



Week of October 26, 2009

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

When seasons and regions change, products change too. We are switching over from Valencia to Navel **Oranges** over the next week or two. You will see more Navel Oranges which we hear look really good but won't have a lot of sugar for a few more weeks. Produce prices are still a bit rocky, but should settle down once we get going into the new crop. **Apples, Asparagus** and **Avocados** are all steady. Also holding steady are **Melons, Onions, Pears, Potatoes,** and **Squashes.** **Berries - Strawberries** and **Raspberries** are holding steady, but quality is fair at best. **Driscoll Strawberries** are very tight, and we have had to ship **California's** in their place. Driscoll is prorating us which means we order 200 cases and are sent 60. This is another take it day by day situation and we will keep you updated with information as we continue to monitor their condition. **Blackberries** are fair at best and supply is tight due to heavy rains. **Blueberries** are also still in tight supply and we are taking it day by day. **Bro-**

**coli, Carrots,** and **Cauliflower** are still high as we change growing regions. Lettuces are also changing regions. **Leaf Lettuce** is still showing signs of fringe burn and translucent water spots. **Romaine** is going up; **Romaine Hearts** are higher and are still in tight supply. **Spring Mix** is unstable, **B&W Arugula** is back for now, but quality is fair at best with a reduced shelf life, and we hear that more problems could be coming. Damage is still being accessed in the **Tomato** fields. Suppliers are tight and achieving color has been a challenge. After Halloween the demand for **Pumpkins** is almost non existent, so if you need any for Thanksgiving now is the time to order! **Fairytale** pumpkins, **Ghost** pumpkins, **Pie Pumpkins,** and **Big Mac's** are all available. Also available are the **Wee Bees,** and the **funny face** pumpkins! Oh, and fresh **Cranberries** have arrived!



### So, what's in available that's different?

GUAVA  
BANANA FLOWERS  
BUDDHA HAND  
GRAPPLES  
PUMMELOS  
SATSUMAS  
CACTUS PEARS



YUZU  
MANGOSTEEN  
CHESTNUTS  
WATERCHESTNUTS  
PARSLEY ROOT  
COQUITOS  
ORO BLANCO

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### Seasonal Sensations

Texas Oranges

Texas Pumpkins

Texas Ruby Red  
Grapefruit

Texas Braeburn Apples

### In the Spotlight

#### Rio Star Grapefruit

Dr. Richard Hensz of the Texas A&I Citrus Center (now known as the A&M Citrus Center) spent many years in the laboratory, working to produce the reddest grapefruit through mutations induced by ionizing radiation. In 1970 the Star Ruby variety was released followed by the Rio Red variety in 1984. With so many red varieties with varying degrees of redness, the industry was again faced with a marketing dilemma. To differentiate the Texas sweet, red grapefruit - a superior tasting grapefruit - from those other grapefruit, the industry now markets its fruit under two registered trademarked categories: Ruby-Sweet and Rio Star.

The South Texas sub-tropical climate, fertile soil, and sunny weather work together to provide excellent growing conditions. Texas citrus growers carefully maintain crop quality through successful irrigation techniques, growing conditions and extensive research. Texas grapefruit is tree-ripened and hand-picked to ensure the best quality possible. After picking, area shippers wash, inspect, grade and hand-pack the fruit. It's then shipped to supermarkets across the United States, and Canada. So peel that outer skin and reveal the sweet, juicy, red interior for yourself.



## A little Halloween history...

Ancient Celts originally carved skulls out of turnips and placed them on their window sills in memory of their departed loved ones during the time of harvest. The Celts believed that the most powerful part of the body was the head and in it was the spirit of knowledge. This vegetable skull sculpture was also used to ward off harmful spirits to protect the harvest. A candle was later added in central Europe. The "trick" refers to two different stories, one of The Jack-o-lantern which is traced back to the Irish legend of Stingy Jack who was a greedy, gambling farmer who tricked the devil into climbing a tree then carved a cross on the tree to trap him. In revenge the devil put a curse on Jack so that he had to roam the earth at night only with the light of a candle inside a carved turnip. North Americans changed the turnip into the pumpkin when they realized how much easier they were to carve, thus our



holiday revolves now around the pumpkin vs. the turnip. Poor little turnip has gone by the wayside. The second story is that costumes were later added to also trick the evil spirits into not knowing who to

haunt. The idea was that if the evil spirits were tricked into thinking that everyone out roaming was a goblin or a ghost just like them that they would have no one to haunt and go away.

The "treat" was originally all the delicious foods made from the bounty of the autumn harvest with the inclusion of apples, nuts, squash, etc...not the mountains of never ending store bought holiday for sale 365 days a year. As with all holidays the "spirit" of Halloween has been foreshadowed and cheapened by mass marketing, but remember that it is not by accident this popular holiday falls on the eve of Catholic's All Saints Day and the Day of the Dead (traced back to the Aztecs) when people all around the world pray for and remember past relatives while preparing feasts in their memory. This year you can join them and eat pumpkin or apple pie, cake or cookies for the holiday this year while you think about past loved ones - you'll be reliving history!

HAPPY HALLOWEEN, ALL SAINTS DAY and DIA DE LOS MUERTOS!



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