



Week of September 28, 2009

Market News, See What's Cropped Up!

Volume 6, Issue 8

Seasonal Sensations

Texas Gala Apples

Texas Pumpkins

Texas Herbs

Scarecrows

In the Spotlight

Ugly Ripe Tomatoes

The "Ugly Ripe" tomato was the innovation of Mr. Joe Procacci, the Thomas Edison of the produce industry as I like to call him. Mr. Procacci is a well respected gentleman who is quite dynamic and full of enthusiastic energy in the produce business. He loves tomatoes and he enjoys making them taste good. So he developed the Ugly Ripe tomato that looks like an old fashioned backyard garden Heirloom variety just loaded with rich, red, juicy flavor. The Ugly Ripe is so called for its wrinkles and misshapening appearance. After all, that's what backyard garden tomatoes look like, don't they? But the taste of an Ugly Ripe tomato is absolutely out-of-this-world

We have some excellent **Texas Gala Apples** available. They are super sweet and juicy and I would highly recommend them. Ok so let's start with some good news. **Asparagus** quality is good and prices are headed down. The following items are all holding steady and quality is good - **Beans, Broccoli, Cauliflower, Cabbage, Carrots, Eggplant, Green Onions, Leeks, Red Onions & Yellow Onions** are the same. Box **Potatoes** are slowly headed down. **Yukon Golds** are steady. We have some wonderful **Ugly Ripe Tomatoes** from Florida that are excellent. **Zucchini** and **Yellow Squash** are lower, and we should start to see product from Mexico soon. **Head Lettuce** is lower, **Romaine** is also lower, **Leaf** is higher and quality is fair at best, and **Boston** is steady.

Baby Spinach is steady but **Baby Arugula** is having issues and one big grower is not shipping. **Tangerines** started but in a small way. **Honeydew** are starting up in Arizona, which is a good thing. Flavor and quality will be excellent. **Cantaloupes** are also transitioning. The **Strawberry** market is very unstable right now. Growers are having major problems, mostly due to unfavorable weather conditions. Strawberry prices are all over the board and quality is the biggest issue right now. **Raspberries** also took a big jump from last week. **Blueberries** are not to be outdone, they also took a jump. **Blackberries** are very scarce we are in-between growing areas so product will be tight and high priced and quality will be a major issue.



Pumpkins and squash and gourds oh my!

Texas A&M University says the answer lies in the stems. Pumpkins, squash and gourds all belong to the same genetic family -- *cucurbita*, but different subgroups, which can be divided into *cucurbita pepo*, *cucurbita maxima* and *cucurbita moschata* subgroups.

The pepo species of pumpkins is considered the true pumpkin, with bright orange skin and hard, woody, stems. The pepo subgroup also includes gourds, pattypan summer squash, scallop summer squash, gray and black zucchini, and summer crookneck squash.



The maxima subgroup produces pumpkin-like fruit but the skin is usually more yellow than orange and the stems are soft and spongy or corky, without ridges. Other members of the maxima group are hubbard, banana, buttercup and turban squash, most winter squash.

The pumpkins in the moschata subgroup are usually long and oblong instead of round and have tan rather than orange skin. The stems are deeply ridged. Also in this category are cushaw, winter crookneck and butternut squash.





USDA Launches New Web Pages and On-Line Tools to Help Consumers Make Healthier Food Choices

New Nutritional Tools Part of 'Know Your Farmer, Know Your Food'



WASHINGTON, Sept. 23 2009-Agriculture Secretary Tom Vilsack today launched three new online tools that will help consumers make healthier food choices and gain a better appreciation of the role of American agriculture in food production from the farm to the table.

"Because more than 80 percent of our population lives in suburban and metropolitan areas, when we think of food, we more often think of the grocery store than the farm," said Vilsack.

"There is a disconnect between the farmer and the food that consumers buy and we want to re-connect these long standing ties between the people who produce the food and those who purchase and prepare it. These new online tools will help do that."

Vilsack launched a broad new 'Know Your Farmer, Know Your Food' initiative on Sept. 15 to begin a national conversation about food and to help connect people more closely with the farmers who supply their food and increase the production, marketing and consumption of fresh, nutritious food that is grown locally in a sustainable manner. These three new online applications were designed by USDA's Center for Nutrition Policy and Promotion (CNPP) to help consumers make healthier food choices and are part of that initiative. They are:

Growing a Healthier You: Nutrition From the Farm to the Table - Known for its MyPyramid food guidance system and the Dietary Guidelines for Americans, USDA's CNPP has designed a companion initiative, "Growing a Healthier You: Nutrition From the Farm to the Table," with the launch of a new web page. This new web page links garden and farm produce to the nutritional well-being of the public and the significance of locally grown fruits and vegetables. This web page, located at www.cnpp.usda.gov/KnowYourFarmer.htm, will promote national initiatives, such as National Nutrition Month and feature interesting facts about specific fruits, vegetables and other foods. It will also feature What's for Dinner (or Breakfast or Lunch); Your Garden, Your Produce, Your Menus; and From Garden to Plate, Safety Matters.

MyFood-a-pedia - The much anticipated MyFood-a-pedia is a new online tool that gives consumers quick access to nutrition information for over 1,000 foods. The MyFood-a-pedia provides calorie count information on the contribution of the food to the five food groups people need to be healthy. MyFood-a-pedia, located at www.MyFoodapedia.gov, also provides the number of "extra" calories in foods from solid fats, added sugars, and alcohol.

10 Tips Series - "10 Tips" will feature a variety of topics under CNPP's Nutrition Education Series. The "10 Tips" begins with cutting back on salt and sodium, followed by tips for setting good examples to be a healthy role model for children, tips for following a vegetarian diet, and tips for making more environmentally friendly food choices. Other tips will be added regularly, and can be downloaded at www.MyPyramid.gov.



Have you decorated your harvest table?



- Heirloom Pumpkins
- Texas Grown Pumpkins
- Large Indian Corn
- Small Indian Corn
- Mini Orange Pumpkins
- Mini White Pumpkins
- Cannon Ball Pumpkins
- Gourds
- Large Hay Bales
- Mini Hay Bales
- Corn Stalks
- Wheat Bundles
- Scarecrows
- Fall Leaves

