

CELEBRATING *Mid-Autumn* FESTIVAL

The Mid-Autumn Festival falls on the 15th day of the 8th lunar month each year. This year's Mid-Autumn Festival is on **Friday, September 13, 2019**.

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

ASIAN PEARS

- Major Asian Pear varieties from Korea, and China
- Various sizes available to meet the needs of your targeted customers
- Superior quality, and consistent supply

GOLDEN PEARS

Available:
August - June



- Yellow skin
- Nice round shape
- White flesh
- Sweet, crispy, and juicy

YA PEARS

Available:
September - May



- Pale yellow skin
- Light brown speckles
- Oval shape, white flesh
- Crunchy, juicy, slightly tart

SINGO PEARS

Available:
August - April



- Golden brown skin
- Big round shape
- Semi-transparent flesh
- Extra sweet, crispy, and juicy

FRAGRANT PEARS

Available:
September - June



- Jade green skin with a touch of blush
- Small oval shape
- White flesh
- Fragrant, and sweet

POMELOS



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", 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.

There are different varieties of Pomelo, such as Gold Pomelo, Honey Pomelo, Shatin Pomelo, and Pink Pomelo. Pomelos have a thick, soft rind and a long shelf life. They are sweet and tangy, and have juicy pulp. The colour of the pulp varies from pale yellow to pink, and red depending on the variety. The membranes of the segments are bitter and usually discarded but they are sometimes used in Chinese cuisine. Pomelos can be eaten fresh, made into juice, or added to salads.

Pomelos are very rich in vitamin C, and are also a good source of potassium, and fiber. Frequent eating of pomelos can help regulate blood sugar, digestion, and hypertension.

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

HAWAIIAN PURPLE YAM

Hawaiian Purple Yams, also known as Okinawan Sweet Potatoes, are a high antioxidant food with white skin and deep purple flesh. Over centuries, they have been thriving and flourishing in the deep nutrient-rich volcanic soils. Purple Yams can be boiled, roasted, fried, baked, mashed just like other sweet potatoes, and can also be added as a natural sweetener, and coloring to ice-cream, custards, and pudding.

Hawaiian Purple Yams are low in carbohydrates and fat, and an excellent source of dietary fiber, vitamins A, B2, and C, iron, copper, manganese, potassium, and iron. They are known to be a superfood with 150 percent more antioxidants than blueberries.

Select Purple Yams with tight, unwrinkled skin with no blemishes or bruises, just like all other potatoes, sweet potatoes, and yams. Store in a cool, dry, dark place for about one week.



PURPLE SWEET POTATO TURNOVERS

* Purple Sweet Potato Turnovers recipe: <http://sweethaute.net/2015/05/purple-sweet-potato-turnovers-recipe.html>

Ingredients:

- 6-8 Purple Sweet Potatoes
- 2 cans of crescent dough/ similar favorite dough
- 1 - 14oz. can sweet Condensed Milk
- ½ cup Butter, softened/melted
- Baking Dish
- Cookie Sheet
- Masher Utensil
- Powdered Sugar

Direction:

Pre-heat oven to 350°F

Step 1: Peel skin, and cut into smaller pieces. Boil purple sweet potatoes until softened.

Step 2: Mash up. Mix the purple sweet potato together, combine with the Condensed Milk and ½ cup melted Butter. Refrigerate to set 20 minutes.

Step 3: Roll out your crescent dough triangles on a lined cookie sheet. Spoon about a tablespoon amount of filling and turn dough over into crescent shape.

Step 4: Bake in oven according to directions on your crescent dough package.

Step 5: Garnish with powdered sugar, confectioners sugar and serve warm!



ORGANIC PUGLY POTATOES

A key word associated with organic farming is "Sustainability". Each season, in order to comply with Canada No. 1 Grade standards, an average of 25% of potato crops are graded out due to minor skin defects or odd shapes and sizes. There is now 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 No. 1 product, and retailers are offering product at lower price points and moving more product than when they only offered No. 1 grade. Since wasting 25% of a great tasting, nutritious crop based on appearance doesn't seem very sustainable, in 2015, Fraserland Organics in Delta, BC, joined the "Ugly Veg Movement" with the **Pugly Potato!**

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 No. 1 grade. 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 vitamins 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 – 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.

*Ugly is the new beautiful!
Don't Waste Great Taste!*

