



freshchoice naturally

market report

JANUARY 2012

New Year is the time to dig out the preserving pan and rustle up some marmalade. **January is the best time to buy Seville Oranges**, these unique Oranges have bitter pith and skin and have an intense sour tasting juice. **Apart from making marmalade, the pith and skin can be candied, while the skin alone can be used to flavour cakes, puddings and sauces. The juice is also used in marinades, vinaigrettes, sauces and curds.** These Oranges only appear for a few weeks of the year so be sure to freeze some for later in the year.

January marks the start of the Yorkshire Rhubarb season. This unique product is traditionally grown in the Rhubarb Triangle (Wakefield, Bradford & Leeds). It's long thin pink stalks are not to be confused with thicker woody outdoor variety. The plant crowns are lifted and placed in dark heated sheds where they grow totally without light. Ready for harvest in January they are tender and succulent. **Rhubarb is incredibly versatile with many culinary uses; try it in cakes and desserts, pastries, jams, pickles, conserves, sauces and of course, wine.**

In stark contrast to the dark gloomy days of January are the lush vibrant fruits from South Africa.

Packaged under the well-known "Cape" brand are such delights as ; **La Rochelle and Alphonse Lavelle Black Grapes and Ruby Nell and Lady Red Plums.**

In Israel, the Strawberry production will be in full swing in January. These are super sweet and relatively inexpensive. Ironically these fruits are actually grown by Palestinians in Gaza but are marketed by the Israelis.

For all those people suffering from the excesses of the festive period relief is at hand in the form of Cyprus Grapefruit – They are at their best in January and this "superfood" is considered to aid digestion and help burn excess fat!! For those of you still in need of a few extra carbohydrates,

Cyprus "Spunta" Potatoes are in season and are characterised by their flaky skin and distinctive rust coloured soil. Closer to home, our locally produced vegetables tend to suffer at this time of year – two products that do thrive are Purple Sprouting Broccoli and Cavolo Nero. Although very old varieties these veg are fairly new to the UK. They are extremely flavoursome and are a point of interest on any menu.

A Date to remember this month is Burns night on January 25th – don't forget to order your Neeps and Tatties (Swedes and Potatoes for those of us south of the border!)

Also in season:-

Blood Oranges
Leafy Clementines
French Cauliflower

Until next time
The Editor