


THE PRODUCE BOX

A recent survey of America's young farmers and ranchers revealed that 97.2 percent planned to farm and ranch for life. And 90 percent said they would like their children to follow in their footsteps.

Aug31 & Sep 1, 2011		Find us on facebook! 		Volume 4: Issue21	
BOX A* \$22	BOX B* \$22	BOX C* \$22	BOX F* \$23		
<i>Corn!</i>	<i>Okra!</i>	<i>Garlic!</i>	<i>Lots of fruit!</i>		
Sweet Corn (4)	Scuppernong Grapes	Yellow Squash/Zucchini Mix	Asian Pears (2 lb bag)		
Field Tomatoes	Field Tomatoes	Personal Watermelon	Baby Watermelon		
Mixed Sweet & Bell Peppers	Okra	Butternut Squash	Sprite Melon		
Sprite Melon	Baby Watermelon	Heirloom Tomatoes	2 qt Scuppernong grapes		
Zucchini	Fancy Squash Variety	Local Garlic			
NC Roasted/Salted Peanuts	Acorn Squash	Surprise Item			
*Box contents listed	as Most Persishable	to Least Perishable			

School Fundraisers and veggie activities are back for the Fall!

As many of you know and have seen, one of the things I am really passionate about is making sure that **THE PRODUCE BOX**, as a community and a program, is involved in our schools as a resource for educating our children about fruits and vegetables, and encouraging them to EAT MORE OF THEM - an easy thing, right???

Over the past couple of years, we've worked with a number of schools during their Health and Fitness Nights, Arts nights and Festivals, to set up a VEGGIE SCULPTURE table, where the kids use whole veggies and parts of veggies, to make kind of a "Mr. Potato Head" out of them. My thinking is that if we can get them to play with and touch veggies a bit, maybe we can get them to eat them, you know?

Also, since the beginning of this program, we've run fundraisers at schools in the area, to give parents and students an opportunity to purchase **PRODUCE BOXES** and add-ons, and the school keeps the profits. Staff at the schools get the **BOXES** at a discounted rate as well, so it's a neat way to provide access to those delicious fruits and veggies, while encouraging families to eat more of them. And it's a great benefit for our hardworking school associates, of course. Anyway, as we head into the fall, think about whether you'd like to try something like this at your school. If you're interested, you can reach me at Courtney@theproducebox.com and I'll set you up with the right person.

Courtney Tellefsen, Founder



HURRICANE REPORT AND UPDATE: Well, although most of our farm-partners fared well during the storm and didn't have a lot of wind damage, the rains made harvesting doubly difficult. As I write this, Kevin is calling every partner we have to fill the orders for garlic (which has to be dug), corn (which WAS affected by the wind), zucchini and squash (can't be picked wet) and sprite melons. And the farmers are out there counting as they work. As of right now, we "think" we're going to be okay, but you may see a lower quantity of one thing and higher of another- although I'm almost 100% sure we won't get all the pears we asked for. So, once again, thanks for your patience and we'll see what happens!

THE PRODUCE BOX

The Little Herb House



The Little House to Remember

Those delightful herb trios come from

Lisa Treadway

of

The Little Herb House

5800 Holland Church Road

Raleigh, North Carolina

(919) 772-3543

www.littleherbhouse.com



Lisa, at **THE PRODUCE BOX** Hub

Parsley, sage, rosemary and thyme . . .

ell, taste and experience at the herb farm of The Little Herb House.

Available for purchase are the many herbs and perennials found in the gardens on the farm, ranging from 4-inch to 3-gallon pots, with the plant tables arranged in alphabetical order for easy location of the many varieties. After selecting your plants, allow time to go inside and browse thru the gift shop!

HERBAL TREASURES ABOUND:

- Pots and baskets full of dried herbs & flowers, grown on the herb farm and bundled into bunches
- Dried culinary herbs and spices available by the ounce
- Wreaths and floral arrangements hand-crafted on the herb farm, with custom floral design also available
- Unique garden accessories with herbal themes
- Herbal teas, black, green, white and red teas and teapots
- Herbal dips and scone/bread mixes are found throughout the gift shop
- Aromatherapy pleasures, such as herbal soaps, bath and body products, essential oils, candles and potpourri
- Books, pamphlets and cookbooks to increase your knowledge on growing and using herbs



SMILE!

Gretchen R, of Raleigh tells us: I cut into my eggplant and discovered it's as happy about **THE PRODUCE BOX** as I am!

Moments of Magic....

Thank you. Everything I have received has been wonderful. The peaches were as sweet as candy. My children are so excited each week for me to bring home the new box. They actually chose to have some melon for dessert instead of cookies or ice cream. I am so glad I found your service. ~ *Cheryl K, Zebulon*

We received our first box today and my grandchildren thought Christmas had come early. Before I got home every peach had been eaten. We are so pleased! ~ *Claire P*

Thanks so much! This last week's box was AMAZING! I said "**THE PRODUCE BOX** has outdone themselves this time" ~ *Patty K*

WE'D LOVE TO SEE YOUR MOMENT HERE!

Please send your contributions to :
Laurie Rosenfeld, Newsletter Editor
laurie@theproducebox.com
Subject: Newsletter

I have been thrilled with so much of the produce I have received from **THE PRODUCE BOX**. I will say that I used Papa Spud's last year and your produce is leaps and bounds ahead of their produce! Presentation as well as taste is SO MUCH BETTER!!! Thanks for everything. ~ *Amy D, Raleigh*

I was gushing about the sheer volume of the beautiful produce yesterday. ~ *Cindy H, Raleigh*

I am SOOOOOO thrilled with my box I received yesterday. It was the larger portion box. This is my second year with The Produce Box and I LOVED it last year. I have to admit I was a bit worried about the quality and quantity this year. It has been a hit and miss for me. With the addition of new farms and people this year I wanted to give a fair amount of time for all the 'bugs' to be worked out. I hope to see more like this week's **BOX C**. :) ~ *Lisa W, Raleigh*

We loved the roasted okra and loved that I didn't have to cut it up! Love the recipes!! ~ *Amy W, Cary*

I just wanted to let you know how thrilled I am with **THE PRODUCE BOX**! Tomorrow will be my 4th delivery and I feel like a preacher on a mission telling my friends and coworkers about your company. I know several are now your customers. The produce has been exceptional and I really appreciate the great recipes and newsletters that are included. Thanks so much for a great service. Please share my thanks with your colleagues. ~ *Stephanie P, RTP*

THE PRODUCE BOX

EXTRA PRODUCE AVAILABLE	SPECIALTY ITEMS
Scuppernong/Muscadine Grapes (1 quart): \$4.00	Chapel Hill Creamery's Hickory Grove cheese: \$9.35
Organic Green Kale: #3.50 bunch	Great Harvest Cinnamon Chip Bread: \$7.50
NC Roasted/Salted peanuts in the shell: \$2.50	Chef Bob's Espresso Rub: \$9.00
Asian Pears (2lbs: approx 6 pears) \$8.00	
Local Garlic (1/2# approx) \$3.50	THE PRODUCE BOX Gift Certificates: \$22.00 each
Organic Zucchini (5-6) : \$2.75	Donation for low income families:\$1.00
Butternut Squash: \$2.25	

FANTASTIC NEWS!!!

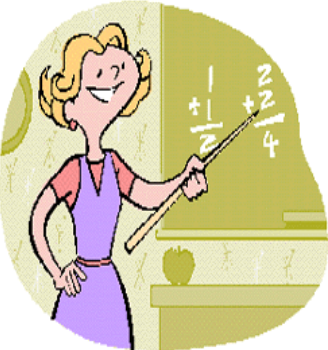
Last fall, **THE PRODUCE BOX** offered a diverse selection of **NC local produce**, different from that which is available in the summer. Tempting selections like: ***Shiitake mushrooms, persimmons, kiwis, apples, spinach, butternut and acorn squash, plus orange and purple sweet potatoes***, are just some of the wonderful produce you may see in our fall **BOXES**.

So hold your spot! Stay signed up- and stay tuned! -for all the goodies yet to come. If Mother Nature is feeling generous, our season will end just before Thanksgiving.



BACKPACK BUDDIES WAS A HUGE SUCCESS!!

WOW! You guys really came through. Interfaith picked up three **HUGE** bins of food, school supplies and backpacks last week that will go **STRAIGHT** to the students who need them at every school in Wake County. You guys are amazing, really. Stay tuned for the next newsletter, we'll have information about an exciting larger-scale project to address low income food insecurity and how we are a part of it.



PLAN NOW FOR TEACHER GIFTS!

Our great selection of **NC PRODUCTS** are a unique way to thank the teacher in your child's life for their efforts. Maple Butter, Honey, Fresh Bread, Sweet Pecan Pralines, Cookies and Crackers and even spice packs make their mornings more pleasant or their evenings easier. Think about adding some of these delicious treats to your regular order and avoid the last minute rush later this fall.

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

Dry Your Hot Peppers! It's Easy!

(This works best with the smaller, thinner peppers, like cayenne and chili)

A good way of drying chili peppers outdoors is to hang them from a string. Grab some whole peppers with the stems still on, take a long, sharp needle, and string them together with strong thread or fishing line through their stems. Unlike decorative ristras (which clump several hanging chilies together in a tighter space), you'll need to leave plenty of room in between peppers for proper airflow. At one end of the string, tie a small stick or wooden dowel to prevent the peppers from sliding off. Hang up your strand of peppers securely in an area where they'll get plenty of sunlight and fresh air. It can take up to two weeks of drying time in good weather.

When They're Dry

Properly dried peppers should be devoid of any signs of moisture or soft "fleshiness". Fully dried peppers can still retain a bit of flexibility in their skin - you don't have to dry them until they're brown, crumbling, or hard as a rock. But when in doubt, the pepper should be uniformly dry, slightly brittle, and have a tough skin.

What to do with them you're done? You can:

- Separate them by pepper type and store them in high-quality Ziploc-type plastic bags or plastic containers. This way you'll always have a handy supply of dried peppers to use in sauces, soups, and other dishes.
- Crush them in a food processor, blender, or spice mill and create a chile pepper seasoning.
- Give them to family and friends as unique gifts so that they can spice up their own recipes.
- Plant the seeds for a new crop of chile pepper plants.

Roasted Peanuts- Can be stored in the freezer to keep them from getting rancid.

Asian Pears- Should be crisp and crunchy in texture, like an apple. Eat Asian pears fresh or poached or use in baked dishes. Store in crisper drawer of fridge.

Butternut & Acorn Squash- Store these squash in a dark, cool ventilated spot for up to six months. (A cardboard box or paper bag works well.)

Grapes-Avoid washing grapes before storing them. Check through bunches for spoiled grapes and remove them. Put the grapes in a plastic bag in your refrigerator. Store them for no longer than a week. Wash the grapes under cold water just before serving.

***Peaches-** Store peaches on the counter at room temperature until they are the ripeness you prefer. When ripe, peaches should be stored in the crisper bin of your refrigerator and will keep for up to five days. Easy freezing method: When freezing, peaches should be ripe and soft but not mushy. Wash peaches thoroughly in cold water (ice water is preferable for keeping the fruit firm). Peel and slice a small amount at a time, mixing about 1 teaspoon ascorbic acid (available at grocery and drug stores - is not harmful and will not affect the taste of the fruit) with 1 cup sugar, then sprinkle over sliced peaches. Pack in air tight containers or jars (suitable for freezing), and fill to 3/4 full, then freeze.

Hot & Sweet Pepper- Store peppers for short-term use by refrigerating them in the produce drawer of your refrigerator. **Hot peppers can be frozen whole.**

Watermelon or Sprite Melon- Ripe melons should be stored in the refrigerator. 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.

***Heirloom, 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 a few days old when you get them.