

Item of the Week: **KIWI FRUIT**



Kiwis are small fruits that pack a lot of flavor and plenty of health benefits. Their green flesh is sweet and tangy. It's also full of nutrients like vitamin C, vitamin K, vitamin E, folate, and potassium. They also have a lot of antioxidants and are a good source of fiber. Their small black seeds are edible, as is the fuzzy brown peel, though many prefer to peel the kiwi before eating it.

Thanks to different growing locations, kiwis can be in season year-round. They're grown in California from November to May, and in New Zealand from June to October. Kiwi can also be found in supplement form.

Health Benefits of Kiwi Fruit

Can Help Treat Asthma

It's thought that the high amount of vitamin C and antioxidants that kiwis contain can actually help treat people with asthma. One study from 2000 found that there was a beneficial effect on the lung function among those who consumed fresh fruit regularly, including kiwis. Fresh fruit like kiwi may reduce wheezing in susceptible children.

Aids Digestion

Kiwis have plenty of fiber, which is already good for digestion. They also contain a proteolytic enzyme called actinidin that can help break down protein. One study recently found that kiwi extract containing actinidin greatly enhanced the digestion of most proteins.

Boost the Immune System

Kiwis are nutrient-dense and full of vitamin C. In fact, just 1 cup of kiwi provides about 273 percent of your daily recommended value. Vitamin C is an essential nutrient when it comes to boosting your immune system to ward off disease. One study even found that kiwis may support immune function and reduce the likelihood of developing cold- or flu-like illnesses. This is especially true in at-risk groups like adults over the age of 65 and young children.

Reduces Risk of Other Health Conditions

Oxidative stress can result in damage to our DNA. This can lead to health problems. Partially thanks to its antioxidants, there is some evidence from an older study that regular consumption of kiwi or kiwi extract reduces the likelihood of oxidative stress.

Since oxidative DNA damage is strongly linked to colon cancer, regular kiwi consumption could lower your risk of colon cancer, too.

Can Help Manage Blood Pressure

Not only can kiwi fruits provide an extra boost to our immune system, they can also help us to manage our blood pressure. A 2014 study found evidence that the bioactive substances in three kiwis a day can lower blood pressure more than one apple a day. Long term, this may also mean a lowered risk for conditions that can be caused by high blood pressure, like strokes or heart attacks.

Reduces Blood Clotting

In addition to helping us manage our blood pressure, kiwis can actually reduce blood clotting. A study from the University of Oslo found that eating two to three kiwis a day significantly lowered the risk of blood clotting. They were also found to reduce the amount of fat in the blood. Researchers said that these effects were similar to those of a daily dose of aspirin to improve heart health.

Protects Against Vision Loss

Macular degeneration is the leading cause of vision loss, and kiwis might help protect your eyes from it. One study found that by eating three servings of fruit a day, macular degeneration was decreased by 36 percent. Kiwis' high levels of zeaxanthin and lutein are thought to contribute to this effect.

How to Prepare Kiwi Fruit

It is important to wash any fruit before cutting it. This will prevent your chances of eating pesticides or bacteria. Simply rinse it off with warm water. Although you can use a vegetable cleaning spray, it is important to keep in mind that it really does not make a huge difference. You can use a paper towel to dry the kiwi fruit off.

In order to prepare a kiwi fruit, the first thing that you will want to do is peel the skin. To do this, cut off each end of the kiwi. Then, get your knife underneath the skin of the kiwi and peel it from all the way around the entire fruit. If this does not work for you, try peeling the fruit vertically, beginning from the top to the bottom. This will take slightly longer to do but can make the peeling process easier.

Once the kiwi has been peeled, the next thing that you will need to do is slice it. Kiwi fruits have a core in the center. Some people prefer to cut around the core. There are also people who prefer to scoop the seeds out of the fruit. Keep in mind that both of these things are not necessary to do. Slicing the kiwi fruit horizontally is the easiest way. If you want to cut around the core of the fruit, you can also cut the kiwi in vertical slices.

Many people do not realize that you do not need to peel and cut a kiwi fruit in order to eat it. The skin and seeds of kiwi fruits can be eaten, but keep in mind that you will want to avoid eating the core of the fruit.

Recipes (Source: Allrecipes)

PAVLOVA DELUXE

Ingredients:

6 egg whites
1/8 teaspoon cream of tartar
1 cup white sugar
1 tablespoon cornstarch
2 teaspoons distilled white vinegar
1 1/4 cups heavy cream, chilled
1 teaspoon vanilla extract
2 teaspoons confectioners' sugar
8 kiwi



Directions:

1. Preheat oven to 400 degrees F (205 degrees C). Grease interior of 8 inch springform pan and dust lightly with cornstarch.
2. Beat egg whites, preferably in a glass or ceramic bowl, until stiff and glossy. Make sure egg whites have absolutely no contact with grease (fresh or residual), or even a speck of yolk. Combine cream of tartar, white sugar, and cornstarch; gradually beat in to the egg whites. Sprinkle vinegar over egg white mixture, then fold it in very gently.
3. Pile meringue into prepared pan. Spread to the sides leaving a slight depression in the center. Place in preheated oven. Close the oven door, and immediately turn oven down to 250 degrees F (120 degrees C). Bake for 75 to 90 minutes. Open oven door, but leave meringue in the oven for 15 more minutes. Remove meringue to a draft free spot. Very carefully remove rim of spring form pan, and allow meringue to cool completely. There may be a slight sinking in the center. Carefully remove meringue from pan base, and place on serving platter.
4. Whip cream, vanilla extract, and confectioners' sugar until thick and firm. Gently spread over the meringue.
5. Remove the pulp from the passion fruit, and spoon over cream. If using kiwi, peel and slice the fruit; arrange slightly overlapping slices in a pleasing design. Chill until serving time.

Organic Produce

BEETS: Beets will continue to see insect pressure to the tops as well as yellowing that to the tops.

BROCCOLI: We are starting to see some variable pricing out west. Aphids are affecting some older crops but we have moved away from those suppliers.

BUNCH CARROTS: Good Supply available and good quality.

CABBAGE: Supply is starting this week out of Georgia and we will be in southeast product for the winter.

CAULIFLOWER: Supply has turned around and tightened up out west, we may see prorates on some orders.

CELERY: Supply is very stable at the time, supply is good and quality is pretty good.

CUCUMBERS: Regional supply will be spotty at best. Product in the southeast is coming in on the smaller side and showing some increased scarring. We will continue to pull product from out west to ensure proper sizing.

GREEN PEPPERS: Supply has moved to Florida and South Carolina and has looked great!

KALES: Great supplies of Kale currently, plenty of regional product from all over the Midwest available. We are currently sourcing from Georgia and North Carolina.

LETTUCES: As we are seeing the transition in growing regions change we are seeing very limited supply on Romaine and what we are finding is poor quality. Better supply on Red and Green Leaf is available. Florida Leaf lettuces will be starting up in a couple weeks.

RADISHES: Supplies are impacted by weather out west as heat has really affected what supply is available. Product out of Florida is very clean and looks great!

YELLOW SQUASH & ZUCCHINI: We are seeing great supply on Zucchini Squash, with Yellow being a bit more limited. Supply is currently coming out of Florida, South Carolina and Mexico.

Western Vegetables

BROCCOLI: Good quality and with great volumes.

CAULIFLOWER: Good quality and with great volumes.

CELERY: Celery numbers are on with forecast projections but with inland celery growers fighting fusarium in the fields it's putting demand on the coastal farms who are free of the disease.

ICEBERG LETTUCE: Strong demand since the Romaine fiasco. No lag in harvest numbers, as shippers struggle to keep up with demand. Expected to ease after the new year.

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Pricing is on the decline but it is not enough to make people switch back or ease pressure on the lettuce demand.

Value-Added

Supplies of most salads and precut vegetable items are limited due to the heavy rains last week in the southwest growing areas. Rain and cooler temperatures have affected the growth cycle of most crops. Most fields have water in between the rows and in low areas which is preventing harvest crews from moving equipment into these fields.

Southern Vegetables

CUCUMBERS: Markets remain firm. Cool weather and rain in the south has slowed down production.

GREEN PEPPERS & SUMMER SQUASH: Supplies have also been affected by the cool temperatures and rains in the south.

TOMATOES: Big tomatoes are tight due to cold weather in the south.

Asparagus

Market becoming active for Holiday pulls. Peru volume dropping off after good volume over last few weeks and Mexico continues to be very light; once inventory deleted markets will move upward quickly for New Year's and first weeks of January. Organic asparagus will remain very spotty with sporadic arrivals.

Fruits

APPLES & PEARS: West coast supplies and quality of apples coming from Washington/California remain good. New crop Opal 12/2#, organic Opal, organic Pink Snaps, and Forelle pears have started. Good supplies and quality on east coast product. Midwest supplies and quality of apples coming from Michigan/Pennsylvania remain good. Good supplies and quality of New York apples.

BLACKBERRIES: Blackberries remain in heavy volume, but quality remains spotty. Market pricing is continuing at lower end keeping item as a promotable option. Organic blackberries volume up and market has drifted downward after high point earlier due to weak quality arrivals limiting available volume.

BLUEBERRIES: Blueberries moving upward in price as overall supply winds down out of Argentina. Peru supply stable but heavy volume pass. New Chilean vessels will be hitting next week but overall volume will be light with growing region transition until the New Year. Chile is forecasting heavy volume for season and January will be prime month for promoting.

CANTALOUPE & HONEYDEW: Cantaloupes currently in very short supply as offshore product is now sole supplying growing region with domestic product totally finished and Mexican/Nogales deal virtually done. Look for little change until the new year. Honeydews mirroring the cantaloupe situation, but better supplies still in Mexico have limited major market shift.

CHERRIES: Imported cherries in full swing out of Argentina and prices beginning to reflect increased volume. Quality looks great with good sound color. Rainiers available still for another few weeks; great looking fruit. Both items are high impulse purchases by customers and get out on display to capture these sales.

CITRUS: Navel oranges are going strong; gas hours are down to under 24 hours if any. Fruit is running nice and clean. Peak sizes are running 88/113/72 with large fruit being very tight. Cara Cara navels and blood oranges are available now. Minneola tangelos are starting next week.

GRAPES: Central California Valley grape harvest is continuing to wind down rapidly and with most growers finished packing. Red seedless supplies remain plentiful out of California and will continue to be available into mid-January. Green supplies much more active and costs keep increasing, particularly on high quality end grapes; new imports pricey but will be the more quality driven grape. Organics finishing on all colors except Reds switch will wrap up by the end of December. Look to transition into new crop imports from Peru and Chile as we move into the last week of December and first of January.

PINEAPPLES: Steady supplies; market down but will move back upward as move into the holiday seasonal demand.

RASPBERRIES: Volume slipped over last few weeks and market pricing is now reflecting this change; overall quality solid.

STRAWBERRIES: Strawberries continue to be very limited with heavy prorates. All areas struggling with cool temperatures and rain that curtailed the production. Better weather throughout Oxnard and Santa Maria

(California) is improving some. The biggest change is the Central Mexican product starting to produce some fruit and could provide some relief on supplies by end part of next week. Florida remains very limited option as forecasted rain will hamper what little production is going.

Tropical Fruit

BABY FRENCH BEANS: Supplies remain steady with little market change.

KIWI: Steady supplies; best quality remains out of New Zealand. Italian kiwi offer is best value.

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

MANGOES: Conventional mangoes primarily out of Ecuador. Brazil production has virtually wrapped up for the season. Organic mangoes started out of Ecuador; price strong but will level out as volume builds steadily.

MARIDOL PAPAYAS/ GOLD PAPAYAS: High volume on papayas continues.

STAR FRUIT: Good supply; sizing ranging from large 16ct to 25ct for value.

SUGAR SNAP PEAS/SNO PEAS: Snow peas market moving upward. Sugar snaps very strong and limited best quality comes out of Peru but at a high price.

Merchandising Tips

With just a little more than a week before Christmas, hopefully all our plans are in place and major displays and quantities to be ordered are finalized.

Let's not forget those little tie-ins that will boost our sales:

- Walnut meats with apples for Waldorf salad.
- Our stuffing starter tied in with celery.
- Celery hearts tied in with our fresh and dry cranberries; also tie in cranberry relish.
- Pearl onions with green beans - make sure you package some large bags of green beans.
- Sliced and slivered almonds with green beans for casseroles.
- Organic Jersey white sweet potatoes, organic red garnet yams and organic jewel sweet potatoes for variety of sweet potatoes/yams.
- Veggie dips with shortcut carrots and celery sticks with your vegetable trays - the same goes for fruit dips with berries, grapes and fruit trays.
- Pine nuts with salads.
- Plenty of cored pineapples with your fresh whole pineapple displays.

These are just a few suggestions for increased sales and a successful Holiday.

CROSSET NEW ITEM & DELETION SHEET

W/B: 12/16/18

ITEM #	NEW ITEMS	SIZE
71251	Chilean Peaches	16#
60205	Ugli Fruit	18ct
55042	OG Clementines - 2# bag	15/2#
9610	OG Belgium Endive	10#
31035	OG Opa Apple l 60ct	27#
33980	OG Pink Snap LL Apple	12/3#
38240	Forelle Pear 81/90ct	22#
58500	Lemon Pink Vargated Zebra	10/1#
55085	Satsuma Clamshell	16/2#
71020	Chilean TR Peaches	16#
72060	Chilean TR Nectarines	16#
69410	Sweet Celebration Grapes	18#
18615	Bag Shishito Peppers	8/8oz
DELETIONS		
69204	OG White seedless Grapes	19#
97430	OG Pomegranates	30/32ct
62025	OG Fuyu Persimmons	20ct
78004	OG Packer Strawberries	8/1#
62020	Fuyu Persimmons	10#/18ct
16530	OG Asparagus	11#
69120	Gum Drop Grapes	16#
55225	Tangerine	12/3#
87026	Russet Potato	100/10#
6205	White Corn	42/48ct