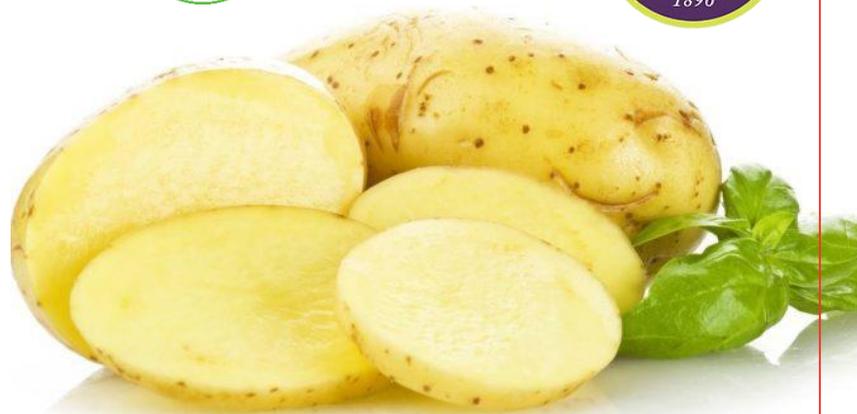




ORGANIC PUGLY POTATOES



One of the fastest growing sectors in the produce industry is the marketing and sales of produce that isn't cosmetically perfect. Growers often have product that doesn't meet the #1 grade, and they have historically had difficulty finding a place for this product on the retailer's shelf. There is a growing trend of offering "ugly" produce at lower price points. This is a win for all people involved! Customers are paying less for good quality produce that isn't as attractive as #1 product. Retailers are offering product at lower price points and moving more product than when they only offered #1 grade. Our growers are moving more of their crop through higher utilization.



This winter is a great time to try 5# bags of **Pugly Potatoes** from Fraserland Organics in Delta, BC. Fraserland developed their Pugly line of red, russet, and yellow potato bags as a solution for what to do with the 25% of their crop that didn't make the #1 grade due to minor skin defects or unique shapes and sizes. Pugly's still have the great taste of Fraserland Potatoes, and they offer you a lower price point while you support a fantastic local farm right here in the Lower Mainland.

Organic potatoes are a great source of potassium. The concentration is highest in the skin and just beneath it; eating the potato with the skin is always beneficial. They also contain calcium, iron, and phosphorus. Potatoes are also an excellent source of Vitamin C, and they also contain Vitamin A, B, and P. Did you know that water accounts for about 70-80% of their weight? Potatoes are also one of the best natural sources of starch. Potatoes can also help reduce blood pressure, stimulate brain functions, and help with healthy skin, and reduce inflammation. They are a fantastic vegetable in a balanced diet.

Make sure Pugly's are on your shelves this holiday season – we all know our customers will be looking for lots of potatoes and these are a great low cost option for an organic BC potato. Ask your Fresh Direct salesperson about promotional opportunities on Pugly bags through the holidays. Fraserland will be shipping Pugly bags through January, 2018.

Christmas Cheesy Potatoes



* Christmas Cheesy Potatoes recipe: <https://www.tastesoflizzyt.com/christmas-cheesy-potatoes/>

Prep Time: 25 minutes / Cook Time: 45 minutes / Servings: 7

Ingredients:

- ¼ cup butter
- ¼ cup all-purpose flour
- 1 tsp. salt
- 1/8 tsp. pepper
- 2-¼ cup milk
- 1 cup shredded sharp cheddar cheese
- ½ cup finely chopped green peppers
- 4 cups peeled, cubed, and cooked potatoes
- ¼ cup chopped pimentos
- 1 cup bread crumbs
- 2 tbsp. melted butter

Direction:

Preheat oven to 325° F.

Step 1: In a medium saucepan, melt the butter over low heat. Add the flour, salt and pepper, then use a whisk to blend it in. Gradually stir in the milk. Cook and whisk this mixture over medium-low heat until it is smooth and thickened, about 5 minutes. Remove from the heat.

Step 2: Add the cheese to the sauce pan and mix until smooth.

Step 3: In a lightly greased 1 1/2 quart casserole dish, add the cooked potatoes, green pepper and pimentos. Reserve a few for the top of the casserole if you'd like.

Step 4: Pour the cheese sauce over the top of the potatoes.

Step 5: In a small bowl, combine the bread crumbs and the melted butter. Mix well.

Step 6: Sprinkle the bread crumbs otop the cheese covered potatoes. If you reserved a few of the green peppers and pimentos, add them to the very top of the casserole.

Step 7: Bake at 325 degrees for 40-45 minutes, or until the casserole is bubbly and heated through.

Happy Holidays

Fresh Direct Produce



Sweetie™ Apples blushing with flavor



Sweetie™, Gala's sweeter, crunchier cousin, is available exclusively from FirstFruits Marketing. Sweetie apples are highlighted by a sweet taste and firm texture and their beautiful red color is accented by golden cheeks.

With an international heritage, these apples were discovered in France and are considered a cross between a Braeburn and Royal Gala apple which accounts for their great flavor.

sweetie
GALA'S SWEETER, CRUNCHIER COUSIN

Tree Ripened

Australian R2E2 Mangoes



R2E2 is a large, attractive mango variety with a sweet mild flavor.

They have orange skin tinged with a red blush, and firm yellow flesh. R2E2 mangoes are rich in amino acids, vitamins A, B, C, and E, flavonoids, beta-carotene, niacin, calcium, iron, magnesium, potassium, and dietary fiber.

How to choose & store?

Choose the mango that gives slightly to gentle pressure. Keep unripe mangoes at room temperature. Once ripe, they can be stored in the refrigerator for 2 to 3 days.

Mango Orange Christmas Trifle

* Mango & Orange Christmas Trifle recipe: <http://eatdrinkpaleo.com.au/paleo-christmas-trifle-recipe/>

Prep Time: 1 hour / Cook Time: 1 hour / Servings: 6

Ingredients:

- ½ cup of diced paleo cake such as orange cake or nut and coconut crumble

For the jello layer:

- 500 ml/17 oz of orange & passion fruit juice
- 4-½ tsp of gelatin powder

For other layers:

- 250 grams of coconut cream
- 1 tsp vanilla extract
- 1 tsp lemon juice
- 2-3 mangoes
- 1 banana
- Large handful of Macadamia nuts or flaked almonds
- Fresh berries or pomegranate for garnish

Direction:

Step 1: Make the sponge cake or get gluten free orange cake from a café or a health food store.

Step 2: To make the jello, bring 200ml of juice to a boil.

Stir in the gelatin, whisking with a fork until dissolved. Add the remaining juice, and stir until well combined. Pour the jello liquid in a serving glass dish or individual glasses and set in the fridge for at least 3-4 hours. Wrap with some cling wrap.

Step 3: Scoop out the coconut cream (minus the watery liquid) into a large bowl. Whip it together with vanilla and lemon juice for 1-2 minutes using an electric mixer or by hand.

Step 4: Arrange the layers: mango sliced on top of jello, followed by diced cake, then sliced banana, some nuts, some coconut cream or double cream, berries, nuts and more mango on top. Sprinkle some pomegranate or other berries for extra colour. That's it! Keep in the fridge until ready to serve if making ahead of time, but ideally prepare all ingredients and keep them in the fridge and layer the dish just before serving.

