


THE PRODUCE BOX

"Act as if what you do makes a difference. It does."

~William James

June 8 & 9, 2011		Find us on facebook! 		Volume 4: Issue 9
BOX A*	BOX B*	BOX C*	BOX O*	SPECIALTY ITEMS / EXTRA SHARES
(6 Ears Corn and Cherries)	(Good for a salsa)	(8 Ears Corn Here)	Snow Peas or surprise item	1 pint Blueberries: \$4.00
1 quart sweet Red Cherries	1 pint Blueberries	1 pint Blueberries	Kohlrabi	HUMONGOUS Napa Cabbage: \$2.25
1 pint Blueberries	6 ears SweetCorn	8 ears of Sweet Corn	1 qt organic Red Potatoes	ADD-ON FRUIT BOX
6 ears Sweet Corn	4 Sweet Onions (no tops)	Greenhouse Cucumber	1.5 lb greenhouse Tomatoes	SIX Pints of Blueberries- \$18.00
Fingerling or Red Potatoes	1.5 lbs greenhouse Tomatoes	1.5 lbs greenhouse Tomatoes	Greenhouse Cucumber	SPECIALTY ITEMS
Green Squash Variety (2 lbs)	Napa Cabbage	Napa Cabbage (HUGE)	Vidalia Onions (one bunch)	Yah's Herbal Delight : \$5.25
Greenhouse cucumber	Yellow Squash (2 lbs)	One bunch Beets	Green Beans (1.5 lbs)	Southern Son's
				Lemon Blueberry Teacake: \$4.95
*Box contents listed	as Most Persishable	to Least Perishable		Great Harvest 9-Grain Bread: \$6.75

"Eat food, not too much, mostly plants"

Mass-produced foods line the shelves of nearly every grocery aisle. "A lot of what you see in the supermarket I would argue is not really food," Michael Pollan (author of *Food Rules*) says. "It's what I call **edible, food-like substances**." These products comprise of what Michael calls the "Western diet." "It was really invented about a hundred years ago. It means lots of processed food and meat, lots of added fat and sugar," he says. "Lots of everything except fruits, vegetables and whole grains."

Although "real" food is often more expensive, Michael says you either pay for real food now—or pay the doctor later. In 1960, Michael says 18 percent of our national income was spent on food, and only 5 percent on healthcare. Today, he says 9 percent of our income is spent on food and a whopping 17 percent on healthcare. "The less we spend on food, the more we spend on healthcare," he says.

In his personal life, Michael says he eats just about anything—as long as it's real food. "I think cooking is really key because it's the only way you're going to take back control of your diet from the corporations who want to cook for us," he says. "The fact is, so far corporations (restaurants, fast food, lunch cafeterias) don't cook that well. They tend to use too much salt, fat and sugar—much more than you would ever use at home."

Michael says his own approach to eating is simple. "I've boiled it down to seven words: Eat food. Mostly plants. Not too much."

"Getting out of the supermarket when we can is a very important part of learning where your food comes from," he says. "Ask the farmer." In his 20 years of reporting on food, Michael has picked up a number of rules to eat by. They're now collected in an eater's manual, *Food Rules*. His guidelines to good eating include:

- 1: Eat food.
- 2: Don't eat anything your great-grandmother wouldn't recognize as food.
- 7: Avoid food products containing ingredients that a third-grader cannot pronounce.
- 13: Eat only foods that will eventually rot.
- 39: Eat all the junk food you want as long as you cook it yourself.

"It's not that hard to eat well if you're willing to put a little more time into it, a little more thoughtfulness into it and, yes, a little bit more money," he says. In America, it's often cheaper for a family to eat fast food than purchase fresh produce. Michael says federal agricultural policies are to blame. "We subsidize the fast food in the form of the \$56 billion we spent over the last 10 years to subsidize corn, soy, wheat—just a handful of crops," he says. **We don't do anything to subsidize fresh produce.**

For a real change to happen, Michael says federal policy needs to change. **We're going to have to change the way we support farmers and encourage them to grow real food," he says.**

You can help. "We all can vote with our forks. We get three votes a day," Michael says. "You don't have to get every one of them right. But if you get one of them right a day, if you vote for food that has been sustainably grown or humanely grown, whatever your values are, ... you will change the food system. It's happening now."

From the Oprah Show, February 2010

THE PRODUCE BOX



Berry Towne Craft's Old Log Cabin Mercantile Crunchy Praline Pecans

Our delicious Crunchy Carolina Praline are a delight for your sweet tooth with just the right combination of crunch and sweetness and now available in our new packaging. O'Berry

Center has an extensive grove of Pecan trees on our campus. Each fall our residents collect thousands of pounds of pecans which are shelled and graded. Using only halves, we prepare the pecans in our certified kitchen using a wide variety of our own recipes. These will be the best tasting pecans you will ever try, guaranteed! Each 10-oz jar is packed in a tamper proof jar sealed for freshness.

Ingredients: Pecans, Syrup, Sugar, Honey, Pure Vanilla Extract. Prepared in our kitchen where peanut products are also prepared.

THE PRODUCE BOX AND MARBLES KIDS MUSEUM!

We are excited to announce a new partnership with Marbles Kids Museum! We'll be participating and supplying the products for a few events over the course of the summer and fall to get kids excited about veggies! We'll be shucking corn, shelling peas and generally making messes during the months of June-August and perhaps even hosting a MEMBER EVENT for TPB families ONLY as well. Stay tuned for more info coming soon!

I love that The Produce Box has engaged my children in eating fruits and vegetables. My 4 year old and I unpack our box each Thursday and he helps with the salad spinner to wash the greens as we talk about where the food was grown. My 6 year old will only eat blueberries from NC as they are so plump and sweet instead of small and sour. And my 9 month old has had his first bites of NC sweet potatoes. Previous to TPB, my longest time in the grocery store was spent wandering around the produce section. Now I can almost bypass that section. Wonderful! Thanks for what you do. ~ **Leslie B, Charlotte Member**

CHERRIES, CHERRIES, CHERRIES! Our cherries this week come from Surry County. Levering's Orchard, a third generation fruit orchard, located on Orchard Gap above Mt Airy, NC Frank Levering - Owner/Grower who has over 44 different varieties of cherries. It's primarily a "pick your own" orchard and the largest cherry orchard in the South. Frank's grandfather picked the south side of the Blue Ridge in this particular region because of the thermocline that kept his fruit from freezing in most seasons. He started with apples and they still produce approximately seven thousand bushels in the fall. Frank introduced the cherries in the early 80s and has become the largest producer and the only one with all the varieties. Rain is the best friend for this fruit because it makes them sweeter at harvest time, but causes them to crack when they swell with the sweetness that the rain causes. If you are eating a ripe/cracked cherry you can be sure that you are getting the sweetest cherry possible.

SPECIALTY ITEMS

This Week	Next Week
My Southern Sons'	The Bread Shop's
Lemon Blueberry Teacake	Texas 3-Seed Bread
Great Harvest Bread's	Local Honey
9-Grain Bread *	The Old Log Cabin Mercantile's
Yah's Best Herbal Delight	Pecan Toppers
* Listed in error as	
The Bread Shop's, last week	

O'Berry Neuro-Medical Treatment Center, a part of the North Carolina Department of Health and Human Services, is a cluster of group homes serving the needs of people with a wide range of physical and mental challenges. In addition to providing all the services you would expect, O'Berry also offers to those who live here the opportunity to participate in a variety of Creative Enterprises that offer meaningful activities. "Being creative and active is a vital and important part of every person's life," explained Deborah Exum, Center Director at O'Berry. "We know that personal satisfaction and the sense of accomplishment derived from completing a task is important to all of us. That is our challenge, to provide meaningful activities to all our residents who choose to participate," added Exum. "The principle difference between our Creative Enterprises and traditional creative arts programs is that participants are compensated and we sell our completed products. The proceeds from our sales allow us to reinvest constantly in our various enterprises and expand opportunities".

**The Produce Box proudly supports
the O'Berry Neuro-Medical Treatment Center**

Just a quick reminder that we've recently had bagged peanuts in the boxes. Although they come packaged to us and we aren't handling the peanuts themselves, please be aware that we can't guarantee there aren't trace amounts of peanut residue on the boxes from the outsides of the bags since we reuse the boxes each week.

Exciting News! It's time for our 4th Annual

What I did with my BOX Contest!!

Some of you- we're not naming names- have had a bit of trouble using all the produce in your BOX. Possibly you end up throwing things away, feeding beets to the dog- who knows? To convince your fellow **THE PRODUCE BOX** Members that it is possible to use an entire BOX, please send us a few sentences about how you used each of the products in one of the BOXes you received this season.

The top three submissions will be selected and each will:

Win One Month of FREE PRODUCE BOXES!



We would LOVE to know how you prepped, cooked, preserved or stored each of your produce items! You don't HAVE to include them, but any recipes or techniques you want to share would be great!

Write-ups can be emailed to:
Amy, at amy.saltmarsh@TheProduceBox.com
Subject : BOX contest

Winners will be determined by The Produce Box staff and will receive one **FREE** month of **PRODUCE BOXES!!**

OUR DEADLINE IS Friday, June 24, by 5pm. Winners will be announced in our weekly BOX email on Friday, July 1.

Please Recycle Those Berry Clamshells! Our berry farmers can't re-use the berry containers so please recycle them at home. We DO re-use the green paper containers and white grid-style baskets, so please put those back in your empty **PRODUCE BOX** each week.

THE PRODUCE BOX



BEAUTIFUL BERRIES!!

Here's a pic of the BEAUTIFUL STRAWBERRIES many of our members picked at one of our partner-farms last month. We're planning a BLUEBERRY PICKING in the next two weeks, so be on the lookout for an email about that ASAP!

STORAGE & USAGE

Visit www.theproducebox.com for more info! **Eat first!*

***Cherries-** Store unwashed cherries uncovered in the coldest part of the refrigerator. When kept refrigerated, fresh cherries will keep for up to 10 days. Wash just before eating. Avoid storing cherries near strong-smelling food items. The taste of your cherries will be altered if they pick up these scents.

***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. When refrigerating, cool rapidly to below 40°F to retain sweetness and tenderness because the sugar in corn turns to starch quickly at higher temperatures.

For best eating quality, do not store sweet corn in the refrigerator for more than two days. For longer storage, preserve by freezing, canning or drying.

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

Red Beets- wrap in plastic and store for several days in the refrigerator. **Beet roots:** may be washed but should be allowed to dry before being stored. Cut off the tops two inches above the root, and refrigerate beets in plastic bags. They will keep for one to two weeks.

***Beet Greens-** Store the unwashed greens in a separate plastic bag squeezing out as much of the air as possible. Place in refrigerator where they will keep fresh for about four days.

***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.

Red or Fingerling Potatoes- Do not wash raw red potatoes before storing - washing them speeds development of decay. Store red potatoes in a cool (40 - 50° F), dry, well ventilated, dark place to protect them from light exposure and to inhibit quick sprouts from growing. If your potatoes do begin to sprout or grow, cut off the sprouts. If you don't have good storage available, buy in smaller quantities and more often. Do not refrigerate or freeze uncooked potatoes as this changes the potatoes' starch into sugar. This alters the taste of potatoes and causes the flesh to darken when cooked.

***Snow Peas-** There are two common varieties of peas: green garden peas that need shelling and edible-pod peas that are eaten whole. Green garden peas are legumes just like dried peas, except they are eaten at the immature stage. Snow peas, sugar snap peas Chinese pea pods and many others fall into edible-pod category. They are low fiber pods with small wrinkled peas inside. The entire pod is eaten, cooked or raw. Fresh peas keep for 2 to 3 days in the refrigerator. The sugar in them quickly begins to turn to starch even while under refrigeration.. Store unwashed peas in perforated plastic bags for a few days. The sooner they are eaten the better.

Kohlrabi- With the leaf stems removed, kohlrabi can be stored in the refrigerator for several weeks. Storage life can be extended if kohlrabies are placed in sealed plastic bag. Kohlrabi can be served raw, as slices served with dip, or grated and added to coleslaw or carrot-raisin salad. Thin strips work well for stir-fry or a raw vegetable tray. Whole bulbs can be stuffed with ground meat or turkey and chopped vegetables and topped with cheese. Add chunks or slices of kohlrabi to potato casseroles, **or steam with pieces of yellow or zucchini squash.**