

★MAGNOLIA★

Fruit & Produce Company

3100 Produce Row, Suite 111 • Houston TX 77023

THE Fresh Beet



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Happy Birthday Magnolia!

March 20, 2008 marked Magnolia's 1 year anniversary. We would like to thank each and every one of you for your continued support. Without you, we wouldn't have achieved our goal—to take care of the CUSTOMER with our old school values and build and grow in new business relations. THANK YOU!

** MARKET ALERTS **

- △ **Yellow Corn:** Is in between crops right now & very tight. Expect to see some relief within a couple of weeks.
- △ **Bananas:** Due to the war in Latin America—we are still fighting the banana issue. We should start to see some relief sometime within the next 3-4 weeks.

APPLES

They're packed with quercetin, "a flavonoid that protects lung cells from free-radical damage & stops cancer from proliferating!"



Laugh Stop



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FOOD FOR THOUGHT

Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the grey twilight that knows not victory nor defeat.

~ Theodore Roosevelt

Market Buzz

HOLDING STEADY

Apples
Grapefruit
Lemons
Oranges
Avocado
Berries
Kiwi
Honeydew
Watermelon
Asparagus
Red Cabbage
Cello Carrots
Cucumbers
Eggplant
Parsley
Spinach
Yams
Red Bell
Gold Bell
Potatoes
Mushrooms
Fresh Juice
Bok Choy

ON THE MENU

Grapes
Cantaloupe
Green Beans
Green Cabbage
Carrots Jumbo
Collard Greens
Mustard Greens
Lettuce
Onions

ON THE WAY UP

Limes
Cauliflower

HIGH

Yellow Corn
Bananas

ON THE WAY DOWN

Broccoli
Green Bells

Fun Facts

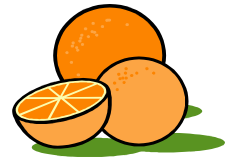
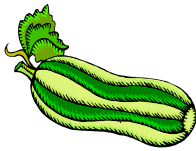
- Why does an apple float— Because 25% of an apples volume is air!
- It takes the energy of 50 leaves to produce one apple!

The Fresh Beet Editor: Brittany Verdine

www.alwaysgetfresh.com

Back of the House

March is National Nutrition Month



You may have heard that you should eat 5 servings of fruit and vegetables a day — which works out to a total of about 2½ cups. But experts actually recommend getting even *more* than that amount. There are no limits on the quantities of tasty fruits and veggies you can enjoy — unless, of course, you load 'em up with butter or dressing, or deep-fry them! But many of us still find it hard to fit fruit and veggies into our meals. Here are some ideas to help you offer more fruits & veggies to your menus:

Start with the first meal of the day. Plan to offer a serving or two of fruit with breakfast every day. Mix it up so it doesn't get boring. Half a grapefruit, an apple, or a handful of berries on cereal, oatmeal, or grits are all good choices. Orange juice counts too — but only if it is one small glass of 100% juice.

Get extra energy from fruit or vegetable snacks. The carbohydrates in fruit and vegetables are great sources of energy. Combine them with a serving of protein — such as a piece of cheese, a cup of yogurt, or a tablespoon of peanut butter.

Double up on fruit and veggie servings. Recommended servings of fruit and veggies can be small. Unlike other foods, it's OK to double the [serving size](#) of fruit or vegetables. Serve a 1-cup portion of broccoli or tomatoes instead of the standard serving of ½ cup. Your customers will get more food & more nutrients!

Use fruit and vegetables as ingredients. Enjoy bread? Bake up a batch of zucchini bread and offer veggies along with grains! Use applesauce instead of oil in your baked goods. Chop up veggies (peppers, carrots, celery) and toss them into your favorite chili recipe. If you don't like vegetables much, sneak them into foods you do enjoy (like grating carrots into tomato sauce or, again, zucchini into bread). It's a great way to offer veggies without having to taste them!

Try a new fruit, vegetable, or recipe each week. Our bodies like variety. So set a goal to offer something different each week. You may find a new favorite. One good way to get variety is to eat the fruit and veggies that are in season in your area. They usually taste better than the bland fruit salad or shriveled apples you're used to seeing in the cafeteria!



Call us at 713-926-4445

