


THE PRODUCE BOX

"Households that have lost the soul of cooking from their routines may not know what they are missing: the song of a stir-fry sizzle, the small talk of clinking measuring spoons, the yeasty scent of rising dough, the painting of flavors onto a pizza before it slides into the oven."

— Barbara Kingsolver (*Animal, Vegetable, Miracle: A Year of Food Life*)

June 22 & 23, 2011		Find us on facebook! 		Volume 4: Issue 11	
BOX A*	BOX B*	BOX C*	BOX O*	BOX F	SPECIALTY ITEMS / EXTRA SHARES
<i>Traditional Summer</i>	<i>Triple Fruit!!</i>	<i>Bigger portions/Great for kabobs</i>	<i>All pesticide free or organic</i>	2 Cantaloupes	Extra Produce Available
2 green peppers	2 pints blueberries	1 pint Blueberries	Surprise Item	3 pints Blueberries	1 pint blueberries: \$3.50
Grape Tomatoes	Honeydew Melon	8 ears of Corn	Leeks or Green Onions	3 (1/2 pints) Blackberries	1/2 pint blackberries: \$3.50
Blueberries	Napa Cabbage	Sweet Onions	Broccoli		Napa Cabbage: \$2.00
Cucumbers	Sweet Onions	Cherry Tomatoes	Corn (4 ears)		Cherrite Radish, 1 bunch: \$2.00
Corn (6-7 ears)	Field Tomatoes	Bell Peppers (3 instead of 2)	Honeydew		Specialty Items
Yellow Squash	New Potatoes (variety)	Squash/Zucc mix (double share)	Blueberries		Great harvest honey whole wheat bread: \$5.75
Cantaloupe		New Potatoes (normal share)			Fadia's sweet and tart tomato sauce: \$5.50
					Lilly's gourmet maple butter: \$6.75
*Box contents listed	as Most Persishable	to Least Perishable			Ginny O's Cheese Rings: \$5.00 (3.5 ounce bag)

YOU are helping us support our community in more and more ways!

This small effort that began as an idea to help local farmers get their produce to my neighbors in Quail Hollow in Raleigh, (only 25 families that first week), has grown a LOT- and not just in the number of members and farmers we work with. I've come to realize that we, as a group, can impact our community in other ways as well. And not just in the way we buy our produce.

It started with our "buddy boxes" that we offered the very first season. A member could buy a box at a discounted price, then give it to a member of their church or community, who wouldn't otherwise be able to afford it. We collected school supplies the next year in empty boxes left out, and last year gently-used shoes. This year, \$1 donations from you resulted in over \$2400 given to farms affected by the tornadoes. Every year, members who forget to skip have the option of donating their boxes to Interfaith Food Shuttle, and these boxes are delivered to families in lower-income neighborhoods or "food deserts", where fresh produce isn't readily available.

We're on track this season to donate over 60 box gift certificates to area schools and other organizations for fundraising efforts, and we donated two ONE YEAR memberships to the Methodist Home for Children silent auction, one of my favorite programs in the area.

Our HUB participates as well. Kevin leads the food effort by arranging our "extra" food donations every Friday to Interfaith Food Shuttle, resulting in many hundreds of pounds of fresh veggies and fruit being distributed so far.

We've partnered with Wake Enterprises, as well as Step Up Ministries for the homeless, to staff several positions in the HUB crew, and we are excited to work with O'Berry Center, to distribute their delicious nut goodies!

So what are we thinking about next? Good question! How about a **FARMER GIFT program**, that gives unencumbered funds in January each year, to 3-5 farmers who need a bit of help purchasing seeds, or equipment, or black plastic, or irrigation tubing.

How about an ongoing donation program where members can "click" to add a dollar or two to their purchase and the funds go to purchase boxes for needy families? And my husband, Glen, suggested having a DAY OF SERVICE each season....this year, it may involve heading to Falls Lake for a cleanup and BIG COOKOUT afterwards, courtesy of TPB. What if we had a small group or organization (youth group, maybe?) come in to the HUB on the days we're not packing, and pack their OWN boxes to distribute as a fundraiser? What if we had a group of members who came together to advocate for fresher, more "whole" foods in our school cafeterias? How about a **MEMBER ADVISORY BOARD** to help us keep all of these ideas straight! ☺

I'm going to address these ideas in our MIDSEASON survey coming soon, but in the meantime, feel free to send comments my way! Tell me what you think and/or what YOU would do if you were me. Courtney@theproducebox.com

Courtney Tellefsen, Founder

THE PRODUCE BOX

Improve your Nutrition One Bite at a Time

It seems we can't turn on the TV or open a newspaper without being bombarded with news about how poorly we eat in the United States. In general, we eat too many calories and not enough nutrients. With all of the information out there, it is easy to get overwhelmed and give up all hope of creating a healthy meal plan for ourselves and our families. Don't let that happen to you.

Get headed in the right direction by setting one small, measurable goal, achieve it for a couple of weeks before adding another. Work on achieving your goals one step at a time. A great achievable first goal: **Eat veggies or fruit at each meal & snack.** Take advantage of your weekly **PRODUCE BOX** delivery to support this goal with:

- **Nature's Fast Food:** The farm-fresh produce is at the peak of its taste and nutrition. And because it's low in calories and packed with nutrients, you get the most bang for your calorie buck.
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- **A Variety of Options:** A boxful of colorful produce is not only eye-appealing, it's also packed with nutrients. Different colored fruits & vegetables offer different nutrients in varying amounts. You could certainly reach your new produce goal by eating an apple at each meal, but you'd only be getting the nutrients that are in that apple. Aim for a different color at each meal to ensure you're getting an assortment of the vitamins & minerals your body needs to stay healthy.
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- **Opportunities to Expand your Horizons:** Step out of your comfort zone and experiment with a new vegetable or fruit. With sample recipes and handling instructions included, there is no need to be intimidated. And you might just find a new family favorite. Kale chips, anyone?
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With this approach, your meal plan may not be food pyramid approved overnight but you will be establishing healthful habits one nutritious choice at a time. You can do it. Every little bite makes a difference. Happy eating!!

Jill M Hively, RD, LDN
Apex Member
Owner Order Up Organizing
blog.OrderUpOrganizing.com



Well, Kevin always says there is never a DULL MOMENT at THE PRODUCE BOX. Sure enough, he had JUST left the HUB on Friday with cucumbers to take to our partner processor to make pickles, and got a call saying one of the refrigerated trucks was ON FIRE!!! Thank goodness it was a small one, and put out by an extinguisher or two, but sure enough the fire trucks still came, creating even MORE excitement. Everyone and everything is fine...I was just glad it didn't happen two days earlier when we had hundreds of pounds of produce in there!

Early Garlic- No refrigeration necessary! It has a good mild flavor when fresh and will last up to 6 months.



If allowed to dry, the garlic will go through a chemical change and become stronger in flavor.



Here's a pic of some of our HUB crew picking those delicious CHERRIES a couple of weeks ago. I don't think even one of them had EVER picked cherries before. It was a long day, but everyone said they had a good time!

THE PRODUCE BOX

SPECIALTY ITEMS

This Week	Next Week
Fadia's Sweet & Tart Tomato Sauce	Fireside Foods' Black Jack BBQ Sauce
Lilly's Maple Butter	Stick Boy Bread's Garlic Cheddar Bread
Ginny O's Cheese Straws	GroWILD Granola
Great Harvest Bread's Honey Whole Wheat	



Just in Time for Your July 4th Celebration!

Fireside Foods is a family operation that focuses on creating all-natural sauces with ingredients grown or purchased primarily in the Triad Area. At Fireside Foods, we take our ingredients seriously. No preservatives or high fructose corn syrup are used in any of our sauces. All products are prepared in small batches creating a sauce that tastes as fresh as if it was made in your own kitchen.

Fireside Foods is a proud member of Goodness Grows in North Carolina and the Piedmont Local Foods Coalition. Manufacturing location is in Summerfield, NC.



THE PRODUCE BOX MARKET STAND

Need a few extra fruits or veggies?

Supplement your **PRODUCE BOX**

with Farm-Fresh Produce from our

MARKET STAND

Open Every Thursday, 4-6 pm

Located at **Eclectic Garden**
1932 Wake Forest Road
(Across the street from Snoopy's Hotdogs, on Old Wake Forest Road)

Check out our Facebook page for details!

A note from Ginny, of Ginny O's: Our family recipe dates back to the 1850's, having been handed down from Ginny's great-grandmother, who built and resided at Historic Oak View in Raleigh, North Carolina.

Oak View is where we get the 'O' from in Ginny 'O's. Ginny 'O's Cheese Rings are homemade and hand-baked fresh to your order. Our wholesome ingredients include flour, cheddar cheese, buttery sticks, and spices.

Ginny O's
Cheese Straws
Famous 1850's Family Recipe



SECRET TIP FOR THE WEEK:

Still have frozen strawberries from the spring? Adding basil to a fresh spring strawberry smoothie adds a depth of flavor and a unique element of fresh spring zest – it's delicious!

Strawberry Basil Spring Smoothie

- 1/2 cup ripe strawberries, stems cut off
- 1 medium banana
- 5 fresh basil leaves, cleaned and stems removed
- 1/3 cup plain yogurt
- 1/4 cup fresh orange juice

Puree all ingredients together in a blender until smooth. Enjoy immediately

THE PRODUCE BOX

From the Fields... **Alan Justice** started farming as a hobby. Well, things took “root” and we, at The Produce Box, get to benefit. Alan has been supplying lots of the goodies in our Box O’s each week, like sugar snap and snow peas, kohlrabi, pots of herbs and green beans. He’ll have field tomatoes, okra and unique melons coming out of his fields soon. Alan used to sell his produce in open-air markets. He almost gave up farming, because the effort of getting all his produce packed on a truck, transported and unpacked at market and then, many times not selling most of it, was a bit too much. Then Alan met Courtney and things changed for him and for us. Alan decided to become our first farmer to grow exclusively for The Produce Box. What a great arrangement! Alan knows what he plants will yield a steady income for him- and we get to ‘reap’ the delicious rewards of his labors, every week one of his pesticide-free veggies is in our Boxes.



STORAGE & USAGE

*Remember, all TPB produce is very ripe. If you see a * eat this first!*

***Field & Cherry Tomatoes-** Unless you're planning to store your tomatoes for over a week, a windowsill, counter-top or bowl works fine. If you know you won't use them in the next few days, then lower temperatures (a cool entryway, the refrigerator) will help preserve the fruit. Contrary to our common practice in the US, storing in a refrigerator is not otherwise recommended, as the cooler temperatures can reduce flavor and cause mushiness. Your fresh-picked tomatoes will last longer on the kitchen counter than store-bought ones, which are probably more than a few days old when you get them.

Leeks- Leeks will exude an aroma that can be absorbed by other things in your refrigerator, so to store them before cooking, lightly wrap them in plastic wrap to contain the odor and moisture. Do not trim or wash before storing. Store in the vegetable drawer of your refrigerator.

Green Onions- Store green onions in plastic bags in the crisper section of the refrigerator and they will last five to seven days. Be sure to store green onions away from odor-sensitive foods like mushrooms and corn, which can absorb the odor of the onions.

Green Pepper- Store green bell peppers for short-term use by refrigerating them in the produce drawer of your refrigerator. With proper refrigeration, a healthy bell pepper should last from three to five days in the refrigerator.

***Cantaloupe & Honeydew Melon-** Ripe **cantaloupes** should be stored in the refrigerator. If a cantaloupe has no fragrance and is still quite firm, leave on the kitchen counter for a day or two to ripen. Once the cantaloupe is ripe, slice open down the center. Scoop out the seeds with a large spoon and discard. Slice each half into sections, cutting away the rind. Store cubes or slices of cantaloupe in sealed containers in the refrigerator to keep fresh. **Honeydew** melons should be refrigerated. Once the melon has been sliced or cut into chunks, it should be kept in a sealable container in the refrigerator to keep it from drying out.

***Blueberries & Blackberries-** Keep berries refrigerated, unwashed, in a rigid container covered with clear wrap. Water on fresh berries hastens deterioration, so do not wash before refrigerating. Berries are highly perishable so do try to use them as soon as possible.

***Summer Squash-** To store summer squash, place unwashed in plastic bags in the crisper drawer of the refrigerator. Wash the squash just before preparation. As with most vegetables, water droplets promote decay during storage. The storage life of summer squash is brief, so use within two to three days.

Napa or Chinese Cabbage- Unwashed, Napa cabbage will keep for about five to seven days in the vegetable crisper drawer of the refrigerator. Keep the whole head sealed in a plastic bag. Do not cut the leaves or ribs until ready to use them. Cut leaves begin to oxidize rapidly, and the cabbage will lose some of its vital nutrients and will spoil faster.

Sweet Corn - Eat corn as soon as possible after harvest for maximum sweetness. If sweet corn cannot be eaten right away, leave in husks, remove long shanks and store uncovered in the refrigerator.

Sweet Onions- When storing sweet onions, it's important to keep them cool, dry and separate. Place in a single layer, wrapped separately in foil or paper towels, in the vegetable bin of the refrigerator. If it is not possible to store them in the refrigerator, store them in the coolest area of your home with good air circulation.