

Produce Notes

February 7, 2020

Veritable Vegetable™

Delivering organic.
Driving change.®

Tasting Great

Tantalizing Turmeric

Turmeric is famed for its anti-inflammatory and antioxidant properties. With cold and flu season underway, this root is a winter staple.

Turmeric, or *Cucuma longa*, is a flowering plant of the ginger family. The plant is a perennial plant native to Southeast Asia. Plants are gathered for their rhizomes, or root stems. The rhizome has an abstract finger-like shape with rough skin that is marked with knobs and rings. They often grow up to 3-4 inches long and one-half to one inch in diameter. The rhizomes are used fresh or boiled in water, dried, and ground into a powder. Turmeric has a warm, bitter, black pepper-like flavor and an earthy, mustard-like aroma. Turmeric works in both



sweet and savory applications. It adds freshness to curries and soups and tastes great juiced, pickled, or fried. Curcumin, the active ingredient, gives turmeric its vibrant orange color and boasts powerful anti-inflammatory and antioxidant properties. Turmeric is also commonly used throughout Ayurvedic and Chinese medicines. It is a sacred plant in Polynesian and Pacific Rim cultures.

Merchandising Corner

B&J Ranch Citrus Display Contest

Veritable Vegetable has partnered with B&J Ranch for the biggest citrus promotion of the season! This is an opportunity for you to put on your creative caps and build a thoughtful display that will enhance your customers' shopping experience and boost sales. The goal of each display is to highlight the value and versatility of B&J Ranch citrus.

B&J Ranch is a 25-acre farm located in the desert in the Coachella Valley near the Salton Sea in Thermal, California. Owned and operated by Bill Jessup, B&J Ranch has been in existence for over 51 years. Bill took over the property in 1976 from his father and



BILL JESSUP OF B&J RANCH

converted it to organic. He also partnered with Veritable Vegetable early on to market his fruit; today, Bill sells exclusively to VV.

The farm grows and packs incredibly flavorful grapefruit, oranges, tangelos, and tangerines.

Contest Criteria:

- Build a large or creative display of B&J Ranch citrus purchased from VV in your department.
- Use point of sale signage provided by VV to post on your displays, highlighting citrus and B&J Ranch. Ask your Account Manager for these materials.
- Other signage may be used in addition to the required point of sale signage provided by VV.
- To enter the contest, send all display pictures to Jennifer Doan jdoan@veritablevegetable.com by February 22nd.
- Contest will run from February 10–22, 2020.
- One winner will be selected for each of the following categories. Each winner will receive a \$250 VISA Gift Card.
 - **Most Creative Display**
 - **Most Citrus Sold**

New & Exciting!

Ettinger Avocado

Pear-shaped with smooth, thin, green skin. Flesh is pale green and has a mild flavor and relatively low oil content. Contains a large seed and cavity.

Cherimoya

Light green velvety skin. Smooth, custard-like, white-colored flesh. Studded with large, black seeds inside. Tropical flavor notes of papaya, pineapple, mango, coconut, and banana. In limited supply.



Seville Orange ★

Small to medium in size, and are a cross between a pomelo and a mandarin. Tastes bitter and sour. Thick, yellow-orange rind that is rough with a dimpled texture. The flesh can range in color from yellow to deep orange and is soft, juicy, and filled with many cream-colored seeds. Best suited for juicing and zesting--and most famously used for orange marmalade.



Ataulfo Mango

Oval-shaped with a slightly crook-necked. Golden yellow exterior with bright yellow flesh. Flesh is soft, sweet and juicy.



Fortune Plum ★

Light red, smooth skin that gradually darkens as it matures. Firm, juicy flesh with slight crunch. Sweet, fragrant, light flavor.



Yukon Gold Potato ★

Medium to large in size with a round to oblong shape. Smooth, thin, gold to light brown skin. Flesh is yellow to gold, firm, moist, and waxy. Takes on a creamy and tender consistency when cooked. Medium starch content.

Yellow Finn Potato ★

Flesh is yellow with waxy texture. Great balance of sugar and starch. Tastes sweeter than Yukon Gold potatoes.

Promotable

Zutano Avocado ★

In good supply with sharp pricing! Pear-shaped with thin, glossy green skin. Remains green even when ripe. Mild flavor. Silky texture.

Blackberry

In good supply with sharp pricing.

Broccoli

In strong supply with low prices.

Brussels Sprouts

In good supply with sharp pricing.



Kishu Mandarin ★

Easy and quick to peel. Small in size, similar to a golf ball. Seedless, juicy, and tastes very sweet.

Navel Orange

Tasting great with very sharp pricing.

Meyer Lemon

Great pricing and in strong supply.



Floral ★

Tulips are in strong supply and looking gorgeous!

Kent Mango ★

Imported from Peru. Large, oval shape. Dark green skin with occasional red blushing. Juicy, tender flesh with limited fibers. Tastes sweet and rich.

Pea

Snow peas and snap peas are in good supply.

Tomato

Roma and heirloom varieties have exceptionally sharp pricing and are in great supply.

Limited

Basil

Limited in supply.

Chioggia Beet

Deep pink and white spiraled beet. Gapping for a few weeks.

Raspberry

In tight supply with high prices.

Kumquat

Meiwa and Nagami kumquats are in better supply, but remain very limited.

English Hothouse Cucumber

Extremely limited in supply.

Persian Cucumbers

In limited supply.

English Pea

In limited supply.

Hard Squash

California-grown Delicata squash is done for the season and import is gapping until mid-February. Acorn squash is also gapping.

Sugar Plum Cherry Tomato Limited in supply.

done for the season

- Tetsukabuto Squash

★ Staff Picks

did you know...

...the Yukon Gold potato's namesake pays homage to the Yukon River and gold rush country? It's also a nod to its golden-hued flesh and skin!



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