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# Weekly Produce Journal

**CRAZY FRESH PRODUCE** **NEW FROM CRAZY FRESH at RUSS DAVIS WHOLESAL**

Russ Davis Wholesale is proud to announce the launch of our new Crazy Fresh herb program. We will be packaging both conventional and organic herbs at our production facility in Eagan, MN. To name a few; attractive packaging, industry standard sizing, competitive pricing, and optimized logistics for maximum freshness are just some of the benefits you will enjoy from this new program. You will retain the convenience of ordering single units for next day delivery.

## FEATURING:

Arugula .75 oz Crazy Fresh label



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Need It Fresh? Guaranteed!

Gotta Have It Fast? It'll Be There Tomorrow!

Want It Safe? No Sweat!

Need It Easy? Gotcha Covered!

Oh, Yeah, And It's Affordable, Too!

Contact Your Sales Rep

Or Russ Davis Wholesale

1-800-332-7104 or [www.russdaviswholesale.com](http://www.russdaviswholesale.com)





# CRAZY FRESH



With continuous refrigeration, our uninterrupted cold chain is second to none. We provide the freshest produce anywhere. We guarantee it.

By processing locally, managing our production shifts and running our own delivery fleet, we can get you what you need, when you need it. Even outstate. Your customers demand the best and we deliver...next day.

Our new packaging and processing facility is state-of-the-art

and our commitment to staying on the leading edge of food safety is unmatched.

This allows us to provide the highest quality food preparation. Even more, Crazy Fresh takes the hassle, liability, worker safety concerns and added cost off your plate.

We realize quality, speed, safety and convenience are important, but so is price. By leveraging Russ Davis' buying power, and them bringing Crazy Fresh in-

house, we're removing a middle-man and passing these savings on to you. You'll find our prices as appealing as our produce!

- \* Single unit ordering.
- \* Special varieties.
- \* Seasonal promotions.

Our goal is to help you manage inventory and minimize shrinkage. Our reps will work closely with you to make the Crazy Fresh program as easy for you as possible.

**MARK YOUR CALENDARS, THE 2012 RUSS DAVIS ANNUAL FOOD SHOW IS AUGUST 14th AND 15th IN ST. CLOUD MN**

## WHAT IS ARUGULA?

Where were you in the 90's? That's when arugula pretty much become our national salad green. Actually, it was popular in Italy and France for ages, but caught on in the United States and Britain somewhat more recently. Perhaps you know it by some of its other names: Rugola, rucola, roquette, garden rocket, Mediterranean rocket, salad rocket,

Roman rocket, or Italian cress (the rockets being a corruption of the French roquette).

Arugula is a spicy little leaf, which some describe as bitter and other characterize as having a "peppery-mustardy" flavor. Because it is so potent on its own, it is often mixed with milder greens to produce a nice balanced salad. It can also be sautéed in olive oil. You can substi-

tute most any green for arugula, but the closest matches are Belgian endive, escarole, and dandelion greens.



# ARUGULA CORN SALAD WITH BACON

4 large ears of corn  
2 cups of chopped arugula  
4 strips of bacon, cooked, chopped  
1/3 cup chopped green onions  
1 tbsp olive oil  
1 tbsp white wine vinegar  
1/8 tsp ground cumin  
Salt and freshly ground black pepper to taste  
Cook the corn ears, in their husks, either on the grill for a smokey flavor, or by steaming in a large covered stock pot with an inch of boiling water at the bot-

tom of the pot, for 12 to 15 minutes. Let the corn cool, remove the husks and silk. If you boil or steam the corn ears after you have already husked them, or if you cook them in the microwave, reduce the cooking time by a few minutes.

To remove the kernels from the cobs, stand a corn cob vertically over a large shallow bowl. Use a sharp knife to make long, downward strokes, removing the kernels from the cob, as you work your way around the cob.

In a medium sized bowl, mix together the corn, chopped arugula, bacon, and onions. In a separate bowl, whisk to-

gether the oil, vinegar, salt and pepper, and cumin. Mix dressing into salad just before serving. Taste and add more vinegar if necessary to balance the sweetness of the corn.



## TRIVIA TIME

Is Arugula an annual or perennial herb?

## MARKET UPDATE

### UPDATES:

- CHILEAN POMEGRANATES NOW IN! COLOR HAS IMPROVED CONSIDERABLY FROM THE FIRST FEW VESSELS. WE ARE CARRYING A 14 CT WHICH IS EQUIVALENT TO A 36 SIZE.
- NEW YORK BRAEBURNS ARE DONE, NZ WILL

HAVE BETTER VOLUME  
AROUND 5/25



### NEW:

- CHILIAN AMBROSIA  
CHILIAN PINK LADY  
ORG ARGENTINA PINK LADY
- ORG RED GRAPES!!





# Russ Davis Wholesale

"Serving you for over 50 years."

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## Contact Information:

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www.russdaviswholesale.com

Russ Davis Wholesale is an employee owned business with the purpose of selling and distributing fresh fruits and vegetables to retail stores.

We have grown from a one truck owner-operator type of business to the business it is today. We currently have 4 distribution centers. The warehouse in Wadena, MN is the corporate headquarters and is about 60,000 Sq. feet. The warehouse in Jamestown, ND was added in April of 1996 and is 28,000 Sq. feet. The warehouse in Inver Grove Heights, MN was added in 2003 and is 60,000 Sq. feet. This warehouse also encompasses the business of North Country Produce which was purchased in 2002 and moved there from its former location on Ellis Avenue in St. Paul. In 2006 RDW added a 60,000 square foot warehouse in Merrill, WI. In July of 2007, RDW purchased LaCrosse Produce Company out of LaCrosse, Wisconsin.

In 2003 RDW added a trucking division in Wood Lake, MN which consist of 2 entities, one being the trucking firm called Black Jack Express and the other being a freight brokering company called Palms to Plain. In 2005 RDW added Juer's Repair in Wadena, MN.

## ARUGULA PESTO RECIPE

2 cups of packed arugula leaves, stems removed

1/2 cup of shelled walnuts

1/2 cup fresh Parmesan cheese

1/2 cup extra virgin olive oil

6 garlic cloves, unpeeled

1/2 garlic clove peeled and minced

1/2 teaspoon salt

Brown 6 garlic cloves with their peels on in a skillet over medium high heat until the garlic is lightly browned in places, about 10 minutes. Remove the garlic from the pan, cool, and remove the skins.

Toast the nuts in a pan over medium heat until lightly brown, or heat in a microwave on high heat for a minute or two until you get that roasted flavor.

Food processor method (the fast way):

combine the arugula, salt, walnuts, roasted and raw garlic into a food processor. Pulse while drizzling the olive oil into the processor. Remove the mixture from the processor and put it in a bowl. Stir in the Parmesan cheese.

Mortar and pestle method: Combine the nuts, salt and garlic in a mortar. With the pestle, grind until smooth. Add the cheese and olive oil and grind again until smooth. Finely chop the arugula and add it to the mortar. Grind up with the other ingredients until smooth.

Because the pesto is so dependent on the individual ingredients, and the strength of the ingredients depends on the season or variety test it and add more of the ingredients to taste.

Serve with pasta, over freshly roasted potatoes, or as a sauce for pizza.



antonio luhman

Annual  
TRIVIA ANSWER:

YOU CAN FOLLOW US ON  
FACEBOOK AND TWITTER!!

RUSS DAVIS WHOLESALE  
CRAZY FRESH PRODUCE

