



May is here !!!

The warm weather has arrived and the days are longer. This month we celebrate National Military Appreciation Month which encompasses both the history and recognition of our military, honors the men and women who have served and are serving, the sacrifice of those who gave their lives, and the contributions made to our American history for over 227 years.



Memorial Day – We Honor Our Heroes.

I would just like to take a second to remind every one that Memorial Day is about more than barbecues, going to the beach, etc. Memorial Day is for us to remember and honor the gallant souls who laid down their lives in the service of our great nation. If you know someone whose friend/family member performed this ultimate act of heroism, wish him/her a special message on Memorial Day. It is also a day to gather with friends and family and reach out with a warm wish. It's about remembering those who fought and those who lost their lives for the freedom we have today. Please take time out of your day on Memorial Day to say a prayer, light a candle, or tell your children the true meaning of this day. Thank a veteran for his or her service to our great country.

June's Upcoming Events

- Flag Day
- Army Birthday
- Father's Day
- Summer Begins



DeCA Customers Are Enjoying National Promotions



May 8 - May 28 - South American Fresh Apples and Pears.

Featured Item of the Month – Strawberries



Since May is National Strawberry Month lets look at Strawberries. Strawberries can be used for desserts, baking, juicing, jams and jellies. When selecting them, keep in mind that good-quality strawberries should be firm (but not rock-hard), evenly shaped and medium to large in size. Their coloring should be even and bright red. Avoid berries that are wrinkled, soft, spotted with mold or leaking juice. Berries with more than a touch of green or white around the caps do not ripen well after they are picked. They are available year-round, peaking April through July. Washington berries are available during June and July. Ancestors of the strawberry were discovered in the 18th Century by French explorers in Chile. The plump, red berries were cultivated by the Indians in South America. The explorers brought several plants back to France, where the berry was crossed with a wild meadow strawberry that previously had been discovered in Virginia. The resulting berry was a forerunner of our modern strawberry.

Thought for the Month

Success is living up to your potential. That's all. Wake up with a smile and go after life. Live it, enjoy it, taste it, smell it, feel it."

- Joe Kapp

DSCP-Produce Business Unit

NEWSFLASH



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

<u>ITEM</u>	<u>SUPPLY</u>	<u>QUALITY</u>	<u>MARKET</u>	<u>STATE</u>
Beans, Snap	Good	Good	Lower	FL/GA
Cabbage, Green and Red	Good	Good	Steady	FL/GA
Cucumbers, Caribbean Super Selects	Good	Good	Higher	FL
Corn, Yellow, White, Bicolor	Good	Good	Higher	FL
Onions, Yellow jumbos, red jumbos	Fair	Fair	Lower	TX
Vidalia Onions	Good	Fair	Lower	GA
Green Bell Peppers	Fair	Good	Higher	FL
Potatoes, Baking	Good	Good	Steady	CO
New Crop Reds	Good	Good	Lower	FL
Sweet Potatoes	Fair	Good	Steady	NC
Sweet Potatoes	Limited	Fair	Unchanged	LA
Radishes	Good	Good	Steady	FL
Squash, Zucchini, yellow	Good	Good	Higher	FL
Tomatoes	Good	Good	Lower	FL
Honduras Cantaloupes	Good	Good	Higher	
Cantaloupes	Good	Good	Steady	FL
Guatemala Honeydew	Good	Good	Steady	
Watermelons	Good	Good	Lower	FL
Asparagus	Good	Good	Strong	CA
Artichokes	Good	Good	Steady	CA
Broccoli Crowns	Good	Good to exc	Steady	CA
Cauliflower	Good	Exc to good	Strong	CA
Celery and Celery Hearts	Good	Good	Steady	CA
Iceberg Lettuce	Plentiful	Good	Steady	CA
Strawberries	Good	Good to exc	Strong	CA
Apples, Red/Gold Delish, Fuji	Plenty	Good to exc		WA
Apples, Granny Smith, Pink Lady, Braeburn	Very Limited	Good to exc		WA
Apples, Royal Galas	Good	Excellent		WA
Apples, Cameo, Red Rome	Plenty	Excellent		WA
Hot House Rhubarb	Limited	Excellent		WA
Asparagus	Plentiful	Excellent		WA
Pears, D'Anjou, Bosc Golden Russet	Plenty	Good to exc		WA
Pears, Red D'Anjou	Plenty	Good to exc		WA
Healthy Treats	Packed to Order	Excellent		WA
Snack Pack	Packed to Order	Excellent		WA
Pears, Asian Russet	Plentiful	Excellent		WA
Grapes, Cantaloupes, Honeydew	Good	Good		Import
California Navels, Lemons, Kiwifruit	Good	Good		CA



DID YOU KNOW ?????

- ★ Due to world events, we felt it best to **reschedule** our **Worldwide Subsistence Customer Conference and Food Show 2003**. The new dates are October 7-8, 2003 at the Atlantic City Convention Center. We will continue to use the Sheraton, Trump Plaza and Tropicana hotels for our lodging accommodations. ACES will hold their food service meetings on **October 9-10, 2003**.

- ★ **PBO Los Angeles 's** buyer flew to Arizona this week to monitor the first deliveries at Luke and Davis Monthan AFB under a new year long contract for DeCA Zone 19. As part of our ongoing program our buyer met with Store personnel and vendor representatives in order to become directly acquainted with both operations. Our buyer then traveled to the vendor's facility to become familiar with their capabilities and operations. Customers are very enthusiastic to meet office personnel in this setting. Customers often comment a distinct feeling of "You really do care about my needs" is often a direct result of this type visit.

- ★ Reps from **DSO Jacksonville** traveled to Santa Rosa County for a meeting with several area school districts . Topics discussed included reimbursable funds and quality of produce from various area vendors. Present at this meeting were DSO Jacksonville reps and personnel from Walton Co., Okaloosa Co., Bay Co., and Santa Rosa Co., who hosted the meeting. A request for further information was made and will be followed up on.

- ★ The **PBO Denver** supported a special sale and promotion on salsa items for **Cinco de Mayo**. The PBO Denver Buyer conducted a special produce market survey and Newsflash report on habanero, yellow hot, serrano jalapeno, anaheim and pablano peppers, also included tomatillo, cilantro, onions, roma tomato, and avocados, as compared to the local commercial chain stores. Noteworthy, many of the DeCA stores built special Cinco de Mayo displays merchandising these items.

- ★ The Chief of **PBO Ft. Worth, Wicomico, VA office, and Headquarters Phila. Produce Business Unit** personnel attended the National Federal Distribution Program for Indian Reservation (NAFDPIR) Conference held in Albuquerque, New Mexico April 22-26, 2003. Overall mission of produce unit was discussed, exciting new produce items authorized were announced, along with the availability of raised checkbook limits. Produce Handling and availability were demonstrated which was appreciated by the tribal leaders. The USA Pear commission also, assisted in demonstrating their commodity, along with giving POS items to Tribe Members. The USDA South West Region hosted the conference, which was a great opportunity to market the Produce Business Unit and our support to the Tribal Nation. Attendees sampled delicious produce items provided by PBO Ft. Worth Vendor.

Please feel free to provide your comments directly to me at
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*Remember, as Kevin Spacey said in his new movie,
Our customers should always be able to say:*

"THE PRODUCE WAS WORTH THE TRIP !!"