



February has arrived with the snow and cold in many areas. Spring will be here soon. This month we celebrate Valentine's Day, President's Day and Black History Month. I hope you treat your Valentine to something special – maybe some Chocolate covered Strawberries????



President's Day -The original version of the holiday was in

commemoration of George Washington's birthday in 1796 (the last full year of his presidency). Then along came Abraham Lincoln, another revered president and fellow February baby (born on the 12th of the month). The first formal observance of his birthday took place in 1865, the year after his assassination, when both houses of Congress gathered for a memorial address. While Lincoln's Birthday did not become a federal holiday like George Washington's, it did become a legal holiday in several states. In 1968, legislation (HR 15951) was enacted that affected several federal holidays. One of these was Washington's Birthday, the observation of which was shifted to the third Monday in February each year whether or not it fell on the 22nd is now known as "President's Day." This has made the third Monday in February a day for honoring Washington and Lincoln, as well as all the other men who have served as president.



March's Upcoming Events

- * Women's History Month
- * Vernal Equinox



- * Spring Begins
- * St. Patrick's Day



DeCA Customers Are Enjoying National Promotions

- **Jan - March 2004** NY Apples – Eastern Region
- **Month of Feb.** - Northern Plains Potato, **Red**, **White** and **Blue**



Military Media

- **DP-2** – Baby Carrots
- **DP-3** – Honey Tangerines
- **DP-4** – Potato, White, 10 lb bag



Featured Item of the Month - Potatoes

The potato is probably America's most versatile vegetable. It comes in a variety of sizes and colors. Although potatoes are a starchy vegetable, they are rich in Potassium and Vitamin C and not high in calories unless topped with high-fat toppings. Potatoes keep well which has made them a valuable food throughout history. They are available year round from several parts of the United States. When selecting Potatoes, avoid Potatoes with wrinkled skins, soft dark spots, cut surfaces, or green appearance. Some selection tips to keep in mind when buying potatoes - all potatoes should be uniformly sized, fairly clean, firm, and smooth. Store potatoes on your countertop or in a breakable container like a wicker basket or burlap bag. Potatoes are Saturated Fat Free, Sodium Free, Cholesterol Free. They are high in the antioxidant Vitamin C, a good source of Fiber, a good source of Potassium, and Fat Free.

DSCP-Produce Business Unit

NEWSFLASH



MUST READ - WHAT'S HOT - WHAT'S NOT!!

Produce Market Update

<u>ITEM</u>	<u>SUPPLY</u>	<u>QUALITY</u>	<u>MARKET</u>	<u>STATE</u>
Beans, Green	Good	Good	Lower	FL
Cabbage, Green, Red, Savoy	Good	Good	Steady	FL
Corn, Yellow, White, Bicolor	Fair	Good	Lower	FL
Cucumbers, Super Selects	Fair	Good	Higher	Central Am.
Onions, Yellow and Red Jumbos	Good	Good	Lower	ID/NY
Peppers, Green Bell	Good	Good	Lower	FL
Radishes	Fair	Good	Higher	FI
Potatoes, baking	Good	Good	Steady	CO/WI
Potatoes, white	Good	Good	Steady	NY/ME
Sweet potatoes	Good	Good	Steady	NC/LA
Squash, zucchini	Good	Good	Steady	FL
Tomatoes	Good	Good	Lower	FL
Apples, Red del, gold delish, Mac	Good	Good	Steady	NC/VA/NY
Valencia oranges, red grapefruit, tangerines	Good	Good	Steady	FL
Cantaloupes, Honeydew	Good	Fair	Higher	Central Am.
Chilean Grapes, nectarines, peaches, plums	Good	Good	Steady	
Strawberries	Good	Fair	Steady	FL
Asparagus	Good	Good	Tight	CA
Artichokes	Limited	Good to Fair	Lower	CA
Broccoli	Good	Good to Exc	Strong	CA
Cauliflower	Good to lim.	Exc to Good	Strong	CA/AZ
Celery, Celery hearts	Good	Good	Strong	CA/AZ
Iceberg Lettuce, Leaf lettuce	Good to lim.	Good to fair	Steady	AZ
Strawberries	Good	Good	Strong	CA
Apples, Red del, gold del, granny smith	Good	Good to Exc		WA
Apples, Fuji, braeburns, royal galas, cameo	Good	Exc to good		WA
Apples, Red rome, jonagold, pink lady	Good	Exc to Good		WA
Rhubarb	Good	Good		WA
Pears, Danjou, bartletts, bosc gold rus	Good	Good to Exc		WA/CA
Pears, Red Danjou, comice, seckle	Good to lim.	Good to Exc		WA/CA
Pears forrelle	Good	Good to Exc		WA/CA
Pears, asian russet	Limited	Best Available		WA/CA
Healthy treats/Snack Packs	Excellent	Excellent		
Grapes, Peaches, Nectarines	Good	Good		Chile
Plums, Cantaloupes, Honeydews	Good	Good		CA
Navels, Lemons, Tangelos, Kiwi	Good	Good		CA



DID YOU KNOW ?????



Produce specialist representing **PBO Kansas City** made a liaison visit to Ft. Leavenworth. A Quality safe guard was conducted on the morning delivery with only a few discrepancy items detected. Adjustments were made and the supplier was notified. The Department was fully stocked and colorful. A display for the Northern Plains Potato Contest was set up and the colors of the different potatoes made it a very attractive display. Personnel were pleased with the support provided by PBO Kansas City.



The DeCA Western Region Director and the Deputy Director visited many of the Japan area stores this week. Prior to their visit the produce specialist from the **Japan Area** office along with DSCP's Marketing Specialist paid a visit to all of the Kanto plain stores to assist for preparations for the visit. The DSCP personnel assisted with merchandising displays and demos at the stores.



PBO Jessup reports that Aberdeen was selected to compete for commissary of the year. The store was inspected and rated. The store produce manager has asked for our merchandisers help with displays for the main event. The produce department received rave reviews on their produce, which they received from the PBO Jessup



The DeCA zone manager called **DSO San Francisco** requesting help in moving three bins of nuts from Moffet to the Travis and McCellen stores (a distance of approximately 100 miles). DSO Chief called on one our reliable vendors to make the transfer. Within 24 hours the bins were delivered at no cost to DeCA.



PBO Ft. Worth wishes Congratulations to the produce manager and staff of Tinker AFB for taking 3rd place for DeCA Midwest Region in the N.W. Pear Display contest. Their great efforts awarded them with \$500.00 in Hubert Equipment and a plaque. Way to go Tinker!!



Please feel free to provide your comments directly to me at
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*Remember, as Kevin Spacey said in his movie K-PAX,
Our customers should always be able to say:*
“THE PRODUCE WAS WORTH THE TRIP !!”