



October 13th, 2008

A visionary company doesn't simply balance between idealism and profitability: it seeks to be highly idealistic and highly profitable. A visionary company doesn't simply balance between preserving a tightly held core ideology and stimulating vigorous change and movement; it does both to an extreme. - [Jim Collins](#)

DINING OUT RESTAURANT SPOTLIGHT



We want the **Red Elephant** to be a fun, comfortable place for families... for dinner out... for a date after a movie... or to gather for lunch. Our pizza, salads and dressings – everything is made fresh for you. Enjoy quality, 100% guaranteed. Relax and allow us to indulge you with our local hospitality.

Sincerely,

John Schrowang

**Tallahassee
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**PRODUCE SPOTLIGHT
PERSIMMONS**



We've been seeing pomegranates in the news so frequently these days but we've got another fruit that's starting to make it to celebrity status as well, persimmons. I love talking about persimmons because they are a very interesting fruit. They are an old-time fruit that our grandparents and great-grandparents enjoyed and are now making a popular comeback. There are two types of persimmons; Fuyu and Hachiya (bless you). The Fuyu variety is orange, round and flat and you eat them like an apple. The Hachiya however, is reddish-orange, long and cylindrical and resembles a small missile. But unlike the Fuyu, please don't eat them like an apple. They need to ripen and when you think they are ripe, they need to ripen some more until the pulp practically oozes out of them. Warning: that is the only way to enjoy them, because unripe persimmons contain huge amounts of tannins that will cause your mouth to pucker like it never puckered before! I know because I ate an unripe persimmon when I was a kid and I can still remember!

The Persimmon originated in China and is widespread in northeast Asian countries. Cultivation of the fruit extended first to other parts of east Asia, and was later introduced to California and southern Europe in the 1800s. Now ninety five percent of all persimmons are grown in California.

Health benefits: An excellent source of fiber, persimmons are also high in vitamins A and C.

Please visit www.proactusa.com for The Source! For more market related information.



Spicy Persimmon Chutney¹

"A tangy relish that's a nice variation on the more traditional cranberry sauce. Originally submitted to ThanksgivingRecipe.com."

INGREDIENTS

- 4 Fuyu persimmons, peeled and chopped
- 1 1/2 cups cider vinegar
- 1 cup chopped onion
- 1 large Granny Smith apple - peeled, cored and chopped
- 1 cup golden raisins
- 3/4 cup white sugar
- 1/4 cup lemon juice
- 1 green chile peppers, seeded and minced
- 1 tablespoon minced fresh ginger root
- 1 tablespoon lemon zest
- 1 teaspoon ground coriander seed
- 1/8 teaspoon ground cloves

DIRECTIONS

1. In a large saucepan combine the apple cider vinegar, chopped onion, chopped apple, golden raisins, sugar, lemon juice, chili, ginger, lemon peel, coriander and cloves. Bring to a boil over medium heat, stirring occasionally. Reduce heat to medium-low and simmer until mixture thickens, stirring frequently, about 25 minutes. Add the persimmons and simmer until the persimmons are tender about 5 to 10 minutes.
2. Remove from the heat and let cool completely. Cover and refrigerate chutney. May be made a day or two ahead.

INDUSTRY NEWS

USDA Awards More Than \$13 Million to Improve Food Safety Through Research, Education and Extension

WASHINGTON, October 1, 2008 - Agriculture Secretary Ed Schafer today announced \$13.8 million awarded to support research, education and outreach for food safety. USDA awarded the grants in 19 states through the National Integrated Food Safety Initiative.

"Most often, the prevention of food-borne illnesses comes through education and safe handling practices in the preparation of food," said Schafer. "Sound advice about food safety is based on good research to pinpoint potential pathways of contamination as well as effective solutions and safeguards."

Each year, USDA's Cooperative State Research, Education, and Extension Service (CSREES) awards National Integrated Food Safety Initiative (NIFSI) grant funds so that sound, practical, science-based knowledge can be shared among teachers, scientists, health professionals, researchers, farmers, food processors, food service workers and all who impact the safety of the U.S. food supply. NIFSI grant funds are frequently used to develop education and outreach programs for consumers.

¹ www.allrecipes.com October 13th, 2008.