

July 2014

# HARVEST VALLEY Monthly

## Upcoming Events

### Vendor Spotlight .....2

Check out what's growing at the Higgins farm. They specialize in Certified Organic dairy and produce.

### Harvest Valley Market Cookbook .....2

*Harvest Valley Market Cooks* is now available! Order yours today!

### Know your peppers! .....3

Learn about the different types of peppers from mild to hot.

### Recipe of the Month .....4

Ratatouille. Great use for all of those fresh veggies!

### Nutrition Corner .....5

Just how nutritious are those blueberries? Learn what the experts are saying.

### Vendor Space .....5

Learn how you too can become a vendor.



## Tomato Day

On Saturday August 4th, come out to the market with family and friends for the 7th annual Tomato Day. The event will be held from 8am until 1pm. Joe Jenkins from River Bend Farms will be giving gardening tips on how to grow the best tomatoes, as well as discussing the most popular varieties. Sarah McDonald will be offering canning demonstrations on how to best preserve tomatoes. There will also be several chef demonstrations on how to prepare some favorite tomato dishes.

Live music will be available throughout the day. At 9am, the Harvest Valley String Quartet will present a variety of Baroque pieces

on the Blue Diamond stage. At 11am, the local New River Ramblers will entertain with their bluegrass sounds.

There will also be a salsa recipe contest at 11am for anyone that is interested. Contact Mary Jones at [maryj@harvestvalleymarket.com](mailto:maryj@harvestvalleymarket.com) to obtain an application to participate. All entries for the contest must be received by July 31st.

## Calendar

### Aug. 18th Watermelon Day

There will be contests to find the largest watermelon. Free slices of watermelon will be given away.

### Aug. 23rd Annual Food Festival

### Sept. 13th Apple Day

## Produce Availability

Here is what you can look for at the Market in the coming weeks:

Early July: blueberries, carrots, cucumbers, green beans, lima beans, honeydew, cantaloupe, peaches, peppers, potatoes, raspberries, squash, corn, tomatoes, fresh herbs

*Continued on 3*



## Vendor Spotlight

**T**he Higgens Farm is a 300- acre Certified Organic family farm located in Grantville. It is owned and operated by Pete and Darlene Higgens. Pete's father and grandfather were both farmers and now Pete and Darlene are proud to have their own children that work on the Higgens Farm. They have a dairy that produces organic milk and they also grow vegetables, berries, and herbs that are sold daily at the Harvest Valley Farmer's Market.

You will find the Higgens family at the Harvest Valley Farmer's Market from May until October. For more information about this family-owned business, visit their



website at [www.higgensfarmkansas.com](http://www.higgensfarmkansas.com). You can also contact them by calling 800-555-1122 or by sending an email to [info@higgensfarmkansas.com](mailto:info@higgensfarmkansas.com).

Products	Types
Vegetables	carrots, broccoli, cauliflower, potatoes, onions, peppers, squash, cucumbers, pumpkins
Berries	strawberries, blueberries, raspberries, blackberries
Herbs	parsley, cilantro, rosemary, thyme
Dairy	whole, 2%, and 1% milk, butter

## Harvest Valley Market Cookbook

**H**arvest Valley Market is proud to present our new cookbook for 2012! The cookbook, titled *Harvest Valley Market Cooks*, not only contains hundreds of great recipes, but is also a guide for incorporating our great produce into your everyday cooking.

*Harvest Valley Market Cooks* contains special topics, such as "Dietary Guidelines" and "Growing and Using Herbs" together with the many market-inspired recipes.

The cookbook contains suggestions and recipes for just about every type

of produce sold at the Harvest Valley Market. It includes those classic dishes you most love and freshens them up with new ingredients and combinations of flavors. Each new idea or technique in the book is accompanied with full color pictures and easy-to-follow instructions.

I love *Harvest Valley Market Cooks*! It's simple to use, and it's extremely helpful in making my everyday cooking seem gourmet! – **Jackie Croft, Lawrence, KS**



There are recipes for jellies, salad dressings, and a wide variety of sauces and gravies. For appetizers, there are numerous dips, pâtés, breads and caviar, as well as a number of excellent main courses of beef, pork, turkey, and quail. All dishes are for home cooks who want food that is both good and healthy.

Whether you want to simply liven up your everyday meals, or go beyond the usual, it's all here. This is an excellent resource we guarantee you will turn to again and again. Purchase yours today online!



## *Continued from 1*

Mid to late July: blackberries, corn, cucumbers, eggplant, grapes, honeydew, mushrooms, cantaloup, nectarines, spinach, okra, onions, peaches, peppers, potatoes, squash, tomatoes, watermelon, fresh herbs

Early to mid August: blackberries, corn, cucumbers, eggplant, grapes, honeydew, artichokes, mushrooms, cantaloup, nectarines, spinach, okra, onions, peaches, peppers, potatoes, squash, tomatoes, watermelon, fresh herbs

Your local farmer's market has the freshest produce available because most of the items have been picked from the fields that very same day. Choosing produce from your local farmer's market is a great way to try new foods and improve your diet.

## Know your Chile Peppers

Ever wonder just how hot certain chile peppers are? Or what foods are most commonly prepared with them? In 1912, a chemist by the name of Wilbur Scoville developed a method to measure the heat level of chile peppers that is still commonly-used today.

The pungency, or heat factor, of chile peppers is caused by the amount of Capsaicin they contain. Scoville developed a subjective taste procedure by mixing ground chiles with sugar water, and using a panel of testers to repeatedly sip the solutions until they were diluted enough that the liquid no longer burned their mouths. His system rates chiles in multiples of 100 units. Below is a list of commonly-used chile peppers, their Scoville heat rating, and some common ways they are used in cooking.

Pepper	Heat Range	Uses
Sweet Bell	0	Green salads, pasta salads, sandwiches, stuffed peppers, shish kabob
Pepperoncini	100~500	Pickled, on Italian salads or eaten as a snack
Santa Fe Grande	500~750	Roasted, pickled, in hot sauces, stuffed
Coronado	700~1000	Almost always used dried, in sauces and moles
Espanola	1000~2000	Chiles relleños or chili powder
NuMex Big Jim	500~2500	Dried, as flavoring in Mexican dishes including soups, stews, sauces
Jalapeno	2500~8000	Canned, dried for chipotle sauce, used in many Mexican dishes
Chipotle	5000~8000	Dried, in salsa and other hot dishes
Cayenne	30,000~50,000	In Indian cooking, chutneys, salads, garnishes, curries, other very hot dishes
Habanero	100,000~325,000	Salsa, other sauces. If you're used to eating hot peppers, these are sweet under the heat, with a plum tomato/apple flavor

## Selecting a Watermelon

Here are some tips for selecting the best watermelon, whether it is from the local farmer's market, roadside stand, or grocery store.

Choose a watermelon that has a symmetrical shape and is without dents or bruises.

You can thump the watermelon and listen for a dull hollow sound.

The underside of the watermelon should have a yellow spot where the melon was resting on the soil.



## Ratatouille Recipe



### Ingredients

- 1/4 cup oil
- 1 1/2 cup diced onion
- 1 tsp minced garlic
- 2 cups eggplant
- 1 cup diced green pepper
- 1 cup diced red pepper
- 1 cup zucchini
- 1 1/2 cups peeled and chopped tomatoes
- 1 tbsp fresh basil leaves
- 1 tbsp parsley leaves
- Salt and pepper to taste

### Method

1. Heat the oil in a large saute pan.
2. Add the onions and garlic.
3. Cook, stirring occasionally, until they are soft.
4. Add the eggplant to the pan and cook for about 5 minutes or until partially cooked.
5. Add the peppers and zucchini and cook for another 5 minutes.
6. Add the tomatoes, basil, and parsley.
7. Add the salt and pepper to taste and cook for another 10 minutes.
8. Stir until combined and serve.

Yields: 4 to 6 servings

Stephanie Greene -

*"Take advantage of the fresh from the garden veggies by making a Ratatouille."*

Ratatouille is a traditional French Provencal vegetable dish that originated in the Nice region of France. The word Ratatouille comes from the French word *touiller*, which means to toss food.

This dish was originally made by poor farmers and included zucchini and peppers. Today, Ratatouille is often served as a side dish and includes eggplant.



## Nutrition Corner



**T**here are about 30 different varieties of **blueberries** and they are native to North America. They can vary in size and range in color from blue to purplish-black.

**Blueberries** are known for their antioxidant properties and low calories at just 80 calories per cup. Antioxidants work to neutralize free radicals, which are unstable molecules in the body that have been linked to a number of diseases. **Blueberries** also have basically no fat.

**Blueberries** are filled with vitamin C. You get almost 25% of your daily requirement in just 1 serving. **Blueberries** are also high in fiber and are a great source of manganese, which is important for bone development.

**Blueberries** are great to eat raw or when added to cereals, salads, pancakes, muffins, smoothies, or desserts.

## How to Become a Vendor

**T**he Harvest Valley Market has almost 45,000 square feet of space available for farmers to sell fresh produce, herbs, and baked goods. If you are interest in becoming a vendor at the Harvest Valley Market, simply print and fill out the online application and mail it back to the address on the form.

If you are applying to sell produce, your application will be reviewed and a determination will be made based on space availability and maintaining a balanced number of product offerings. If space is not immediately available, you will be placed on a waiting list. If space is not immediately available, you will be placed on a waiting list. Please call Henry Forte at (555) 555-0100, if you have specific questions or concerns about the application process.

## Produce Storage Tips

- **Apples:** Store in a cool, dry place or refrigerate.
- **Avocados:** Never refrigerate when uncut.
- **Green onions:** Use as quickly as possible, but they can be stored in the refrigerator for a few days as long as they are wrapped in a paper towel and unbagged.
- **Peppers:** Store sweet peppers in a plastic bag that is not sealed tightly. Store hot peppers at room temperature.
- **Potatoes:** Store in a cool, dark place. Do not refrigerate.
- **Tomatoes:** Store at room temperature until fully ripened. Then, you can place in the refrigerator.



100 Harvest Valley Road  
Springfield, MS 65801  
555-555-0100