

Item of the Week: CORN



Corn or maize is a grain plant that originated in southern Mexico. The kernels or seeds of corn hold the majority of its nutrients and are the most commonly consumed parts. They come in multiple colors, depending on where the corn is grown and what species or variety they happen to be. Another genetic variant, called sweetcorn, has more sugar and less starch in the nutritive material.

Health benefits of corn include diabetes management, and prevention of heart conditions, lower blood pressure, and neural-tube defects at birth. Corn or maize is one of the most popular cereals in the world and forms the staple food in many countries.

Health Benefits

Corn provides many health benefits due to the presence of quality nutrients within. Besides being a delicious addition to any meal, it is rich in phytochemicals and provides protection against a number of chronic diseases. The well-researched and widespread health benefits of corn are listed below.

Prevents Hemorrhoids

The fiber content of one cup of corn amounts to 18.4% of the daily recommended amount. This aids in alleviating digestive such as constipation and hemorrhoids, as well as lowering the risk of colon cancer due to corn being a whole-grain.

Fiber has long been promoted as a way to reduce colon risk, but insufficient and conflicting data exist for fiber's relationship with preventing cancer, although whole-grain consumption has been proven to reduce that risk. Fiber helps bulk up bowel movements, which stimulates peristaltic motion and the production of gastric juice and bile. It can also add bulk to overly loose stools, which can reduce the chances of irritable bowel syndrome (IBS) and diarrhea.

Promotes Growth

Corn is rich in vitamin B constituents, especially thiamin and niacin. Thiamin is essential for maintaining nerve health and cognitive function. Niacin deficiency leads to pellagra; a disease characterized by diarrhea, dementia, and dermatitis that is commonly observed in malnourished individuals. Corn is also a good source of pantothenic acid, which is an essential vitamin for carbohydrate, protein, and lipid metabolism in the body.

Deficiency of folic acid in pregnant women can lead to the birth of underweight infants and may also result in neural tube defects in newborns. Corn provides a large percentage of the daily folate requirement, thus preventing this condition. The kernels of corn are rich in vitamin E, a natural antioxidant that is essential for growth and protection of the body from illness and diseases.

Weight Gain

Corn is a rich source of calories and is a staple in many places. The calorific content of corn is 342 calories per 100 grams, which is among the highest for cereals. This is why, it is often turned to for quick weight gain, and combined with the ease and flexibility of growing conditions for corn, the high-calorie content makes it vital for the survival of dozens of agricultural nations.

Provides Essential Minerals

Corn contains abundant minerals which positively benefit the body in a number of ways. Phosphorus, along with magnesium, manganese, zinc, iron, and copper are found in all varieties of corn. It also contains trace minerals like selenium, which are difficult to find in most normal diets. Phosphorus is essential for regulating normal growth, bone health, and optimal kidney functioning. Magnesium is necessary for maintaining a normal heart rate and for increasing bone mineral density.

Prevents Cancer

According to studies carried out at Cornell University, corn is a rich source of antioxidants which fight cancer-causing free radicals. Unlike many other foods, cooking actually increases the number of usable antioxidants in sweet corn. It is a rich source of a phenolic compound called ferulic acid, an anti-carcinogenic agent that has been shown to be effective in fighting tumors that lead to breast and liver cancer. Anthocyanins, found in purple corn, also act as scavengers of cancer-causing free radicals. Antioxidants have been shown to reduce many of the dangerous forms of cancer because of their ability to induce apoptosis in cancerous cells while leaving healthy cells unaffected. This is particularly relevant when phytochemicals are the source of the antioxidants, which is another type of chemical found in high volumes in corn.

Protects Your Heart

According to researchers, corn oil has been shown to have an anti-atherogenic effect on cholesterol levels, thus reducing the risk of various cardiovascular diseases. Corn oil, in particular, is the best way to improve heart health and this is derived from the fact that corn is close to an optimal fatty acid combination. This allows omega-3 fatty acids to strip away the damaging LDL or bad cholesterol and replace them at the binding sites. This will reduce the chances of arteries becoming clogged, reduce blood pressure, and lower the chances of heart attack and stroke.

Prevents Anemia

Corn helps prevent anemia caused by a deficiency of these vitamins. It also has a significant level of iron, which is one of the essential minerals needed to form new red blood cells; a deficiency of iron is one of the main causes of anemia as well.

Lowers LDL Cholesterol

According to the Journal of Nutritional Biochemistry, consumption of corn husk oil lowers plasma LDL or bad cholesterol by reducing cholesterol absorption in the body. As mentioned earlier, this reduction in LDL cholesterol does not mean a reduction in HDL or good cholesterol, which can have beneficial effects on the body. They include the reduction of heart diseases, prevention of atherosclerosis, and a general scavenging of free radicals throughout the body.

Eye & Skin Care

Yellow corn is a rich source of beta-carotene, which forms vitamin A in the body and is essential for the maintenance of good vision and skin. Beta-carotene is a great source of vitamin A because it is converted within the body according to the amount required by it. Vitamin A can be toxic if too much is consumed, so deriving it through beta-carotene transformation is ideal. It will also benefit the health of skin and mucous membranes, as well as boost the immune system.

The amount of beta-carotene in the body that is not converted into vitamin A acts as a very strong antioxidant, like all carotenoids, and can combat terrible diseases like cancer and heart disease. That being said, smokers need to be careful about their beta-carotene content, because smokers with high beta-carotene levels are more likely to contract lung cancer, while non-smokers with high beta-carotene content are less likely to contract lung cancer.

Controls Diabetes

In recent decades, the world has seemed to suffer from an epidemic of diabetes. Although the exact mechanism for this cannot be pinpointed, it is generally related to nutrition. Studies have shown that the consumption of corn kernels assists in the management of non-insulin dependent diabetes mellitus (NIDDM) and is effective against hypertension due to the presence of phenolic phytochemicals in whole corn. Phytochemicals can regulate the absorption and release of insulin in the body, which can reduce the chance of spikes and drops for diabetic patients and help them maintain a normal lifestyle.

How to Select and Store Corn

Corn is easily available across markets all over the world. It's always good to consume fresh corn; however, frozen corn can also be used. While buying fresh corn make sure the husks are not dried out. Also, consume fresh corns within few days to ensure good taste. For storing fresh corns you may keep the husk and store them in airtight containers in the refrigerator.

Recipe (Source: Allrecipes.com)

GRILLED CORN SALAD

Ingredients:

6 ears freshly shucked corn	2 teaspoons olive oil, or to taste
1 green pepper, diced	salt and ground black pepper to taste
2 Roma (plum) tomatoes, diced	1/4 cup diced red onion
1/2 bunch fresh cilantro, chopped, or more to taste	



Directions:

1. Preheat an outdoor grill for medium heat; lightly oil the grate.
2. Cook the corn on the preheated grill, turning occasionally, until the corn is tender and specks of black appear, about 10 minutes; set aside until just cool enough to handle. Slice the kernels off of the cob and place into a bowl.
3. Combine the warm corn kernels with the green pepper, diced tomato, onion, cilantro, and olive oil. Season with salt and pepper; toss until evenly mixed. Set aside for at least 30 minutes to allow flavors to blend before serving.



Crosset Company's Annual Produce and Floral Conference will be held on **Wednesday, August 22, 2018**

Organic Produce

BEETS: Beets still remain a challenge due to curly top virus that impacts the plant leaves and bulb. Supplies will be limited for a few more weeks until growers move to lower elevation new fields that should be clean.

BROCCOLI: Supply has leveled off on broccoli and has become stable. Pricing is starting to come off and we are going to see promotable volume over the next several weeks.

BUNCH CARROTS: Supply has rebounded quite well and we are seeing much better quality.

CABBAGE: Supply has been stable and we are moving up to supply from Kentucky, Maryland and Ohio.

CAULIFLOWER: Supplies are starting to stabilize as new fields have come online for growing. Cost has remained high, but showing good quality.

CELERY: Supply has been greatly affected by insect pressures out west. Supply has become very limited and the price is starting to rise. We are starting to see pitting to the product that will affect shippable supply.

CUCUMBERS: Supply is stable throughout the industry and we are starting to see more product come across from Georgia and Florida. We will see some Ohio product available in a limited way as well.

GREEN PEPPERS: Steady supplies are available between Florida and growers out west.

KALES: Great supplies of kale currently, plenty of regional product from all over the Midwest available. We are currently sourcing from Georgia but we will see product coming on next week from Ohio and will have Michigan starting a few weeks behind that.

LETTUCES: Inbound quality on leafs have suffered due to the growing transition out west. We will rely heavily on the programs we have out of Vermont and Pennsylvania.

RADISHES: Supplies are impacted by weather out west as rains and the growing transition has affected the tops. We have moved to using product out of Florida to remain in good shape as the quality is far superior.

YELLOW SQUASH & ZUCCHINI: Like cucumbers, temps have really affected supply in the Nogales growing region. We will see very limited supply on organic yellow squash.

Western Vegetables

ARTICHOKES: We are seeing good supplies out of our Castroville and Salinas farms. Quality has been nice with a majority of production trending to the medium sizes. Good supplies for the next couple of weeks.

AVOCADOS: Great supplies; promotable opportunities.

BROCCOLI: Due to multiple growing regions, production are below budget and demand is off as well. Expecting light numbers for the next couple of weeks; quality has been fantastic.

CAULIFLOWER: Same as broccoli. Production forecast is below budget and with different growing regions fighting for business. Pricing as held up from the bottom because of the light numbers. Quality has been great as well.

CELERY: We continue to see strong production out of Oxnard with volumes finally starting to come off. Salinas is forecast to start early next week, but production will only be able to cover what we are transferring daily from Oxnard. We are 2 weeks away from being solely in Salinas Valley.

ICEBERG LETTUCE: Supplies have remained steady for us with demand still very good. Weights are averaging 42-44lbs (little heavy) but overall quality has been nice. Production will remain steady for the next several weeks (weather permitting).

ROMAINE/ROMAINE HEARTS/MIXED LEAF: Plenty of Romaine and hearts out there. Quality has been very nice and demand is finally coming back around after the scare. Promotable volumes are available. Green and butter

leaf are steady. Volumes have increased on both with plenty to sell. Red leaf numbers are still light. Production has increased each week, but still not enough to cover.

Value-Added

Weather in various California growing areas has been much cooler than normal, especially at night, which has slowed the growth of most raw crops. Romaine, butter lettuce, Mache and spinach are just a few of the raw product items affected by the cooler temperatures. There will be some occasional pro-rates or shortages of various value-added items.

Southern Vegetables

BEANS: Market on the increase due to wet weather in the south.

CABBAGE: Good supplies out of the south.

CORN: Supplies will be increasing; prices are set pretty much through May on the spring corn promo.

CUCUMBERS: Mexican and Florida product market stable.

EGGPLANT: Dropped off a little.

GREENS: New crop Ohio greens starting shortly.

HARD SQUASH: Good supplies on all hard squash.

ONIONS: Western onion supplies are good. Markets are steady. Vidalia onion markets are a bit higher this week with onions coming out of storage.

PEPPERS: Market on the increase due to rain in the south.

POTATOES: Idaho Russet markets remain steady; supplies and quality are good.

YELLOW & ZUCCHINI SQUASH: Prices decreasing from Mexico and Southern U.S.

Asparagus

Increased volume, particularly out of Michigan, has stabilized pricing with spot deals appearing. Quality on new domestic grass has been excellent quality. Organic asparagus moving back downward after big cost jump on last Mexican; pricing overall still strong but some deals coming about.

Fruits

APPLES & PEARS: Supplies and quality of apples coming from Washington remain good and should continue for the foreseeable future. Organic apples and pears are going strong on the East Coast. Imported organic Jazz apples have arrived and look fantastic. We also have Lemonade apples in stock and they are very promotable. Supplies and quality remain strong on all varietal apples including Koru, Pazaaz and Smitten.

BLACKBERRIES: Blackberry production fell off significantly after glut for few weeks out of Mexico. With tail-end of current Mexican region along with major rains that is effecting the southern U.S. blackberry crop, major shortages will be present over next few weeks. California offering some relief but not enough to offset short fall. Organic blackberries in same situation.

BLUEBERRIES: Rain continues to hamper blueberry production out of South; Georgia still limited and Carolina blues suffered major rain fall over last week to continue weak overall production on crop start up. Production will stabilize soon and good volume of blueberries will be available out of Carolina, along with New Jersey shortly. Organic supply is better.

CANTALOUPE & HONEYDEW: Production has shifted to western U.S., either Arizona or Southern California. Product quality looks great but with steady pricing. Honeydews have also totally shifted to western product; price slightly up. Organic production just starting and will be limited for at least a few more weeks. Variety specialty melons will come available week of June 11th with some due in end part of next week.

CHERRIES: California cherry season continues to struggle; markets remain very strong, particularly on large size cherries, as crop suffered about 75% decrease on project volume initially. Washington crop looking to be about 2 weeks from first loading with volume projected for 4th of July.

CLEMENTINES: New crop South American clementines finally starting to hit ports from out of Uruguay, Chile. Pricing very strong compared to earlier season imports.

GRAPES: Mexican grapes now in steady volume, along with Coachella Southern California grapes. Red seedless continue to battle sizing issues; fruit tastes outstanding but overall is well below normal standards. Green seedless varieties are excellent with good color and flavor, along with decent size. Organics improving but still suffering some limitations.

PINEAPPLES: Steady supplies.

RASPBERRIES: Supply has hit a small Gap and will be very limited over the next week to two weeks. Both Conventional and Organic product will be affected by this limited inbound supply.

STRAWBERRIES: The Strawberry market has rebounded nicely and we are seeing much better quality and pricing that is allowing for promotional activity.

WATERMELONS: Supplies remain tight. Florida is all but finished and George is just starting in a small way.

California Stone Fruit

Stone fruit season finally getting rolling out of California; peaches, nectarines, along with white flesh varieties in house. First Pluot arrived (black) with some other colors (Dapple-Dandy and red) loading this week for mid-week arrival. Apricots steady with good size and color. Organics still limited, but new crop peaches, along with nectarines are here. Organic donut peaches, black plums and white peaches will arrived in middle part of next week. Look for continue increased variety in coming weeks.

Tropical Fruit

BABY FRENCH BEANS: Good volume; market is down.

KIWI: New crop from New Zealand is underway. Gold kiwi is not available.

LIMES: Prices has firmed up and increased on some sizes, with better demand this week. Size 200 and large remained limited. Overall quality is very nice.

MANGOES: Steady supplies.

MARIDOL PAPAYAS/ GOLD PAPAYAS: Supplies have become very limited as strike in Brazil has effected volume.

SUGAR SNAP PEAS/SNO PEAS: Better availability; pricing moving downward.

Merchandising Tips

Now's the time to really gear up for summer melon sales. The weather is warming, the variety is available and most importantly, your customers are hungry for them. Carry plenty of variety and highlight them with up front displays. Honeydews, western and Athena cantaloupes, watermelon and mini

watermelon, should all be part of your mix. Don't forget Honey Kiss melons for a nice change that your customers will enjoy. Have cuts, slices and chunks of melon available, and watch you're sales and profits grow. Inform your customers on how to pick and ripen their melons, and sample, sample, sample. Nothing says summer like melons, and nothing can help drive sales like your melon category. Be ready.

CROSSET NEW ITEM & DELETION SHEET

W/B: 6/17/18

ITEM #	NEW ITEMS	SIZE
9494	Endive	12ct
9591	Escarole	12ct
96755	CV Gold Kiwi	58ct
2118	OG Personal Watermelon	6ct
68002	Wash Cherries	18#
68110	Wash OG Rainier Cherries	15#
1555	Santa Claus Melons	25#
71050	Southern Peaches 2 3/4"	25#
67071	OG Apricots	14#
69480	Med Red Sdls Grapes	18#
68010	Wash Cherries 10r/lrg	18#
	DELETIONS	
30040	OG Ambrosia Apples	40#/80ct.
33965	OG LL Snap Gala Apple	9/3#
55002	Pixie Tangerine	16/1#
85865	Meyer Lemon	17#
73060	Black Plums	16#
72023	Chilean White Nectarines	16#
68050	Calif Cherries	16#
60205	Ugli Fruit	14ct