

HARRIS FARM MARKETS

fresh news

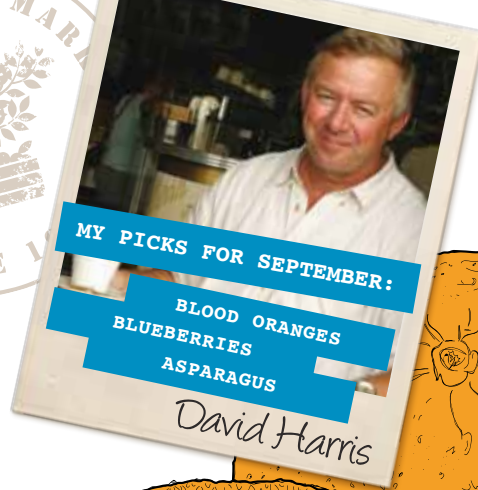
— SEPTEMBER 2011 —

This month's best...

Freedom Farms...
RSPCA Approved Chicken

Discover the versatility of fresh fennel...

Meet our farmer friends...
from Redbelly Citrus



HARRIS FARM MARKETS
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What to eat in September:

Apples (pink lady), Honey Murcott mandarins, navel and blood oranges, tangelos, lemons, bananas, passionfruit, rhubarb, mangoes, avocado, strawberries, mulberries, raspberries, pears, papaya, sweet, topless pineapples, rockmelon, gold and green kiwi fruit, pawpaw and fuyu fruit.

Australian asparagus, beans (broad, green, borlotti, Italian flat), globe artichokes, beetroot, mushrooms, Asian greens, peas, spinach, silverbeet, cauliflower, leeks, Jerusalem artichokes, zucchini, zucchini flowers, broccoli, sweet corn, Spanish onions, kipflers, sweet potatoes, celeriac, capsicums, eggplant.

It's time to put bananas back on everyone's shopping list!

We've seen a steady increase in the volume of Queensland and northern NSW bananas in the market in the past few weeks. It's great news, but better still it's led to a considerable drop in price, almost half the price of what we've experienced in the last few months. Although it won't be until late November or early December that we see them at prices we once enjoyed. Whilst perhaps not the most attractive fruit ever seen, the eating quality is really very good.



ASPARAGUS TIPS

- It's best to use asparagus within one to two days of purchase.
- Wrap spears in damp paper towels or a clean tea-towel and store in the refrigerator crisper.
- Before using, simply trim 1 to 2cm from the base of each asparagus spear.
- Steam, microwave, or quickly boil in salted water until just tender.

this month's best

Wake up your taste buds with new season vegies this month. Look out for the first Australian spring asparagus. The quality is excellent and signals the start of a very good season for asparagus. Keep an eye out for pearly white and dramatic purple asparagus, they'll be in-store late September.

September's a wonderful month for fresh peas. These early season peas are very sweet and tender, peas that come in after September are more full-bodied in flavour, and their skins are a little less tender.

Fresh beans of all kinds are all especially good from broad beans, regular green and Italian flat beans to fresh borlotti beans. They're all great quality and good value.

September's the month for luscious and very affordable strawberries. In the first half of the month Queensland strawberries will be plentiful, the second half its Western Australia's turn. We're expecting a great run of sweet strawberries from WA. Strawberries will keep for 4-7 days in the refrigerator. Our tip is to take them out of the fridge for 3-4 hours before eating - you'll be surprised at how much better the flavour will be.

Our blood oranges are fantastic quality, their season is short so don't miss tasting their sweet, cherry, and raspberry like flavour. Squeeze them for breakfast or cocktail juice. For a fabulous salad, top sliced blood oranges with finely sliced fennel, black olives and drizzle with extra virgin olive oil.

Beautiful blueberries from Coffs Harbour will be in abundance throughout September. Plump and sweet, with genuine flavour, they'll be fantastic eating.

There's no better time to enjoy sweet Honey Murcott mandarins. Their flavour, sweetness and juiciness are unsurpassed. However enjoy them while you can, large numbers have been committed to export this season, and so they won't be around for as long as usual.

The quality of mangoes will improve as the month progresses - word is there will be a monster crop of mangoes this season. We'll be offering unbeatable prices on tray sales as quantities increase throughout the mango season...keep an eye out for them!

Meet our farmer friends the Donoghue's, producers of Lively Linseed Products

Chris and Jacqui Donoghue together with their children Sam, Laura and Max make up 'Lively Linseed Products', which, like Harris Farm Markets, is a family owned and run business. The Donoghue's settled near Mullaley, NSW in the 1860's and now Chris and Jacqui are the fifth generation to be involved in the family farm. They grow the linseed which goes into making the Lively Linseed Products award winning breakfast cereal, linseed sprinkles and biscuits.

The linseed is sown in the winter and harvested in December. The crop, shown on product packaging, looks like a field of wildflowers when it flowers during October. Once harvested the linseed is cleaned and milled. Milling the linseed releases the nutritional qualities of the seed.

The seed is milled through a custom-designed mill in which the seed is gently ground so the temperature of the seed does not increase. This maintains the linseed's highest nutritional value, as increased temperature starts to destroy the seed's omega-3 qualities. The product is freshly packed after milling into special pouches which provide a barrier to oxygen and UV light.

Linseed is considered the highest natural source of omega 3, as well linseed is high in the anti-cancer agent known as lignan.

Milled linseed has a light, nutty flavour. Use it on cereal, toast, in salads, as a desert topping, or mixed in fruit juice, yoghurt, or in protein drinks. Lively Linseed Breakfast Boost is available in a 400g resealable pack.



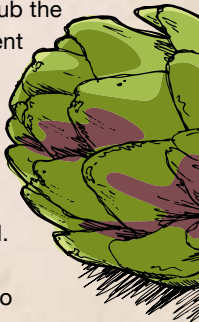
HOW TO PREPARE ARTICHOKE...

IT'S WELL WORTH THE WORK

Globe artichokes are unusual looking vegetable, they're related to the thistle, and it shows, not just by their shape, but also their thorny leaves. Underneath their rough exterior lies a delicious vegetable that's well worth the preparation needed to get them on the plate!

There are three elements to artichokes, the outer leaves, the prized heart and fuzzy choke that are inedible. To prepare them;

- Cutting through the leaves, cut off the top third of the artichoke. Rub the cut part with lemon to prevent it browning.
- Work your way around the artichoke and snap off the coarse outer leaves.
- Trim the stem to about 5cm from the base and peel.
- Rub all cut parts of the artichoke with a cut lemon to prevent browning.
- Simmer whole artichokes in lighted salted boiling water for 20-30 minutes, depending on size. (Insert a skewer in the thickest part to see if they are tender.)



YOU'VE TRIED THE REST,

NOW TRY THE BEST...

ZESPRI® GOLD KIWIFRUIT

ZESPRI GOLD kiwifruit with their bronze, satin-smooth skin and their golden, juicy flesh have a deliciously sweet, almost tropical taste. Customers have really come around to them, though pricier than green kiwifruit and other gold skinned kiwifruit they deliver supe ior taste. The producers at ZESPRI believe it is the best tasting kiwifruit available (and we agree).

Look out in-store for this great buy, we'll be selling trays of ZESPRI GOLD kiwifruit at \$20 a tray, that's 30 beautiful kiwifruit for an amazing price!



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