

BULLETIN

 Watercress

 Arugula

www.watercress.com

New Sales Vice-President

Mr. Joe Cole has joined B&W Quality Growers as Vice-President of Sales, adding to an illustrious career that includes successful stints as V.P. North America Chiquita Frupac, V.P. Sales & Marketing North America David



Oppenheimer Company and President of Central American Produce in Pompano.

"We are extremely pleased to have someone of Joe's caliber joining the our

team, and look forward to his expertise contributing to even greater success for B&W in the future," says B&W CEO David Green.

Mr. Cole's responsibilities will include overall department management, budgeting

and development of strategic direction for retail, food service and other watercress segments and markets.

While he has extensive experience in

produce and has worked with many B&W customers in previous positions, Joe plans to spend the next several months familiarizing himself with markets and introducing himself to B&W customers.

Rumors that Joe was hired because he sired two sons who attended Penn State are being denied by CEO David Green, and B&W founder and Penn State letterman Richard Burgoon remains unavailable for comment.

B&W Qualifies for New National Organic Standards

With the clock quickly ticking toward the October 2002 implementation deadline for new national organic standards, B&W quietly renewed and upgraded its organic watercress program to remain in compliance.

CEO David Green adds, "With the majority of our organic watercress currently destined for European markets, we were already in compliance with strict EU standards, and consider our qualifying for American standards as the final step in establishing B&W's organic watercress program".

Says B&W Director of Research Dr. Gopal Saxena, "B&W has worked closely with our certifying agency, Quality

Certification Services (QCS) in Gainesville, FL., to ensure that we remained ahead of the curve in establishing our facilities and programs to be compliant with both world and the new national standards."

While the overall organic acreage remains a small portion of B&W's total growing area, it is believed to be the largest organic watercress acreage and program in the country. B&W offers certified organic watercress in retail, food service and processor packs throughout the United States and Canada from November 15 through April 15.

B&W is a committed practitioner of organics and sustainable farming, with

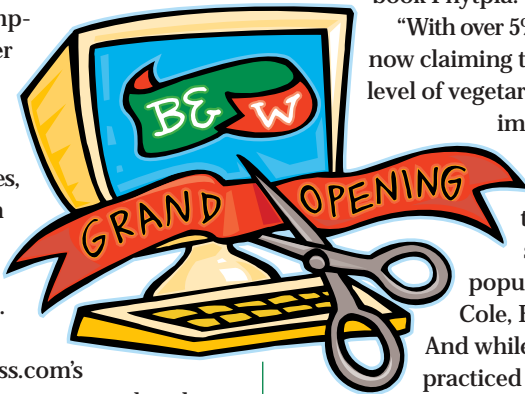
some growing areas pre-dating the civil war and overall chemical use reduced by over 50% in the past 20 years. "Our family has been growing watercress since 1870, and organics is something we're interested in because it's helping to make us better farmers and reduces our dependence on chemicals," adds B&W Farm Manager Alan Temple.



Watercress.com Goes Vegetarian

B&W's website is dedicated to the promotion of watercress and watercress consumption. Modeled after other produce commodity websites like mushrooms and tomatoes, the site is rich with recipes, new trends and nutritional information.

In an effort to maintain watercress.com's freshness and consumer appeal we have added a major new section on Vegetarianism. Developed by nationally



recognized author and dietician Ms. Barbara Gollman, the new section is packed full of information on vegetarian diet, the vegetarian food pyramid and a series of special recipes developed by Ms Gollman, based on the premise of her book *Phytia*.

"With over 5% of the population now claiming to practice some level of vegetarianism, it is important not to overlook the importance of this growing segment of the population," adds Joe Cole, B&W V.P. of Sales. And while the last time Joe practiced vegetarianism was the day his hot dog slipped out of the bun, he does know a promising market when he sees one.

Watercress and Cancer

Leafy greens like watercress are probably the richest in nutrients of any foods in the vegetable kingdom. In addition, the cruciferous family of vegetables, including watercress, broccoli, brussels sprouts and cauliflower, because of their high levels of antioxidants, beta-carotene and selenium, are thought to have strong anti-cancer properties.

Watercress is without doubt an important source of protective anti-cancer agents. Cruciferous vegetables, like watercress are classified as a 'probable protector against colorectal and thyroid cancers'. Further, edible plants belonging to the family Cruciferae and genus Brassica e.g. watercress, contain many protective agents which are potent inducers of phase 2 enzymes that are known cancer inhibitors. Thus the consumption of the detoxifying enzymes found naturally in cruciferous vegetables, provides a potent strategy for protecting against carcinogenesis and mutagenesis.

continued on page 3



Produce Pete Touts Watercress on CBS

One of New York's premiere produce pitchman brought the good word about watercress to the New York tri-state area during his weekly segment on the city's popular WNBC Channel 4.

Produce Pete, the on-air moniker for long-time produce professional Pete Napolitano spends his days working at the Hunts Point Terminal Market powerhouse Katzman Produce.

"As far as I'm concerned there's only one kind of Watercress, and that's B&W Watercress. B&W is to Cress, what Driscoll is to berries."

You can get some great pointers and recipes on Pete's website, www.ProducePete.com.

Thanks Pete, a couple more broadcasts on watercress and you'll almost be family.

National Magazines 'Discover' B&W Watercress



The spotlight continues to shine on watercress, thanks to a recent flurry of articles in prominent lifestyle and food magazines. In May, Martha Stewart Magazine featured watercress in a wonderful spread that included recipes and several references to B&W. This was followed in June by Bon Appetite's lengthy article that calls watercress the veggie with 'personality'. Check them out at www.watercress.com if you missed them on the newsstand.

Watercress and Cancer *continued from page 2*

The fresh juice of brussel sprouts and watercress has been shown to significantly reduce 2-amino-3-methylimidazo quinoline (IQ). Further, sulphoraphane (SFN) and phenethyl isothiocyanate (PEITC), major isothiocyanates (ITCs) in broccoli and watercress, significantly reduce AOM-induced ACF formation and therefore play a potential role in the protection against colon cancer.

Additionally isothiocyanates and phytoalexins (e.g brassilexin and cyclobrassinin) may provide possible application as chemoprotective agents through their antiproliferative activity as they are able to inhibit cell growth on human cancer cell cultures. The consumption of brassica has consistently been shown to increase the activity level of certain human phase 2 enzymes e.g. Glutathione-S- transferase which plays a crucial role in protecting the colon mucosa from dietary carcinogens.

B&W Makes It Easy To Enjoy Watercress



B&W offers the seasons best watercress in packs for every need and budget; from cellos and EuroWrap sleeves for retail, traditional bunches for food service and wholesale, to special packs for processors. And all our products are governed by B&W's certified HACCP and comprehensive quality control programs. If the customer wants quality... the customer wants B&W....Watercress.

Coming in November... Certified Organic Watercress.

Market Spotlight



B&W Watercress is King at Hunts Point New York

In the 70's, over 70% of America's fresh produce was shipped through terminal produce markets. And Hunts Point in New York city was the granddaddy of them all, working throughout the night to ensure we have fresh fruits and watercress to start our day.

It is truly amazing to witness the speed and efficiency at which perishables speed through Hunts Point each night.

B&W Watercress has long enjoyed positioning in Hunts Point as the top brand for quality, availability and service, thanks to our association with three of the markets premiere fresh produce houses. E. Armata, D'Arrigo Brothers and Katzman Produce blanket the market with top quality B&W Watercress and crate Arugula, both available year round.

A 'Tip-of-the-bunch' to our friends Chris, Paul, Tommy, Larry, Mike, Bryan, Mathew, Steve, Mario and Pete. Thanks to this group everyone in the Big Apple can...eat more watercress.

So no matter how much you need or when you need it, for B&W in Hunts Point, please see our friends at E. Armata, D'Arrigo Brothers and Katzman Produce.

Tuscan Couscous with Watercress

Versatile enough to be a salad, pita filling, warm entrée, stuffing for a pepper or tomato. Good enough to eat straight from the bowl!

Serves 2-4. Makes 4 cups.

- 1 cup water
- 1 teaspoon salt
- 1 cup whole wheat couscous
- 2 tablespoons red wine vinegar
- 1 tablespoon olive oil
- 1 teaspoon rosemary
- 1 teaspoon freshly ground black pepper
- 1-15 ounce can Canellini beans, rinsed and drained
- 2 medium tomatoes, seeded and diced
- 1 cup watercress leaves, coarsely chopped

Heat water and 1 teaspoon salt to boiling. Remove from heat and stir in the couscous. Cover and let stand 5 minutes. Meanwhile, in a small bowl, mix vinegar, oil, rosemary, and remaining 1 teaspoon salt together.

Fluff the couscous with a fork and turn into a mixing bowl. Pour half the dressing over the couscous, add the drained beans and the rest of the dressing. Mix together well. Gently stir in tomatoes and watercress.

Fennel, Watercress and Apple Salad

A terrific fall salad that blends the unique flavors of watercress and fennel, with the sweetness of an apple for a flavorful blast of freshness!

Serves 2-4. Makes 4 cups.

- 1 cup balsamic vinegar
- 1 large fennel bulb, trimmed
- 2 bunches watercress, large stems removed
- 1 small red apple, cored, sliced 1/8-inch thick
- 1 tablespoon olive oil
- 1 cup toasted pine nuts
- 1 tablespoon grated Parmesan cheese

Boil balsamic vinegar in a small skillet over medium high heat until reduced to 1 cup, about 5 minutes.

Cut fennel bulb in half lengthwise, remove core, slice 1/8 inch thick lengthwise. Combine fennel, watercress and apple in a large salad bowl. Add olive oil and toss. Divide on 4 salad plates, drizzle with slightly cooled balsamic vinegar. Sprinkle with pine nuts and Parmesan cheese.

© B&W Quality Growers, 2002



EuroWrap Sleeves
Watercress • Arugula



Traditional Bunch
Watercress • Arugula



Crisp 'N Clear Cello
Watercress • Baby Arugula



Loose Jumble Pack
Watercress • Baby Arugula
• Crate Arugula

B&W Quality Growers
17825 79th Street
Fellsmere, Florida
32948



We Grow Quality.

First Class Mail
U.S. Postage Paid
Permit #367
Vero Beach, FL