

# The Freshest Cut

Tenth Edition

Brought to you by

*Keeps cut produce fresh!*



## *In Praise of the Potato*

The United Nations has declared 2008 “The Year of the Potato”. The aim is to raise awareness of the importance of this widely consumed tuber, and addressing such global issues like hunger, poverty and threats to the environment. Despite its modest image, the potato produces more nutritious food products with greater frequency, on less land, and in harsher climates than any other major crop. Potato production has continued to increase at an average yearly rate of 4.5 percent over the last 10 years.

Potatoes are a great source of vitamin C, with a medium-sized potato providing approximately 50 percent of the adult recommended requirement. They're also a good source of vitamins B1, B3, and B6 as well as potassium, phosphorus and magnesium. The potato also contains dietary antioxidants and fiber, which have numerous health benefits.

The easy digestibility of potatoes is largely responsible for its reputation as being the safest thing on the menu. With regard to allergens, it is one of the foods least likely to cause any adverse effects: In a study carried out by York Test, a food tolerance testing firm, less than 1 percent of the 8,000 volunteers tested positive for potato allergens.

Peeled potatoes are often treated with sulfites to keep them firm and white during distribution to restaurants, supermarkets and operations within the foodservice industry. However, sulfites are a widely known allergen, which can cause adverse effects, ranging from mild to severe, when consumed by people sensitive to this preservative. Fortunately, the use of sulfites on fresh-cut, peeled potatoes is slowly being phased out.

The good news is that the R&D scientists at NatureSeal, Inc. have created a sulfite-free formulation that also provides a longer shelf life for fresh-cut, peeled potatoes. Fresh potatoes (including nutrient-dense sweet potatoes) can now be offered sliced, diced, french-fry cut or whole peeled while remaining allergen-free. Additionally, NatureSeal has a formulation that is OMRI listed for use on organic potatoes which provides organic produce processors with the correct formulation for certified organic produce.

Whether it's baked, fried, scalloped, mashed or smashed, there's a potato preparation out there to suit everyone's taste buds. With the availability of pre-cut potatoes, the spud is one of the newest convenience foods to reach the masses.

### *Did you know...*

*One medium potato has almost  
three times more potassium  
than one medium orange?*

*Potato*

# A cut above

## *Purple Reign: Eggplant Makes a Comeback*

NatureSeal has added this purple delight to its growing lineup of fruit and vegetables that can be cut up to seven days in advance of serving. Eggplant is low in fat, calories and sodium, and possesses a relatively high fiber content that makes it a perfect complement to any healthy menu. Plus, it enjoys a global popularity that is evident in such world-famous dishes like moussaka, ratatouille and eggplant parmesan.

Most people think of the eggplant (or aubergine as it is known in India, Europe, the Middle East and Asia) as a vegetable; however, an eggplant is a fruit—and to further complicate matters, it's actually a berry. A berry that doesn't sprout open when ripe is considered to be a fruit. So technically, eggplants, chili peppers, tomatoes and avocados are all berries, and thus fruits.

In addition to the traditional, dark purple (egg-shaped) eggplants ubiquitous to markets in the U.S., the fruit comes in a wide variety of shapes and colors (including white, which has a tough exterior but smooth flesh).

Whatever the variety, choose eggplants with firm, unblemished skin devoid of any bruising or soft spots, and consume them as soon as possible for maximum freshness.

*Eggplant*



## *Made to (Pre-) Measure*

NatureSeal has become an indispensable ingredient in many foodservice kitchens throughout the U.S., from one-person catering operations to fully staffed central kitchens in schools, restaurants and corporate facilities. To meet the different needs of these disparate operations, NatureSeal's foodservice containers are offered in three different sizes.

Many of our foodservice customers have also expressed a preference for a pre-measured pack versus a container. With that in mind, NatureSeal is now pleased to offer a twenty-count box of pre-measured packets for use in the foodservice environment. Each packet contains 20 grams of NatureSeal, which when mixed with one pint of water, can treat up to five pounds of produce (including apples, cantaloupe, honeydew, nectarines, peaches, pears and pineapples), and is effective for up to two weeks.

This new pack size offering contains the same vitamin/mineral blend our customers have come to know and trust. As always, NatureSeal for foodservice is sulfite-free, sodium-free, non-allergen and Kosher certified.

## Fresh Off the Cob

Fresh-cut produce processors are constantly bringing value-added, convenience-driven ideas to the marketplace, and Supreme Cuts is no exception.

The New Jersey-based processor recently introduced a perennial favorite to their line of vegetables: corn—not canned or frozen—but fresh-cut “off-the-cob” kernels.

Supreme Cuts’ specialized process removes the sweet corn kernels from the cob and dips them into a new NatureSeal blend created to maintain the fresh-off-the-cob taste, texture and color. The corn is then bagged in several different sizes for both the retail and foodservice industries.

Some of the features and benefits include:

- Vitamin “C” fortified
- Microwave-in-bag
- Pre-washed, ready to eat
- New value-added produce item
- True convenience for consumer
- Long shelf-life

The best part is you don’t have to wait until summer to serve fresh-cut corn “off-the-cob”.



### On the Road in 2008

	Date	Location	Booth #
United Fresh Tech	May 5-7	Las Vegas, NV	5252
Canadian Produce Marketing Association	May 15-16	Calgary, Canada	920
National Restaurant Association	May 17-20	Chicago, IL	2849
Institute of Food Technologists	June 29-July 1	New Orleans, LA	2210
School Nutrition Association	July 21-23	Philadelphia, PA	1437
Produce Marketing Association Foodservice Conference and Expo	July 25-27	Monterey, CA	n/a
Western Foodservice Expo	Aug. 23-25	Los Angeles, CA	906
Produce Marketing Association	Oct. 24-27	Orlando, FL	744



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## *Did you know...*

*...that desserts can actually be good for you?  
Check out the new book "Desserts that Heal"  
by Heather MacLean Walters, PhD.*

## ***SA 300 Monitor: Automated Reassurance***

Fresh-cut produce processors can now maintain the optimum level of NatureSeal when treating fresh-cut produce products with the new NatureSeal SA300 monitor and control system. This unique instrument, developed specifically for NatureSeal by Pulse Instruments, continuously monitors the concentration of active ingredient in the solution during the treatment process and automatically dispenses the correct amount of NatureSeal to maintain the proper concentration in the production tank.

To optimize the efficacy of the treatment solution, the SA300 samples a small amount of the process solution. The highly specialized sensor measures a specific ion proportional to the NatureSeal, which displays as a concentrate percentage. The automatic control unit dispenses the treatment into the tank

and maintains it at a set-point level. A built-in safety alarm alerts the user if the treatment level falls too low or gets too high. In addition, a data log maintains a record of the level readings with dates and times for future reference.

This easy to use system is available for lease or purchase through NatureSeal, Inc.

*Fresh-cut*

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