

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 **Thursday, October 1, 2020**.

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:

- Asian Pears
- Chestnuts
- Daikon / Lo Bok
- Fuji Apples
- Grapes
- Guava
- Mandarin Oranges
- Melons
- Persimmons
- Pomegranates
- Pomelos
- Purple Yams
- Starfruits
- Sweet Sop
- Taro Roots (small / large)



POMELO GIFT BOX (4 COLORS)

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.

There are different varieties of Pomelo, such as Golden Pomelo, Honey Pomelo, Shatin Pomelo, Pink Pomelo, and etc. Pomelos have a thick, soft rind and a long shelf life. They are sweet, 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.

You can now enjoy 4 kinds of fresh and juicy pomelos (**Red Pomelo, Pink Pomelo, Golden Honey Pomelo, and Orange Pomelo**) in a single gift box. Make sure you speak with your sales rep about our 4-color Pomelos gift box to ensure supplies for your customers.



PINK POMELO *from Vietnam*



The pink flesh seedless pomelos from Vietnam are majorly from Ben Tre Province, located in the south of Vietnam. They are available 8 months throughout the year except from Feb to May.

Vietnam pink pomelo is extremely high in water content and reaches average brix of 13. Unlike the Chinese pomelo, it has a green skin color and reaches a lighter green when they are ripe to eat.

Vietnam pink pomelo is a very important ingredient in a very popular dessert/drink - mango sago cream with pomelo, which is very well known in most Asian countries like Vietnam, Thailand, and China.

BC CORONATION GRAPES

Coronation grapes, also known as blue grapes, are a blue, seedless variety with jelly-green flesh, and a musky, sweet taste. They are very popular throughout Canada, and are available in late summer to early fall. Coronation grapes are great for snacking, and a perfect ingredient for desserts, sauces, jams, jellies, and juice. They can even be used as a replacement for berries in baked goods such as muffins, scones, or loaves.

Choose coronation grapes that are firm, plump, deep-blue and tightly attached to the stems. Avoid those that are wet, mouldy, or shrivelled at the stem.

Store unwashed, loosely covered coronation grapes in the refrigerator for up to 10 days. To freeze, wash, dry, and de-stem coronation grapes, pack in airtight containers and freeze for up to a year.



STORY OF A LOCAL GROWER

MYERS ORGANIC FARMS IN ALDERGROVE, BC

Located just outside the city of Aldergrove, in the heart of the Fraser Valley, Myers Organic Farms Inc. has been a fixture in the farming community since 1995.

Robert and Marlene started out in 1995 with a 2-acre trial plot which has blossomed into the 120-acre operation that now sustains them, their son Brock, daughter Nicole, and twenty plus families. Dedicated to organic principles and practices that will sustain their community and family for generations, the family run farm supplies wholesale and retail outlets in the Greater Vancouver area, Vancouver Island, and the Fraser Valley with over 30 varieties of certified organic produce and blueberries.

When the Myers started this adventure, their main mission was to grow the freshest best-tasting organic vegetables possible and, after 25 successful years, their customers all agree that mission has been accomplished. They grow a veritable rainbow of luscious Lettuces, Chards, Radishes, their Signature Spinach blend, Beets, Greens, Fennel, Dandies, Parsleys, Kales, Radishes, Blueberries and more.

To continue improving and expanding their product line, ensuring their customers continue to get the most flavorful and nutritious produce they can provide, the Myers try new varieties and growing techniques on their farm each year. At Myers Farm, if they wouldn't serve it on their own table, they wouldn't ship it to be served on yours.

