

LUNAR NEW YEAR 2022 – Year of the Tiger



Lunar New Year, also known as **Spring Festival** (Chūnjié 春節, or Yuán Dàn 元旦), is the most important festival celebrated by Chinese, Korean, and most Asians around the world. It begins on the first day of the Lunar calendar and ends with the **Lantern Festival** (Yuan Xiao Jie 元宵節), which occurs on the fifteenth day of the month.

Traditionally, the celebration includes firecrackers for greetings and blessings, decorations, lion dances, and delicious feasts. Sweeping or cleaning on New Year's Day is also avoided to prevent removing good fortune. 2022 Lunar New Year starts on **Tuesday, February 1st** this year.

SUMO CITRUS® MANDARINS

Sumo Citrus is a unique mandarin variety originally cultivated in Japan in the 1970s. Being one of the most challenging varieties to grow, it took almost 13 years for the US farmers to learn, adapt, and establish state-of-the-art facilities to make Sumos available to the public.

These mandarins are the world's largest and sweetest variety, making them a big and healthy snack. The Sumo Citrus flesh is juicy, with great depth of flavour, orange-like aroma, and perfect acidity balance. Their delicate, easy-peel skin has a distinct uneven texture, a "top knot," and rich orange colour.

Sumos are an excellent source of vitamin C and can satisfy the daily value of this vitamin in a single serving. In addition to indulging them raw, Sumos can be added to baked goods, used in fruit salads and garnishes, or zested like a lemon.



KOREAN STRAWBERRIES

Strawberries are one of the most popular fruits in the world. There are more than 600 varieties that vary in flavour, size, and texture. These low-calorie, fat and cholesterol-free fruits are packed with vitamins C, K, fiber, folic acid (folate), manganese, potassium, and high antioxidants.

Some of the most premium strawberry varieties come from Korea. **Korean Joy Farm strawberries** are known to be softer, sweeter, and more aromatic, which makes the fruit irresistibly delicious. Joy Farm is also one of the few that grows rare and unique white strawberries. The exceptional eating quality of a Korean strawberry makes it a very popular gift; in particular, couples exchange nicely packaged Korean strawberries as gifts on Valentine's Day. Korean strawberries are also a perfect gift for family and friends for Lunar New Year celebrations.

Korean strawberries are especially popular in places like Thailand, Guam, Russia and Japan, with rising demand in Canada. According to the Animal and Plant Quarantine Agency, a total of 417 tons of strawberries were exported to 17 markets around the world last year! Strawberries are Korea's eighth biggest export item among fresh farm products.



*Give the gift of love this Holiday Season!
Contact your Sales Representative for more information*

ORGANIC CARA CARA ORANGES



Cara Cara oranges are a seedless navel orange with pinkish-red flesh and a sweet yet tangy flavour due to their low acidity. Compared to traditional navel oranges, Cara Cara oranges are sweeter, with a hint of cranberries, strawberries, and raspberries. These oranges are incredibly juicy and refreshing, and squeezing these oranges gives you a large amount of the best-tasting orange juice.

Cara Cara oranges are low in calories, fat-free, and full of vitamins and minerals. They are an excellent source of vitamin A and C antioxidants and a good source of folate, fibre, and potassium.

RED DRAGON FRUIT

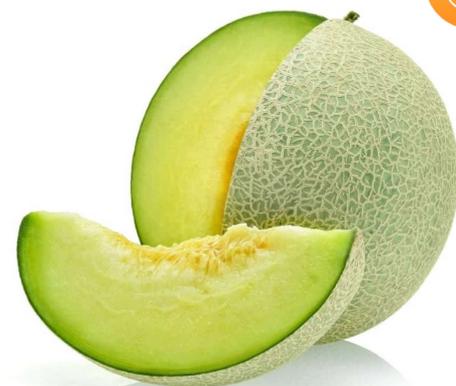
Dragon Fruit, also known as the Honolulu Queen, grows on the Hylocereus cactus and only flowers at night. Although the plant is native to southern Mexico and Central America, it is now grown worldwide. Dragon fruit goes by many names, including pitaya, pitahaya, and strawberry pear. The two most common types have bright red skin with green scales that resemble a dragon — hence the name. In addition, the most widely available variety has white pulp with black seeds, while a less common type has red pulp and black seeds.



Red flesh dragon fruit has a lovely big round shape and astonishing bright magenta flesh. This colourful fruit is sweeter than other varieties, resembling a slightly sweet cross between a kiwi and a pear. Red dragon fruit contain high amounts of vitamin C and fibre content; they are also a good source of potassium and phosphorus, other minerals and B-complex vitamins. In addition, red dragon fruit are rich in protein, antioxidants (from the betacyanins), lycopene and carotene.

MUSKMELON

Muskmelon is a melon species that belongs to the gourd family and is closely related to other plants like squash, pumpkin, zucchini, and watermelon. Muskmelon has a large seed cavity and a net-like appearance. Its sweet, musky taste with a high sugar content lingers on the tongue. It also has high water content, making you feel full after having the fruit. It is delicious, refreshing, and easy to add to your diet. Muskmelon can be cut into cubes and enjoyed alone or as part of a tasty fruit salad. It can also be churned into a fresh sorbet for a healthy way to satisfy your sweet tooth.



Packed with minerals and antioxidants, muskmelon is a storehouse of health benefits; it is an excellent source of vitamins A and C, high in potassium and folacin, and low in calories.

HAMI MELON

Hami melons were initially cultivated in Hami, Xinjiang. They are a type of muskmelon and are sometimes referred to as the Snow Melon. The exterior colour is generally white through pink or yellow through green. Hami melons are sweet and firm, with a more flavourful and crunchier flesh than a cantaloupe. These melons are rich in vitamins A, B, and C and minerals like magnesium, sodium, folic acid, and potassium.



Look for melons with a firm skin exterior, free of soft spots, and feels slightly heavy. Both muskmelon and hami melon can be stored at room temperature until ripened.

FOOD SYMBOLISM DURING CHINESE NEW YEAR CELEBRATIONS

Melons are symbols of family unity, abundance and fertility; **oranges** stand for wealth, good fortune, and gold; while **red dragon fruit** is one of the most popular foods on a Holiday table! It is considered to be the luckiest fruit of all!