

DSCP



Produce Business Unit, July 2004 NEWSFLASH

If you have any questions or comments about our new NEWSFLASH please contact Sally Pooler 215-737-7721, DSN 444-7721, FAX 215-737-7166 or email Sally.Pooler@dla.mil

Choosing the best Watermelon:

1. Look the watermelon over, choose a firm, symmetrical watermelon that is free of bruises, cuts and dents.
2. Lift it up - the watermelon should be heavy for its size. Watermelon is 92% water, that accounts for most of its weight.
3. Turn it over - on the underside of the watermelon there should be a creamy yellow spot from where it sat on the ground and ripened in the sun.

Following these tips will help you pick the best watermelon available.



Watermelon Woes:

Watermelon shippers in late June were sitting with hundreds of loads and nowhere to send them. Some said even the promise of increased Fourth of July demand won't be enough to resurrect the ailing market that's dipped to as low as 4 cents a pound on seeded and seedless melons. The expected post-Independence Day slowdown is compounded by the start of the Midwest deal the first two weeks of July. *The Packer June 2004*

The Victory Garden

Anytime seniors talk about the "old days," younger people change channels. It's tough for them to imagine the early 1940s, when America was in the midst of World War II and food was rationed and people turned to backyard gardening -- "victory gardens" they were called -- to become more self-sufficient. That's not a reason to grow now. And it's just as well, since gardens are smaller -- only about 200 square feet on average.



Wonderful Watermelon Pie:

- 1 container (12 ounces) frozen non-dairy whipped topping, thawed
- 1 box (3 ounces) watermelon-flavored gelatin
- 1/4 cup water
- 2 cups watermelon balls
- 9-inch crumb pie shell

In large bowl, fold whipped topping, gelatin and water together. Fold in watermelon balls. Spoon into crumb pie shell. Chill for 2 hours before serving. Makes 8 servings

Recipelink.com

We don't depend on our backyard garden to meet food needs, but we still want it to look good and produce abundantly. Nowadays, we have less leisure time, so the garden must be as maintenance-free as possible with watering systems and mulch to keep out weeds. We're much more aware of the best vitamin-packed vegetables, and what good food looks and tastes like. We also know now that certain vegetables from the backyard garden will fight cancer and help us stay healthy. We've learned a lot in a lot of years!

Source: KYW 1060 News Radio June 30, 2004

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Independence Day - July 4th

Subsistence Customer Conference & Food Show -
July 20 & 21, 2004

American School Food Service Association Conference
- Indianapolis, IN July 24-26, 2004



Good Eats This Week:

Check out the *FRUIT* that is available in good to excellent quality:

- Apples: Braeburns, Fuji, Gold
Delicious, Granny
Smith, Red Delicious, Royal Galas
- Bing Cherries
- Blueberries
- Cantaloupes
- Grapes, Black, Red, White
- Honeydew
- Kiwifruit
- Lemons
- Nectarines
- Oranges: Navels
- Peaches
- Pears: Bartletts, Bosc, Comice, D`Anjou,
Forrelle, Red D`Anjou, Seckel
- Plums: Black and Red
- Strawberries
- Watermelon, Seeded and Seedless



Check out the *Veggies* that are available in good to excellent quality:

- Asparagus
- Artichokes
- Broccoli Crowns
- Cabbage, Green
- Cauliflower
- Celery, and Celery Hearts
- Corn, Yellow, White and Bicolor
- Cucumbers
- Green Beans
- Lettuce, Iceberg, Leaf
- Onions, Red, Vidalia, White, Yellow
- Peppers, Green Bell
- Potatoes, Baking, Red and Sweet
- Squash, Zucchini and Yellow
- Tomatoes

Happening this week:

Agriculture Secretary Ann M. Veneman announced allocations of \$161,267,500 to 71 U.S. trade organizations for the purpose of promoting U.S. food and agricultural products in overseas markets. Fiscal year 2004 allocations for the Market Access Program (MAP), the Foreign Market Development (FMD) Cooperator program, and the Quality Samples Program (QSP) area available at USDA Allocations. The common goal among all three programs is to **promote U.S. agricultural exports**. United Fresh Fruit and Vegetable Association has lobbied for many years to sustain and increase USDA funding for these programs, which are allocated to numerous commodity boards and associations in the produce industry, said Amy Philpott, vice president, marketing and industry relations. We are particularly pleased that so many produce commissions received funds to support international marketing efforts for our industry, she said. For more information go to *USDA Export Programs*.

"House Approves Fresh Fruit and Vegetable Program; Sends Bill to President"

"On June 24, 2004, the House of Representatives passed *The Child Nutrition and WIC Resauthorization Act of 2004*, which was approved by the Senate yesterday. Having passed both in the Senate and the House, the bill will be sent to President Bush for his signature."

DSCP fully supports this initiative and looks forward to a continued partnership with UFFVA, USDA, and the schools.

Source: *United @ uffva.org*



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Q: How do you repair a broken tomato?
A: Tomato Paste!



Field Office Showcase:

Produce CBU Reps Attend NFDPIR Conference in Green Bay, WI.....

DSCP Subsistence provided multi-faceted customer support reps to the National Food Distribution Program to Indian Reservations (NFDPIR) held June 13-17, 2004. NFDPIR is a USDA program providing commodity foods and distribution services to eligible tribes throughout the U.S. Our team, from DSCP and the field, gave the participants comprehensive hands-on produce handling training and tips, and fresh produce samples. An update of the administrative and financial aspects of the program was also provided. A rep from the Northwest Pear Bureau invited the audience to participate in a Logo Contest, with the winning tribe winning a produce cooler. The three scheduled Produce sessions were well attended, and the FDPIR/USDA/DSCP partnership remains a strong alliance.

Emergency Salad Order Delivered by Kansas City.....

Due to store and parking lot renovations at Fort Leonard Wood, the AP Military truck was not able to deliver on their regular schedule. PBO Kansas City was notified and coordinated an emergency salad order for delivery the next day. Ft. Leonard Wood was pleased with the quick response and very happy to have bagged salads for the weekend sales.

PBO Fort Worth DVD Vendor provides Special Demo.....

The promotional demo at Fort Bliss was provided in support of the DeCA produce merchandising contest. Our vendor not only supplied the products to showcase the Asian-style theme, such as baby bok choy, bean sprouts, Chinese long beans, rapini, and Japanese eggplant, but also provided a demo person to stir fry with these items in the store. This show created considerable excitement and curiosity in the produce department and many customers are still asking for recipes and more demos!

Seattle hosts market tours.....

DSO Seattle buyers sponsored a tour of the produce market for Bangor, McChord, Whidbey, Smokey Point, and Ft. Lewis Commissary Officers and produce managers. The customers were treated to an early morning ritual of produce inspections, procurement processes, and viewing the actual receipt of produce at our warehouse. Customers were very appreciative of the visit and gained a better appreciation for what it takes to get quality product from the field to the store shelves.

Reserve and Guard Receive Unlimited Commissary Benefits

For full story:
<http://www.defenselink.mil/releases/200-3/nr20031124-0690.html>

Food Safety and You:



Study finds TV Cooking Program's are full of food safety blunders:

A study recently published by researchers at the University of Guelph has shown that a typical TV cooking programme will make on average seven food-handling mistakes during a 30-minute show. The researchers studied a total of 116 program's aired during 2002 and 2003 that were produced in Canada, the US and the UK. The most frequent error was poor hand washing, but other common mistakes include; the contamination between raw

and ready-to-eat food; failure to wash fruits and vegetables; and the inadequate washing of cooking utensils and chopping boards. The researchers suggest that some consumers may develop poor food-handling practices as a consequence of watching cooking TV shows as studies in North America have demonstrated that consumers rely upon these types of program's as one of the main sources of information on food preparation and food safety. The study has been published in the May 2004 issue of *Food Protection Trends*.