



Week of January 18, 2010

Market News, See What's Sprouting!

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The hard freeze in Florida last week hit all of the state's crops. Especially hard hit were **Tomatoes**. The freeze killed the plants - that's really bad. If the freeze lasts for just a few hours, the plants will revive, but any longer than that they die. When that happens at this time of year, you have to replant for the spring which means 6-8 weeks before you can get any replacement product. Mexico, which is the other big producer this time of year, cut back their planting on Tomatoes because of the horrible year they had last year. So you can expect to see a sharp rise in prices next week and for at least 2-3 weeks. Several other major items were also hard hit: **Beans, Cabbage, Corn, Peppers, Cherry Tomatoes, Grape Tomatoes, Celery, and Watermelon**. Don't worry, it gets worse. **French Beans** are very tight. **Eggplant** is way up. **Zucchini** is up and **Yellow Squash** is skyrocketing. January tends to be a slow month for just about everyone, so hopefully you can make some product adjustments to your menus. Next week **Broccoli** is a good deal, **Cauliflower** and **Carrots** are steady, **Lettuce** is reasonable, **Romaine** is also way down. **Potatoes** (all sizes) are very reasonable. **Fingerling Potatoes** are steady and a great variety is available. **Hard Squashes** are steady and a

good value. **Red and Yellow Onions** are also a good deal. **Citrus** is the way to go during the winter if you are looking for something new to try. **Oro Blancos, Pummelos, Melogolds, Meyer Lemons, Blood Oranges, Cara Cara Oranges, Buddha Hands, Satsuma Mandarins, Key Limes,** and **Kumquats**, to name a few. Some of which you have to pre order, but next week would be a really good time to try it. You might be surprised by what's in the box. If you missed the last couple of newsletters, the price of fresh **Garlic** is up because of less imports coming into the country. China cut back production and is keeping more product at home so less to export, which is helping the market stay strong. Valentine's Day is coming and our growers tell us that **Long Stem Strawberries** are going to be an issue. Regular Strawberries are holding for now but we'll wait and see if that changes. The west coast is bracing for some wicked weather which we are expecting will cause most of our Valentine's Strawberry woes. **Blackberries** are much higher, **Raspberries** are still steady, and **Blueberries** are still your best deal. The **Grape** market has come down, but Black Grapes are not around. **Cherries** are available, flavor and color are very good and price has come down.

Seasonal Sensations

Texas Navel Oranges

Texas Ruby Red Grapefruit

Cara Cara Oranges

Moro Blood Oranges

In the Spotlight

Red Fresno Chiles

A wax-type chile wearing a beautiful glossy red skin, gorgeous red Fresno chilies are sometimes mistaken for red jalapeño peppers. Two different varieties, the Fresno has broader shoulders and a hotter flavor than the jalapeño. Measuring about two inches in length and one to one-and-one-fourth inches in diameter, it tapers to a rounded end. Its thick flesh offers a sweet heat. Scoville units: 5-7 (2500-30,000)





Aphrodisiac Foods

For over five thousand years people have looked to food as aphrodisiacs. Interestingly enough a large part of this quest was religious based. Procreation was and still is an important moral and religious obligation for many men and women and aphrodisiacs are still often sought out in increase and or insure male and female potency. Named after the Greek goddess of love and beauty Aphrodite. Aphrodisiac foods have always included many fruits and vegetables that have been documented since ancient Greece. Modern day science has made sweeping claims determining the ineffectiveness of aphrodisiacs, but it is important to note, that in ancient times, many of these foods greatly improved the overall health of the diner who was often nutritionally deficient and therefore a better diet may very well led to a better sex life. Aphrodisiac foods are actually split into two camps. Those that increase fertility and those that increase sex drive. It is not a surprise to find that those that by nature represent seeds fall into the fertility camp, while those that are suggestive in their resemblance of , well you know, are considered to be stimulating. There is a third, sort of sub category, of foods that actually make you feel stimulated or happy physiologically including chilies (*some actually make your heart rate race*), coffee, and chocolate. According to John Raenner, founder of the Consumer Health Information Research Institute, "The mind is the most potent aphrodisiac there is." So this Valentine's season, get creative with your menus and have some fun. Below is a list of the fruits and vegetables for to consider for your Valentine's menus.

Aphrodisiac Produce Recommendations

Apricot: Considered to be a symbol of sensuality by the ancient Chinese.

Asparagus: In 19th century France it was served to brides and grooms in copious quantities for its reputed powers to arouse and therefore propagate.

Arugula: Documented as an aphrodisiac since first century AD due to its spicy nature

Avocado: The Aztec word for avocado translates to "testicle tree"—you get the picture.

Banana: Not only is the flower and fruit suggestive but bananas are also rich in potassium and B vitamins that are essential for hormone production.

Basil: It is said that basil not only arouses but also boost fertility. Basil is a food that really does make you feel good. It is still used in Haitian Voodoo love ceremonies.

Beets: High in iron thus energy givers with sensual colors.

Berries: All about the seeds and fertility.

Carrots: Not only are carrots suggestive, ancient Middle Eastern royalty used them to aid in seduction.

Celery: Swedish lore refers to celery as being straightforwardly arousing. It contains androsterone; the powerful male hormone researchers believe is released through sweat and attracts females.

Chilies: They actually make your heart beat faster and can make you flush.

Cucumbers: The Chicago Smell and Taste Treatment and Research Foundation has found that women actually become aroused by the scent ~ that's why it's so popular in modern day lotions and creams...

Dates: In the Middle East dates are used to increase stamina

Fennel: Related to the licorice family, fennel has been though to be a stimulant since ancient times.

Figs: Thought to be powerfully erotic for both sexes.

Garlic: Garlic's heat is said to stir desire.

Ginger: Used stimulate the circulatory system.

Grapes: Bacchus not only the god of wine, he was also the god of fertility.

Mango: Exotic and sensuous in looks, flavor and texture.

Onions: Perhaps the most recommended aphrodisiac for thousands of years. Onions are featured in the Arabic and Hindu texts on the art of making love, served to newlyweds in France (after their asparagus) and Egyptian priests refrained from eating them due to their lust inducing reputation. Not to mention they are really good for you and proven to actually thin your blood.

Peach: Associated with ripe sensuality in China.

Pineapple: Rich in vitamin C, pineapple has been known to enhance stamina

Pomegranate: Loads of seeds to boost fertility

Quince: some believe quince is the true forbidden fruit.

Truffles: Musky scent is said to stimulate the skin and arouse emotion.

Vanilla: The scent of vanilla is said to increase desire and lust

