

★MAGNOLIA★

Fruit & Produce Company

3100 Produce Row, Suite 111 • Houston TX 77023

THE Fresh Beet



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YOU'RE INVITED

Have you visited us yet? If not, you're invited to come and see us. On your visit, you will be able to meet all the people who help you on a daily basis and walk the warehouse to see how we operate. Magnolia is taking strides to be better than ever before. We are working on new things to help you, the customer, make your consumers more happy. Your comments are welcome!

5-A Day Plan

There are several ways to use onions as part of your 5-A Day Plan. You can use raw or cooked onions to season stews, soups, tomato sauces or cooked vegetables. In small, pearl onions make a great side dish when seasoned with thyme. Enjoy onions on their own, stuffed, and baked; you can also stuff onions with chopped vegetables and rice or bread crumbs. Also, you can add raw onions to salads or fresh vegetable trays.



Laugh Stop

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"I've decided this is a great time to take over. Of course, I always think any time is a great time to take over."

FOOD FOR THOUGHT

"He that can heroically endure adversity will bear prosperity with equal greatness of soul; for the mind that cannot be dejected by the former is not likely to be transported with the latter."

~ Henry Fielding

Market Buzz

HOLDING STEADY

Apples
Grapefruit
Lemons
Avocados
Black Berries
Blue Berries
Grapes, Green
Grapes, Red
Kiwi
Honeydew
Watermelon
Pineapple
Broccoli
Red Cabbage
Carrots Jumbo
Corn
Kale
Spinach
Yams

HIGH
Limes
Bananas
Raspberries

ON THE MENU

Oranges
Green Cabbage
Celery
Bell Peppers
Yellow Squash
Green Zucchini
Green Onions
Yellow Onions
Potatoes

ON THE WAY UP

Cantaloupe

ON THE WAY DOWN

Dricoll Strawberries
Stem Berries
Calif. Strawberries
Broccoli Crowns
Cauliflower
Cucumbers
Lettuce
Bulk Med. Tomatoes
Roma Tomatoes
Green Tomatoes
Salsa Tomatoes

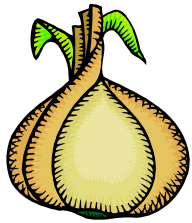
Fun Facts

When a person eats at least 1/2 a raw onion a day, their good type HDL cholesterol goes up an average of 30%. Onions increase circulation, lower blood pressure, and prevents blood clotting.

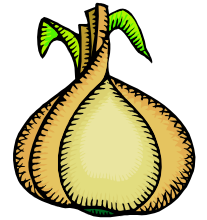
The Fresh Beet Editor: Brittany Verdine

www.alwaysgetfresh.com

Back of the House



ALL ABOUT ONIONS



Onions can be divided into two categories: spring/summer fresh onions and fall/winter storage onions.

Spring/summer Fresh Onions

Spring/summer fresh onions are available in yellow, red and white throughout their season, March through August. Fresh onions can be identified by their thin, light-colored skin. Because they have a higher water content, they are typically sweeter and milder than storage onions. This higher water content also makes them more susceptible to bruising. With its delicate taste, the spring/summer onion is an ideal choice for salads and other fresh and lightly-cooked dishes.

Fall/winter Storage Onions

Fall/winter storage onions are available August through April. Also available in yellow, red and white, storage onions have multiple layers of thick, dark, papery skin. Storage onions have an intense flavor and a higher percentage of solids.

Storage onions are the best choice for savory dishes that require longer cooking times or more flavor.

The Color of Onions

Onions come in three colors - yellow, red, and white. Approximately 87 percent of the crop is devoted to yellow onion production, with about 8 percent red onions and 5 percent white onions. Yellow onions are full-flavored and are a reliable standby for cooking almost anything. Yellow onions turn a rich, dark brown when cooked and give French Onion Soup its tangy sweet flavor. The red onion, with its wonderful color, is a good choice for fresh uses or in grilling and char-broiling. White onions are the traditional onion used in classic Mexican cuisine. They have a golden color and sweet flavor when sautéed.

Onion Sizes

Onions range in size from less than 1 inch in diameter (creamers/boilers) to more than 4.5 inches in diameter (super colossal). The most common sizes of onions sold in the United States are the medium (2 to 3 ¼ inches in diameter) and the jumbo (3 to 3 ¾ inches in diameter).



Call us at 713-926-4445

