



# APPLE PRESS

JULY 14-16, 2010

Endless Harvest Market: 7012- 1st Ave., Ymir Mail: Box 96 Ymir, BC V0G 2K0 tollfree: 1-866-825-4646

## New Weekly Email

This past Saturday I sent out a new version of our weekly email that lets you know when the website is open for ordering. Our new template lets us add photos of our food, better track who is receiving and using the email, and has a jazzier look overall. We'd love to hear your feedback on it. Did you get it? Do you like it? Do you prefer the plain text version? Let us know! And if you didn't get it, please let us know so we can figure out why.


## Delivery Notes

Do you have a garden? We have options for you! The orchard box gives you lots of delicious fruit and during the summer we put only 2 types of veggies in it, both of which are ones you are not likely to be harvesting at that time. It's the ideal garden-mate. The custom box lets you choose everything you receive, so you can get just the veggies you are missing, or load up on fruit. You can also order only groceries if you prefer. Please let us know if you want to change your default box to either of these so you don't miss out on any of our tasty organic food!

The hst is here. All applicable items now have 12% hst included in their prices. It only applies to items that were previously subject to gst. These are household supplies, salty snacks like chips, sweets such as chocolates, and sodas. Basic groceries, including produce and other staples, are not subject to the new tax.

If you have a cooler place for our driver to leave your order, such as a shaded porch, garage, or inside a basement door, please let us know.

## Perfect Parsley



This week's boxes have a bunch of flat leaf, or Italian, parsley. Parsley is an extraordinarily nutritious and versatile herb. It's very high in the minerals calcium, potassium, phosphorus, iodine, and iron. Contrary to what Popeye says, it's parsley that is the top leafy green for iron content. For vitamins, it has beta carotene- 10,000 IU per 1/2 cup-, vitamin C- 15% of your RDA in only 10 sprigs- and plenty of antioxidants. It's also a good source of various B vitamins, especially folic acid, important for

pregnant women, immunity, and nerve health. The deep green colour of parsley means it's high in chlorophyll. As chlorophyll is almost identical to the hemoglobin in our blood (the part that carries oxygen), parsley is an excellent blood builder and energy booster. Medicinally, parsley is a nerve tonic, which is also related to energy boosting. Parsley is an excellent diuretic, due in part to it's high mineral content. This makes parsley a common remedy for PMS symptoms and bloating, as well as edema. A special note for moms and moms-to-be: large amounts of parsley can dry up your milk flow (which may be good if that's what you want). As well, it stimulates the uterine muscles which can lead to contractions, so avoid it or use carefully if you are pregnant. Historically, parsley was considered a magic herb. In ancient Greece, it was worn as a garland to honour athletes, and to stimulate the brain and the appetite. In Roman times, it was a sacred herb, placed on graves and served at funeral dinners. It is also used as a symbol of spring in rebirth during Passover.

Parsley is a great digestive aid- so that's why it's on many dishes as a garnish! Yes, you should eat that sprig as it will help you to digest your dinner, and the chlorophyll will freshen your breath. Unfortunately, that seems to be the place that parsley has taken in the North American diet. There are so many other ways, and plenty of good reasons, to incorporate parsley into your diet. Many Mediterranean dishes have parsley as an ingredient, mixed with other greens, garlic, lemon, yogurt, tomatoes, olive oil, or nuts. Add a handful of chopped parsley to salads, tomato sauces, roasted veggies, or cooked grains. Make a yogurt dip with parsley, lemon juice, and garlic. Parsley pesto is a yummy alternative to the basil one: puree 1 cup chopped parsley with 3 tbsp olive oil, 1-3 cloves garlic, 1-2 tbsp almonds, and salt, pepper, and lemon juice to taste, to make a paste. This is great as a spread, dip for veggies, or pasta sauce.

A note on parsley varieties: the type we have this week is flat leaf, or Italian parsley. The other common variety is the regular curly. The flat leaf has a stronger flavour than the curly. You can use it where ever you would use curly parsley.

## Order Info

### Box Contents

To find out what's coming each week, visit our website or call our office. We update the list every Saturday.

### Substitutions

You can make up to two subs per box by your order deadline. You can do unlimited permanent subs and we'll keep those items out for you automatically.

### Order Deadlines

All changes to your order, including cancellations, must be in by:

- Wed. delivery- Mon. noon
- Thurs. delivery- Mon. noon
- Fri. delivery- Tues. noon

### Box Types & Prices

- Basic- a balanced mix of fruit and veggies
- Garden- mostly veggies
- Orchard- mostly fruit
- Small box- \$33
- Large box- \$43
- Add-on- \$8- extra fruit &/ or veggies (you specify)

### Delivery Info

Please wipe out your box once you unpack it to keep the box clean. Place it outside, with your payment and newsletter bag for pick up on the morning of your delivery day.

This week's newsletter by Velvet, the organic goddess.



## IN THIS WEEK'S BOX

JULY 14-16, 2010

### This Week's Box

Summer is rolling on... we have more of those amazing cherries from Vialo Orchard in Cawston. And new this week are blueberries! Ruth from Glade Valley Garden says her raspberries should be ready for next week. I'm really looking forward to these, local raspberries are the only way to go as they are so fragile. We're waiting to hear from our Ymir strawberry grower on the status of her berries... she had her third baby this spring so she hasn't been able to give the berries as much attention as they need. We'll see how that works out, but she's got her hands full. There's more strawberries around though: over at Mad Dog Farm, Naomi has leased some land and planted about 5,000 strawberry plants last year. This is her first year of production so she's getting some but not too many. Hopefully with all of this sun production will pick up so we'll get some of those. It's great to see the increase in local berry production, and more new farmers jumping into the fray.

### Customer Appreciation Draw

Jo-Ann Trusz wins an Endless Harvest goodie bag!



ITEM	AREA/CERT.	BASIC		GARDEN		ORCHARD	
		S	L	S	L	S	L
Cantaloupe	California- Primus	☉	☉			☉	☉
Oranges- valencia	California- QAI	☉	☉			☉	☉
Grapefruit	California- GOCA						☉
Grapes- red	California- CCOF	☉	☉	☉	☉	☉	☉
Grapes- green	California- CCOF					☉	☉
Cherries	Cawston, BC- SOOPA	☉	☉	☉	☉	☉	☉
Blueberries	Maple Ridge, BC- FVOFA					☉	☉
Kiwi	New Zealand- IFOAM					☉	☉
Avocado	Mexico- IFOAM					☉	☉
Mango	Mexico- Bio Agri	☉	☉			☉	☉
Bananas	Mexico- USDA					☉	☉
Potatoes- warba	Delta, BC- OTCO	☉	☉	☉	☉		
Summer squash	Tarrys, BC- KMG	☉	☉	☉	☉		
Bok choy	Tarrys, BC- KMG		☉	☉	☉		
Cabbage- green	Surrey, BC- FVOFA			☉	☉		
Onions- green	Tarrys, BC- KMG				☉		
Carrots- bunch	Surrey, BC- FVOFA	☉	☉	☉	☉		
Radishes	Tarrys, BC- KMG	☉	☉	☉	☉		
Parsley	Tarrys, BC- KMG	☉	☉	☉	☉		
Kale	Tarrys, BC- KMG	☉	☉	☉	☉		
Peas- snap	Tarrys, BC- KMG	☉	☉	☉	☉		
Lettuce- crisphead	Tarrys, BC- KMG	☉	☉	☉	☉		
Mushrooms- crimini	Richmond, BC- FVOFA		☉		☉	☉	☉
Tomatoes	Fraser Valley, BC- FVOFA					☉	☉

### Certifiers

KOGS- Kootenay Organic Growers Soc.; KMG- Kootenay Mtn Grown; QAI- Quality Assurance International; CCOF- California Certified Organic Farmers; OTCO- Oregon Tilth Certified Organic; USDA- US Dept. of Agriculture certified organic; BAC- Bio Agra Certified; FVOFA- Fraser Valley Org. Producers Assoc.; SOOPA- Similkameen Okanagan Org. Producers Assoc.

### Parsley Pesto

Toss your pasta with this, use it as a layer in lasagne, spread it on bread in sandwiches, mix it with roasted veggies, use it as a dip, add it to eggs...heck, sometimes I just like to eat a spoonful of it! Although I like basil pesto, after discovering this one, it's my favourite, not only for flavour, but also because it's easy and inexpensive to make at any time of the year.

One large bunch flat leaf parsley, well rinsed  
 1/3-1/2 c extra virgin olive oil  
 1/2- 1 c lightly toasted nuts- I like almonds in this  
 1-5 cloves garlic  
 1-4 tsp lemon juice  
 Salt and pepper to taste  
 Other options:  
 Parmesan cheese  
 Hot pepper flakes  
 Pitted olives  
 Sun dried tomatoes  
 Capers

Chop the parsley coarsely, discarding the stems. You'll need about 3 cups of chopped leaves, however if you have less, just put in less of the other ingredients. Put the leaves into a food processor or strong blender. Add the small amounts of the oil, nuts, garlic, lemon juice, and salt and pepper. Process until well mixed but still quite chunky. Taste. Adjust all of the ingredients to get the flavour and consistency you like. I prefer lots of garlic, lemon, and oil. I also like having the nuts quite coarse- it adds a nice texture.- however you can puree it to whatever texture you want. Adding any of the options gives it a different flavour, just add enough to give you the taste you want.

Keep the pesto in a tightly lidded container in the fridge for up to a week. It's best to let it sit for a few hours before using to let the flavours develop. When tossing with pasta, add 1/4- 1/2c of the pasta cooking water to toss, or a bit of cream is you are feeling decadent.

Makes- 3-4 cups Source: Velvet

"I know that if odour were visible, as colour is, I'd see the summer garden in rainbow clouds." ~Robert Bridges, "Testament of Beauty"