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ELS = Eat, Learn, Sell – Eating by Example - 09.11.15

Fuyu Persimmon:

Two types of persimmons are most commonly found for commercial sale. The Fuyu is round with a rather flat top and bottom and should be eaten when hard, like an apple; it looks almost like a tomato. China is the largest producer of persimmons, followed by Brazil, Japan, and Korea. The United States grows few persimmons when compared to the major producers, but virtually the entire domestic persimmon crop comes from California.



The Fuyu persimmon has NO tannins, unlike its counterpart, the Hachiya persimmon (a larger acorn shaped variety), tannins are the difference between non-astringent (Fuyu) and astringent (Hachiya). Tannins are the chemicals that are naturally occurring in teas, red wine and other fruits that trigger a reaction in the back of one's mouth and throat, making one's mouth pucker. Tannins can dissipate with maturation as the fruit develops more sugar.

Scientists have found that persimmon plays an important role in maintaining a healthy heart. Daily intake of one fruit may greatly reduce the risks of cardiovascular disease such as heart disease and stroke. This may be attributed to the high amount of anti oxidants contained in the persimmon. It contains twice as much fiber as that in apples. Also rich in other elements such as calcium, iron and magnesium, the Fuyu is packed with Vitamin C, beta carotene and potassium and is low in calories. Persimmons may be stored at room temperature where they will continue to ripen.

Available September – December, this fruit is also called Sharon fruit after the region in Israel where it can be grown. You can wash a Fuyu persimmon and eat it like an apple – either whole or cut into slices and wedges. They are also easy to peel with a paring knife.

'Chocolate' is becoming a descriptor – a color and marketing description and not an actual variety. The true 'Chocolate' or TSURUNOKO persimmons are the shape of a Hachiya fruit – or ovoid in shape, with reddish-orange skin sometimes yellow at the shoulders. This is a Pollination-variant non-astringent type. These fruit are referred to as "Chocolate" persimmons because of the dark color of their flesh. When fully pollinated, the inside is dark - called *goma* in Japan. This fruit is said to have a sweet flavor with hints of cocoa. Other special types are Maru, or "cinnamon persimmons," and Hyakume, "brown sugar persimmons" as well.

Pink Lady™ Apple:

The Pink Lady™ is a trademark name of the apple hybrid Cripps Pink, one of the younger and lesser known varieties of apples grown in the United States. A horticulturalist named John Cripps developed the 'Cripps Pink' at the formerly named Western Australia Department of Agriculture by creating a hybrid between two flavorful varieties – 'Lady Williams' × 'Golden Delicious' in 1973. More than forty years later, the Pink Lady trademarked and branded apples must meet certain quality specifications. Criteria for the specifications include sugar content, firmness, blemishes and color. Inspections are regularly performed to ensure both the quality and traceability of the apple from the orchard to the shop.



By purchasing the Cripps Pink, a similarly flavored apple can be purchased if there are no Pink Lady™ apples to be found. The apple shape is ellipsoid and Pink Lady™ apples offer a delicious sweet-tart taste and a crisp slightly dry firm creamy-white flesh. This apple's tender skin has a pink to reddish-pink blush over a yellow background.

'Cripps Pink' apples are the earliest to blossom (late March/early April in the Northern Hemisphere) and some of the last to be harvested (end of October/early November in the Northern Hemisphere). It is the significant change in temperature between night and day in the autumn that gives the apples their coloring.

Apples in general are a favorite of American consumers with the per capita consumption about 120 apples per year (one 40 pound case). Apples provide fiber, vitamin C and beta carotene (if you eat the skin), potassium and boron. Fresh apples are also known as natural tooth cleaners and gum stimulators! Members of the rose family, apples have compartmentalized cores and are classified as a 'pome' fruit - the Latin word *pome* means apple. Although apples can be grown almost anywhere, the commercial growing regions are concentrated in northern states that guarantee the trees a period of cold weather in order to flower and fruit properly.

There are more than 7,500 varieties of apples grown around the world and 2,500 varieties are grown in the United States. Yet, just sixteen varieties account for more than 90% of the domestic apple production – and eight of these popular varieties account for a full 80 percent of sales! The top eight sellers are: Golden Delicious, Granny Smith, Jonathan, McIntosh, Red Delicious, Rome Beauty, Stayman and York. Like other members in the same botanical family (apricots and peaches), the seeds of apples have minute amounts of the deadly poison cyanide. You would have to eat hundreds of seeds to suffer any effects – but it is still recommended that consumers avoid swallowing apple seeds.

Eat with your Brain. Think with your Palate.