

★MAGNOLIA★

Fruit & Produce Company

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THE Fresh Beet

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Idaho Potatoes



Certification Marks

The Idaho Potato Commission focuses a lot of attention on its certification marks, which can only be associated with potatoes grown in Idaho. The words "Grown in Idaho" constitute a registered certification mark. In fact, any time the word Idaho is used on a package of potatoes, the registered certification mark symbol (®) should be used.

The Idaho Potato Commission vigorously protects its certification marks nationwide with variety testing and other measures to determine if potatoes packed in boxes or bags are genuine Idaho Potatoes.

So.....be sure your REALLY getting what you pay for. Make sure every box has the REGISTERED trade mark on it. Let Magnolia Produce take care of you today: "We offer the Highest Quality product around" - Remember.....always get fresh!

** CRITICAL MARKET **

Asparagus Market has taken a High....Due to the freeze in Peru and Chili about 2 weeks ago—Asparagus has become pretty much non-existent. Be prepared for this to continue for another 2-3 weeks.

Laugh Stop



Food For Thought

"We are all inventors, each sailing out on a voyage of discovery, guided each by a private chart, of which there is no duplicate. The world is all gates, all opportunities."
 ~ Ralph Waldo Emerson

Market Buzz

HOLDING STEADY

- Apples
- Grapefruit
- Avocado
- Strawberries
- Grapes
- Melons
- Pineapple
- Cauliflower
- Corn
- Greens
- Lettuce
- Parsley
- Spinach
- Eggs
- Red Bell
- Gold Bell
- Idaho Potatoes

HIGH

- Asparagus
- Harvester Beans
- Zucchini Med.

ON THE MENU

- Green Cabbage
- Carrots Jumbo
- Carrots Cello
- Chopper Bells
- Jalapeno Peppers
- Poblano Peppers
- Serrano Peppers
- Butternutsquash
- Acorn Squash
- Tomatoes
- Onions

ON THE WAY DOWN

- Avocados

ON THE WAY UP

- Lemons
- Limes
- Oranges
- Berries
- Broccoli
- Cucumbers
- Green Onions
- Red Potatoes



DID YOU KNOW

Red bell peppers have three times as much vitamin C as the green varieties and are a good source of beta carotene.

The Fresh Beet Editor: Brittany Verdine

www.alwaysgetfresh.com

Back of the House

Poppin' Peppers

Jalapenos: These peppers have thicker flesh, darker green color, and more cylindrical shape than Fresno chilies; however, the heat level of the two varieties is about the same - **HOT!** Canned and bottled peppers are sometimes labeled "hot peppers" with jalapeno as a subtitle. They are always available in sauce form such as salsa and pickled.

Serranos: A small 1 ½" fresh **HOT** pepper. The smaller they are, the more kick they have. Most often used in Pico de Gallo. Dynamite hot is an understatement for these tiny 1-inch peppers. When new on the vine, they are rich, waxy green, changing to orange and red as they mature. They also sold canned, pickled, or packed in oil. A great source of vitamin C.

Anchos: This chili looks and tastes very much like ordinary bell pepper but can be considerably more peppery at times. Tapered rather than square, it is firmer, less crisp, more waxy-looking. It turns a bright red and sweetens up in the fall. When dry, it assumes a flat, round shape and wrinkles up like a prune.

Guajillos: Smooth-skin, brick or cranberry red chiles, a bit spicier than anchos and not as sweet. Because of their tangy brightness, they are often powdered over fruit or vegetables or added to stews and soups.

Pasilla: The true Pasilla pepper is a long, thin pepper 7 to 12 inches long by 1 inch in diameter. Pasillas turn from dark green to dark brown as they mature.

Yellow Chilis: Many short conical-shaped yellow peppers with a waxy sheen go by this name: Santa Fe grande, Caribe, banana pepper, Hungarian, Armenian way, floral gem, and gold spike. Probably most familiar are the canned pickled wax peppers. Their flavor ranges from medium—hot —extra hot.

Habaneros: To date these are the Hottest chili peppers know to man, **HOT - HOT - HOT**. Use extreme caution when using. Marble-shaped chili peppers, ranges in color from unripe green to full ripe red.



Call us at 713-926-4445

