



Week of September 14, 2009

## Market News, See What's Cropped Up!

Well let's get right to it. Summer's over, even if it doesn't feel like it quite yet and we're beginning the transition to new crop from offshore. **Raspberries** and **Blackberries**, and **Blueberries** look like they'll be the first to move. As always quality goes down and price goes up until we get into new crop. The same goes for **Grapes**. **Strawberries** will continue to come from California.

However, they too are having issues with production. Excessive moisture is causing us to see more bruised and under colored berries. Driscolls seem to be holding up the best. However, if you're moving lots of product then the California will be ok. **Stone Fruit** is also winding down. **Black Plums** are your best bet if you're looking for stone fruit. **Apples** and **Pears** are getting better each week as we head into the autumn months. **Bell Peppers** are steady, along with **Broccoli** and **Cauliflower**. **Texas Citrus** is not quite ready yet. Give it a few more weeks. Mexico had had quite a bit of rain and production is still low.

However, it still looks like we will have a good crop. **Lettuce** supplies are steady and quality is good. It will still be a few more weeks until **Cucumbers** move south so we can expect quality to be fair at best. We should still have **Texas Watermelon** until at least mid-October. Keep your eye on **Jumbo Asparagus** prices are a little nutty. **Potatoes, Tomatoes**, and **Onion** are all steady for now. We had a few cases of **Apricots** come in which will mostly be the last for the season. We have many hand peeled squashes and root vegetables available - **Kabocha, Butternut, Turnips, Rainbow Carrots** to name a few. **Wild Mushrooms** are available: - **Chanterelles, Maitake, Nebrodini Bianco, Velvet Pioppini, Brown Beech, and White Beech**. We also have some wonderful **Italian Black Truffles** available too! **Pumpkins** are due to arrive mid next week, and don't forget we will also have **Heirloom Pumpkins** available.



### Do you have the ripe stuff?

Purchase mushrooms that are firm with a fresh, smooth appearance. Surfaces should be dry, but not dried out, and appear plump. A closed veil under the cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor. Mushrooms keep for up to a week in the refrigerator. Keep mushrooms in original packaging until ready to use. Avoid storing in airtight containers - they cause condensation, which quickens spoilage. Brush off any dirt with a damp paper towel or fingers. Rinse fresh mushrooms only briefly under running water and pat dry with a paper towel. Never soak them, as they absorb moisture.



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### Seasonal Sensations

Mini Orange Pumpkins

Mini Tiger  
Stripe Pumpkins

Indian Corn

Gourds

### In the Spotlight

#### Trumpet Royale Mushrooms

Trumpet Royale™ has a wonderful nutty flavor, a resilient firm texture, and an amazing shelf life. It has a great range of flavor, depending on the preparation style. It can be sautéed, grilled, braised, stewed, or broiled. Unlike many mushrooms, the stem has the same wonderful texture and flavor as the cap – nothing is wasted. The stem may be sliced into medallions and prepared like seared scallops. Trumpet Royale™ offers endless opportunities for creativity! Firm porcini-like texture, its savory richness is emphasized by high-heat cooking. Sautéed with butter, it pairs with Chardonnay. Grilled or roasted with olive oil, pair it with Syrah. With meats, try with Pinot Noir or Zinfandel. It likes cream, walnut, sherry, parmesan, rosemary, balsamic.





## Laser labeling system tattoos fruits and vegetables

Researchers are awaiting Food and Drug Administration approval of a laser etching system that supporters say could replace sticky produce labels.

Scientists with the U.S. Department of Agriculture have been examining a laser system that can etch product information directly on individual pieces of fruit and vegetables much like a tattoo.

The technology, invented by Greg Drouillard, owner of Laser Application Technologies, Peachtree City, Ga., and director of research technology for laser development for Sunkist Growers Inc., Sherman Oaks, Calif., uses a carbon dioxide laser beam to etch product information into the first few outer cells of the peel of the fruit or vegetable.

Jan Narciso, a research microbiologist at the USDA Agricultural Research Service's U.S. Citrus and Subtropical Products Laboratory in Winter Haven, Fla., said scientists expect FDA approval shortly.

She said scientists at the center have used the laser etching system on citrus, avocados, tomatoes, onions, potatoes and garlic.

Leafy greens are about the only produce the system doesn't work well on, Narciso said.

"With all of the biosecurity and food safety issues becoming so huge with fresh produce, I see this system becoming the norm," she said. "Everyone I have talked with says they hate the sticky labels as they're hard to come off and can take half the peel off with them. This system is a great safeguard for traceability as you know the product would not be tampered with. This product down the road could become paramount."

Narciso said fruit topography has a lot to do with what and how much information shippers can place on the fruit.

Drouillard said the biggest advantage of the system he developed in 1994 and commercialized in 1997 involves not having to store and print labels. He calls it a green and energy-efficient process.

"It can print anything," he said. "The criteria of what determines what you're printing are how fast the product is moving on the packing line and how big the product is. How much of the tomato do you want to cover with information?"

Drouillard, who controls licensing of the system, said he isn't sure how he plans to license it. The first rollout, however, which hasn't been scheduled, will be with Sunkist, he said.

National studies conducted by Sunkist as well as a consumer research firm show 98% consumer acceptance of the system, Drouillard said.

Watermelon grower-shipper Coosaw Farms, Fairfax, S.C., used the laser letters on its watermelons in 2003.

Angela Chappell, business development manager, said it proved successful but Coosaw's retail customers didn't seem interested in using it.

"I can see it working for smaller pieces of fruit," she said. "You could save a lot of money but the advantages just haven't really caught on yet. You have trade-offs. You lose everything you could be printing on a color label, which looks a lot nicer in your merchandising with all of its attributes."



New laser labeling technology uses a carbon dioxide laser beam to etch product information into the first few outer cells of the peel of a fruit or vegetable. Some say the system could replace sticky produce labels.

## Autumn is upon us! Some Fall festiveness for your table?

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| <ul style="list-style-type: none"> <li>• Large Indian Corn</li> <li>• Small Indian Corn</li> <li>• Mini Orange Pumpkins</li> <li>• Mini White Pumpkins</li> <li>• Cannon Ball Pumpkins</li> </ul> | <ul style="list-style-type: none"> <li>• Gourds</li> <li>• Large Hay Bales</li> <li>• Mini Hay Bales</li> <li>• Corn Stalks</li> <li>• Wheat Bundles</li> </ul> | <p><b>Coming Soon.....</b></p> <ul style="list-style-type: none"> <li>• Fairytale Pumpkins aka Calabaza de Castilla</li> <li>• Cinderella Pumpkins</li> <li>• Jarrahdale Pumpkins</li> <li>• Ghost Pumpkins</li> <li>• Big Mac Pumpkins</li> </ul> |
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