixed Baby Potatoes	16/1.5lb
89056	Organic Fingerling Potatoes	16/1.5lb
89080	Organic Baby Red Potatoes	16/1.5lb
89085	Organic Baby Yukon Potatoes	16/1.5lb
85865	Meyer Lemons	17#/50ct
13505	Organic Red Beets	24/1#
79690	Organic Bok Choy	15#
64030	Fruit Mangoes	12ct
69160	Clamshell Holiday Red Grapes	10/2#
66025	Cranberries	
71165	Yellow Prima Gattie Peaches -Euro	18#
66040	Organic Cranberries-Clam	12/7.5oz
69120	Gum Drop Grapes	16#
	DELETIONS	
38230	Packham OG	40#/70ct
39025	Valencia Oranges	38#/72ct
39032	Valencia Oranges	6/8lb

39085	Valencia Oranges	10/4lb
38840	Minneola Tangelo	6/3#
82240	Vidalia Onions	16/3#
82245	Organic Vidalia Onions	40#
82250	Vidalia Onions	12/3#
82260	Vidalia Onions	40#
74605	Organic Slicer Tomatoes	15#
38525	OG Red Bartlett	22#
27080	OG Avocados	70ct
69125	Muscadine Grapes	8/1#
73020	OG red Plums	28#
78519	OG FT Blueberries	16#
23010	Rhubarb	20#
82225	Vidalia Onions	40#