

★MAGNOLIA★

Fruit & Produce Company

3137 Produce Row • Houston TX 77023

THE

Fresh Beet



April 22, 2008

p: 713.926.4445 f: 713.926.4353

Volume 08 No. 17



Take This Down!

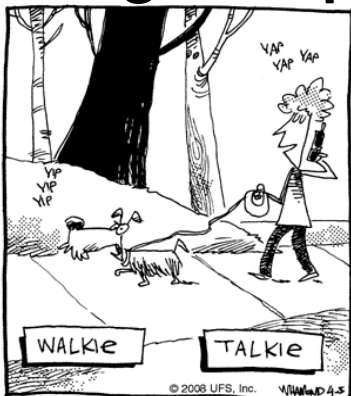
Wednesday, April 23rd is Administrative Professional's Day. Be sure to have plenty of fresh fruit and salads on your menu for that busy day!

Guess What!

STRAWBERRIES are not really a fruit or a berry but the enlarged receptacle of the flower.



Laugh Stop



DE-LICIOUS!

Now is the time to get our your favorite strawberry recipes. Try dipping in dark or white chocolate for a special treat this Administrative Professional's Day.



Fun Facts

It takes just 40 days for most Americans to earn enough money to pay for their food supply for the entire year. In comparison with the 129 days it takes the average American to earn enough money to pay federal, state and local taxes for the year.



Market Buzz

HOLDING STEADY

Apples
Grapefruit
Lemons
Oranges
Tangerines
Avocados
Blackberries
Blueberries
Raspberries
Kiwi fruit
Cantaloupe
Honeydew
Pineapple
Mushrooms
Fresh Juice
Carrots
Cilantro
Cucumbers
Eggplant
Garlic
Collard Greens
Mustard Greens
Spinach
Yellow Squash
Tomatoes
Russet Potatoes
Red Potatoes

ON THE MENU

Strawberries
Green Cabbage
Celery
Yams
Zucchini Squash
Yellow Onions
White Onions
Red Onions

ON THE WAY UP

Stem Berries
Green Grapes
Red Grapes
Red Cabbage
Asparagus
Green Beans
Broccoli

ON THE WAY DOWN

Limes
Bananas
Iceberg Lettuce
Greenleaf
Romaine
Red Leaf
Parsley
Green Bell

FOOD FOR THOUGHT

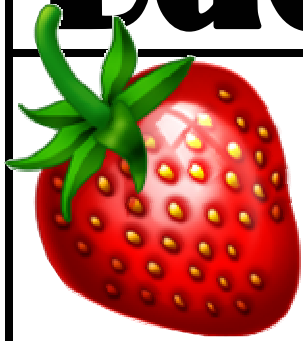
"Most great people have attained their greatest success just one step beyond their greatest failure."

—Napoleon Hill

The Fresh Beet Editor: Liz Moser

www.alwaysgetfresh.com

Back of the House



SWEET STRAWBERRIES

How Strawberries Got Their Name...

There are many explanations, some believe that the name came from the practice of placing straw around the growing plants for protection, others believe the name originated over 1000 years ago because of the runners which spread outward from the plant. The name may have been derived from the Anglo-Saxon verb to strew (spread) and the fruit came to be known as streabergen, straberry, streberie, straibery, straubery, and finally, "STRAWBERRY" to the English. (Source: www.berries4u.com)

Spinach-Asparagus Salad with Strawberry Dressing

- 1 cup California strawberries, stemmed
- 1/2 cup orange juice
- 2 tbsp. raspberry vinegar
- 2 tbsp. extra virgin olive oil
- 4 tsp. honey
- 1/4 tsp. salt
- 8 cups trimmed spinach leaves
- 1 lb. asparagus spears, blanched and drained
- 4 tbsp. toasted slivered almonds

Directions

To make dressing: Combine strawberries, juice, vinegar, oil, honey and salt in container of electric blender or food processor. Pulse on and off, dressing should be slightly chunky. Cover and refrigerate. For each serving, measure 2 cups spinach onto each of four plates. Top each with one-fourth of the asparagus and drizzle with about 1/3 cup dressing. Sprinkle with 1 tbsp. almonds. Yields: 4 servings

Strawberry Cheesecake in a Glass

- 1 pint basket California strawberries, stemmed and sliced
- 3 tablespoons currant jelly or 2 tablespoons sugar
- 8 ounces light cream cheese, softened
- 3 tablespoons skim milk
- 2 tablespoons lemon juice
- 2 tablespoons sugar
- 1 cup light whipped topping
- 1 cup graham cracker crumbs

Directions

In bowl, toss strawberries with jelly; cover and set aside. In mixer bowl, beat cheese, milk, juice and sugar until smooth, fold in whipped topping. Spoon 2 tablespoons crumbs into each of four 8-to-10-ounce stemmed glasses; top each with about 1/4 cup of the strawberries, 1/2 cup of the cream cheese mixture, then the remaining crumbs and strawberries, dividing equally. Serve immediately or cover and refrigerate up to 6 hours. Makes 4 servings.



Source: www.calstrawberry.com



Call us at 713-926-4445

