



# HARRIS FARM MARKETS

## fresh news

— SEPTEMBER 2010 —

- Reed avocados, flavourful and versatile
- Aussie asparagus...first of the season
- HFM yoghurt, it's too hard to resist (but please don't double dip)
- Meet the growers from Kalfresh...our carrot, bean and onion producers
- Add burst of flavour...make your own 'finishing' salt



David Harris



**What's in season:** Aussie 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, pumpkin, kipflers, sweet potatoes, celeriac, capsicums, eggplant and more

Apples (Granny Smith, pink lady), honey Murcott mandarins, navel and blood oranges, tangelos, lemons, bananas, passionfruit, rhubarb, mangoes, avocado, strawberries, mulberries, raspberries, pears, papaya, Bethonga pineapples, rockmelon, gold and green kiwi fruit, pawpaw and fugu fruit.

Reed avocados...

## BIG on size and BIG on taste

**These large round avocados have a great nutty flavour, some say they have the best taste of all avocados. Reed avocados are a green skinned variety, which means unlike Hass avocados that darken as they ripen Reed avo's remain green, even when fully ripe. Use gentle pressure on the stem to see if it yields. If it does, it's ready to eat!**



They store well once cut and placed in the fridge. Reeds are a great choice for use in salads, as the flesh doesn't go mushy when very ripe.

Usually Reed avo's have come from southern states, but this year we've seen some very good fruit coming out of Queensland. They're offering great value and great flavour.

### A SURE SIGN ITS SPRING

### DELICIOUS AUSSIE ASPARAGUS

Come September the Australian-grown asparagus season is well under way, expect to enjoy it well into January. New season asparagus has a fibre-free tenderness and sweet flavour.

It tastes so good it's best to serve it as simply as possible. In the past we needed to snap off woody asparagus ends to prepare it, but improved growing and handling techniques ensure washed, trimmed neat bundles. Before using, just trim 1-2cm from the base of each asparagus spear and steam, microwave or quickly boil it until just tender.

Don't miss out on sensational white asparagus, its season is brief, it's in-store from mid-September for a few short weeks.

**By saying NO to plastic bags at our stores you can help do your bit for the environment. We'll donate 5c to Clean up Australia every time you say 'NO'!**

# this month's best

## Fresh beans of all kinds are at their peak in September

New season stringless green beans are superb quality this month, they're great value too. Early spring we see crisp Italian flat beans at their best, the ones in-store are excellent. Italian flat beans look like green beans except they're flatter and larger, good ones 'snap' when you break them in half. Cook them until just tender, if they're overcooked they become tough and flavourless.

## More good greens...sweet spring peas

**Early season peas** are small, sweet and tender; peas later in the season are more robust in flavour and size. Buy only what you need for a few days, because the longer they're in the fridge the less sweet they'll be.

**Quite different in looks and taste silverbeet and English spinach** are both outstanding this month. Silverbeet has a robust, slightly bitter taste, while English spinach has a much more delicate flavour, both can be interchanged in recipes. Cook them in a minimal amount of water.

## Wild about berries? Don't go past the first of the season

**The first flush of Coffs Harbour raspberries** are exceptionally good, they're plump and sweet. Their quality means they'll stay fresh for one or two days after purchase.

**Mulberries are in-store from September to early October.** Juicy and with a distinctive sweet-sour flavour, they're the perfect fruit to eat just as they are!

**Western Australian strawberries are also in good supply.** Their quality is tops and the price is good.

## Get ready for a bumper mango season

The mango season generally runs from late September to mid-April, it starts off with Kensington Pride mangoes from the Northern Territory. To the delight of mango fans this year's harvest has been arriving on-shelf three or more weeks earlier than usual, the word is we're in for a bumper season.

We're famous for it... Harris Farm Markets yoghurt

**Our 93% fat-free yoghurt is made to our specification from cow's milk, with active Lactobacillus acidophilus and Bifidobacterium, it is naturally cultured and contains no preservatives. But more than that, it's smooth and thick, creamy and tastes fantastic.**

Store it in the coldest part of the fridge. Take care to always use a clean spoon in the yoghurt container, and avoid 'double dipping' as saliva on a used spoon dipped into yoghurt will break down and contaminate this natural, living product.



## MEET OUR FARMER FRIENDS FROM

### KALFRESH FARMS

at Harris Farm Markets we *love!* their farm fresh carrots, beans and onions...



**Chances are if you're a HFM shopper you've had some Kalfresh produce on your plate this week. Kalfresh grows, packs and markets fresh produce, in particular carrots, beans and onions. And in any given week one, if not all of their different types of vegies are on our shelves.**

Kalfresh was founded in 1992 by father and son team Barry and Robert Hinrichsen in the Fassifern Valley, South East Queensland. Today they are one of Australia's biggest carrot suppliers producing more than 16,000 tonnes a year for export and domestic markets.

Barry and Robert say their success comes down to a number of things. The naturally fertile soils, the clean water and sub-tropical climate of the Scenic Rim, as well as their tried and tested farming techniques, which have been refined over the past three decades. Plus their state-of-the-art washing and packing facility, which was designed and built in consultation with the world's leading manufacturers of vegetable production lines. It enables the produce to be handled direct from the paddock and ensures that maximum freshness and quality is maintained.

## ADD A BURST OF FLAVOUR

Gourmet salts have a clean, fresh flavour and are fantastic for sprinkling lightly on raw or cooked food. The HFM range of fine gourmet salts include Maldon with its pure flaky crystals and Murray River Pink Flake Gourmet Salt, that gains its lovely natural colouring from residual minerals in the brine.

To make a zesty finishing salt for a special dish, start with a little gourmet salt and add a few flavourings that compliment your dish. Try finely grated lemon or lime rind, chopped lemon thyme, finely chopped rosemary leaves, celery seeds, chilli flakes, ground cumin, or ground coriander. Lightly sprinkle the salt on your dish, as you would a garnish.

A finishing salt should give a dish a burst of flavour, and let the taste of the dish or food shine. If you taste the salt in it you've been a bit heavy handed.

make the most of the season... go to [harrisfarm.com.au](http://harrisfarm.com.au) for delicious recipe ideas

