

The logo for FreshDirect, with "fresh" in a light green lowercase font and "direct" in a dark green lowercase font, followed by a trademark symbol.

freshdirect™

SEASONAL SPOTLIGHT UPDATE

JANUARY 2018

PICK OF THE MONTH



FORCED RHUBARB

Forced rhubarb is famous for its neon pink colour, tender stems and low acidity compared to outdoor-grown rhubarb. The rhubarb is grown in controlled dark conditions and harvested by candlelight. It has many proven health benefits which is mainly due to the ideal levels of oxalic acid, which helps to cleanse and detoxify the body. The great thing about forced rhubarb is its diversity! It's not just to be used in sweet dishes such as crumbles and pies, it is also a perfect partner for oily fish such as mackerel or roasted duck and delightful with crispy pork.

This knobbly odd shaped veg is a root otherwise known as celery root. It can be roasted, boiled, stewed, mashed and pureed and can also be eaten raw. It has a celery like flavour with a slight nuttiness. Try shaving into ribbons and use as a replacement for pasta tossed with greens, garlic and mushrooms. It's absolutely fantastic roasted in a soup with garlic and onion, cooked in a little veg stock and blended with plenty of double cream. Or it can also be used as a sauce for gnocchi finished with a drizzle of truffle oil and freshly grated parmesan. Yummy!



CELERIAC



SWEDE

Being part of the cabbage family, this humble veg is especially popular in Scotland where they serve it alongside haggis on Burns night. However in Scotland, they're known as neeps. Another versatile vegetable, there is a number of ways you can cook it. It can be shaved or grated into salads or slaw mixes. Or smashed and mixed with chilli, cumin, pomegranate with a dollop of crème fraiche making a tasty flavoursome side or accompaniment..

The parsnip... a root veg that is left in the ground to mature and becomes sweeter in flavour after the winter frosts. Traditionally it is roasted with sweet honey or a sugar glaze. However, it can also be used for standalone dishes such as parsnip rosti that can be a vegetarian main or a breakfast option with crispy bacon and poached eggs. Or even grated into a raw winter coleslaw or baked in a creamy sauce with potato, mustard and a crunchy crumble topping.




PARSNIPS

WHAT'S IN SEASON?

FRUIT

 Rhubarb

 Pears

 Blood Orange

 Apples

 Clementines

VEGETABLES

 Chicory

 Jerusalem Artichoke

 Sweet potato

 Horseradish

 Red Cabbage

 Main Crop Potato

 Brussel Sprouts

 Cabbage

 Cauliflower

 Kale

 Leeks

 Carrots

 Onions

 Beetroot

 Celery

 Parsnip

 Swede

 Turnips

FOODIE TRENDS



Sweet Potato

This humble veg was on trend in 2017 and continues moving into 2018. Quite often seen roasted in to wedges, this potato can offer so much more. We have seen baked sweet potato jackets, pureed and mixed through the humble mac and cheese, baked in lasagne with cashew nut cream, curried, mashed and also cut into hasselbacks. Gosh, talk about options!

Top tip 1: Before roasting, clean the skin thoroughly and prick with a fork. Cook in a high oven, baking at a higher temperature will really caramelize the natural sugars in the sweet potatoes.

Top tip 2: For baking, look for small to medium sweet potatoes, which will be sweet and creamy. Whereas the larger ones tend to be starchier and can over cook on the outer, before the inside has had a chance to become caramelised and soft.

PLANT BASED DIET

A plant-based diet is any diet that focuses around foods derived from plant sources. This can include fruit, vegetables, grains, pulses, legumes, nuts and meat substitutes such as soy products.

Innovative restaurants are spotting the rise in veganism and are taking their dishes back to plant-based roots, embracing ingredients like tofu, tempeh and quinoa. We look forward to seeing more meat-free days in 2018.

Even the humble green pea is set to make a huge comeback in 2018. They're packed with protein, fibre, minerals, antioxidants and anti-inflammatories, and they're incredibly versatile too!

DAVE'S RECIPE

CAJUN WEDGES WITH BEAN CHILLI

This is a really tasty snack or even as a main dish, packed full of flavour and colour. Cut sweet potatoes into wedges and roast in a hot oven with some Cajun spices.

Start the bean chilli with a traditional base of onion, garlic and peppers cooked with ground cumin, and chilli. Cook until tender, then add, black beans, kidney beans and chick peas and chopped tomatoes.

Then add some pulse like quinoa or lentils too, which will boost the protein and fibre, and help thicken the chilli. Load this over the wedges and finish with dollops of lime flavoured sour cream. Also try blending some ripe avocado, lime juice and a little water, coriander and some salt and pepper for a vibrant green sauce you can drizzle over. Finish off with some fresh coriander, and some sliced chillies and spring onion.



M.H. POSKITT LTD

EAST RIDING OF YORKSHIRE, UK



meet our SUPPLIERS

MH Poskitt is a family owned farming business based in the East of Yorkshire specialising in the growing of root vegetables for leading supermarkets. Their point of difference is that they grow, wash, pack and distribute all their products from one site enabling them to control all aspects of production. MH Poskitt not only cares about their growers, but also the environment. For example they have implemented wind energy – this is one of their joint ventures with their growers in Scotland to generate their own electricity. Their investment into renewable energy demonstrates total commitment to producing crops with a minimal carbon foot print.

They produce over 50,000 tonnes of **carrots** every year from the UK. Their main areas of production are in Norfolk, Suffolk, Nottinghamshire, Yorkshire, Lancashire and Scotland. This geographical spread and integration with joint venture growers enables the farm to produce all year supply for the pack house. Their early season carrots start in mid-June and their late season carrots start in Scotland in early May, enabling their business to supply year round UK carrots.

GUY'S PRODUCE:

Vegetables:

Carrots, Parsnips, Swede, Potatoes.

Other: winter wheat, winter barley, beans, oil seed rape and sugar beet.

Over 9000 tonnes of **parsnips** are grown every year to supply the increasing demand of the crop. The majority of this crop is destined for the Christmas period. Parsnips enjoy a long growing period and they ensure that they are sown before the end of April so they establish quickly and have a maximum growing period throughout the summer.

Swede production has now increased to over 5000 tonnes per year. The majority of production is from Yorkshire however they do use Swede from Devon and Scotland to maximize season length.

Potatoes are grown for many different outlets, however their biggest tonnage is for processing. The majority of the early crop (2000 tonnes) is sold via wholesale markets and local processors.

Arable farming is by far the biggest acreage they farm, with some 3250 acres down to **winter wheat, winter barley, beans, oil seed rape and sugar beet**. They've also taken on the challenge of growing pumpkins and have allocated a 10 acre site with a view to growing around 50,000 **pumpkins a year**.



WHERE'S YOUR PRODUCE FROM?



Forced Rhubarb

Yorkshire Triangle



Celeriac

Quality Produce Int'l
Netherlands



Parsnips

RRW Bartlett
Staffordshire



Swede

M.H. Poskitt Ltd
East Riding of Yorkshire



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