



CELEBRATING MID AUTUMN FESTIVAL

When:

The Mid-Autumn Festival falls on the 15th day of the 8th lunar month each year. 2017's Mid-Autumn Festival is on **Wednesday, October 4th.**

The Legend:

The Mid-Autumn Festival is one of the most important traditional Chinese festivals. It has been celebrated for over 2,000 years.

The moon on that night is believed to be fuller and brighter than any other month in the year.

A full moon, in Chinese tradition, is a symbol of togetherness. As such, the Mid-Autumn Festival is a time for family reunions.

The Festival is also a time to celebrate a good autumn harvest. The season is full of nutritious and delicious fruits.

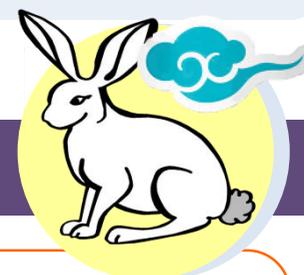
FRESH FRUITS & VEGETABLES FOR THE MID-AUTUMN FESTIVAL:

- Pomelos
- Persimmons
- Starfruits
- Chestnuts
- Guava
- Fuji Apples
- Asian Pears
- Grapes
- Pomegranates
- Melons
- Mandarin Oranges
- Taro Roots (small / large)
- Purple Yams
- Water Caltrop

Wednesday, October 4, 2017



柚 到中秋月圓時



柚 POMELO



Pomelo & Mid-Autumn Festival

Pomelo, the biggest fruit in the citrus family, has over 3,000 years of growing history and is mainly grown in Southeast Asian countries such as China, Thailand, Vietnam, and Malaysia.

In Chinese, **Pomelo** (柚) is pronounced the same as the word "blessing" (:you 佑), and is considered the "Fruit of Reunion" by Chinese people. Pomelo harvest season coincides with the Mid-Autumn Festival, so this sweet and nutritious fruit has naturally become part of the festival.

Nutritious Pomelo:

Modern lab research shows that the **pomelo** is very rich in vitamin C, and is also a good source of potassium and fiber. Frequent eating of pomelos helps treat hypertension, regulates blood sugar, and helps digestion.

Select Pomelo

When buying pomelos, choose fruits that are heavy for their size, blemish-free, and have a fragrant smell.

POMELO & MANGO SAGO





Organic Sweet Potatoes & Yams



With Thanksgiving on Monday, October 9th quickly approaching, we wanted to focus on organic **Sweet Potatoes** and **Yams**, which are two of the holidays busiest commodities. All of our organic sweet potatoes and yams come from California and they are grown by AV Thomas. Mr. Thomas started growing yams in Livingston, California, on 10 acres in 1960. The company has been growing ever since, and they are the largest sweet potato shipper in California; they have over 700 employees (depending on the season), harvest over 1700 organic acres, and on their busy days load out 90 truckloads of sweet potatoes a day! We choose to partner with AV Thomas due to their high quality standards, food safety standards, and exceptional customer service.

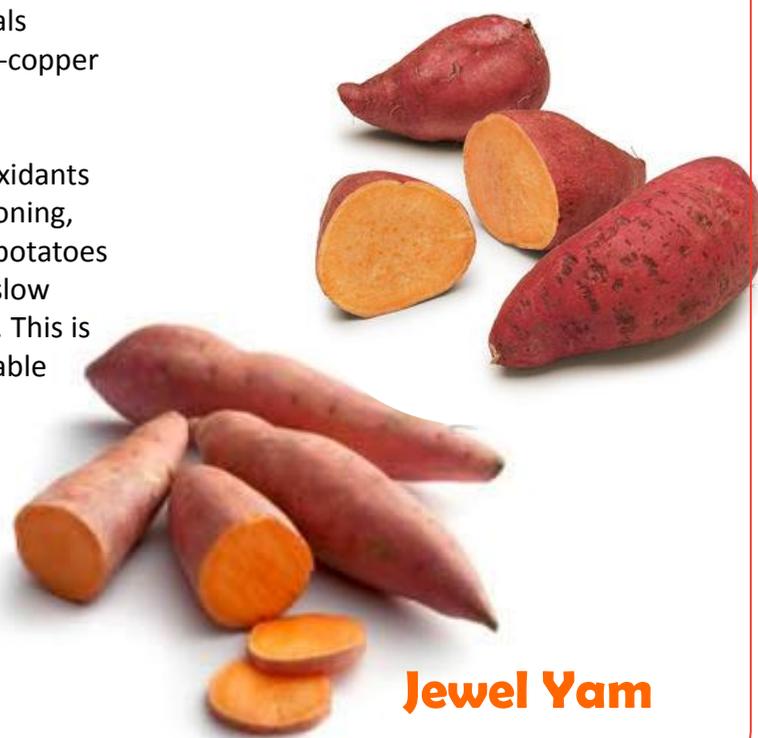


Sweet Potatoes

Many people ask us, “What’s the difference between a sweet potato and a yam?” The answer is – Sweet Potato is the large “category” name, and yams are a type of sweet potato. So all yams can be called sweet potatoes, but not all sweet potatoes can be called yams. Sweet Potatoes are yellow to cream colored inside; drier than yams, and have a mild, nutty taste. Yams are moist, sweet and orange when you cut into them. The most popular variety of yam grown in the US is the Beauregard variety. Red yam varieties include garnets – they are extra moist and flavorful with orange insides and a red-copper to plum colored skin.

Garnet Yam

Sweet Potatoes are considered a SUPERFOOD. They are high in fiber, and in antioxidants like Vitamin E and beta-carotene. Antioxidants are essential for good brain functioning, and it’s one of the few sources of Vitamin E that is low in fat and calories. Sweet potatoes also have a low glycemic index, meaning they are a food that is characterized by slow absorption, a modest rise in glucose levels, and a smooth return to normal levels. This is very important for people who suffer from diabetes, who are dependent upon stable blood glucose levels. Potassium is also found in sweet potatoes. Potassium is important in maintaining fluid, electrolyte balances and healthy cells. Naturally low in calories, and high in nutritional value, sweet potatoes and yams are some of Mother Nature’s best work!



Jewel Yam

Make sure you speak with your Fresh Direct Produce sales rep to pre-book your organic Sweet Potatoes and Yams for the Thanksgiving Holiday to ensure supplies for your customers.

Natural Thompson Seedless Grapes



Natural Thompson Seedless Grapes, sometimes known as **Champagne Grapes**, is a type of eating, raisin, and wine grape that is quite small in size but super sweet. They are not only delicious as a snack, they excel nutritionally because of their antioxidant content. Snacking on these small berries also helps you get your daily vitamins C, and K.

Natural Thompson Grapes are harvested in the early fall when they have reached optimum sweetness. They are smaller than most other commercial grapes because the vines are non-girdled, and are not treated with plant growth regulators.

We carry these Natural Thompson Grapes in loose 21 lb or 16 x 1 lb under the **Sweet BabyDolls** clamshell label. When most grapes are harvested at 16-18 brix, these **Sweet BabyDolls** Natural Thompson Grapes are harvested at 20 brix or higher. Since the berries are small, sweet, and satisfying, they are a perfect snack for children. They are soft, and can be easily crushed and smashed, making them easier for young children to eat than other conventional varieties.

