



Bulletin



EuroWrap Sleeves
WATERCRESS-ARUGULA



Traditional Bunch
WATERCRESS-ARUGULA



Crisp 'N Clear Cello
WATERCRESS-BABY ARUGULA



Iceless Restaurant Packs
WATERCRESS - BABY ARUGULA

Watercress 

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 Arugula

Protective Covers Guard B&W Arugula

B&W has begun field tests on protective growing covers for its baby leaf and bunch arugula. The first phase of the test includes a small 1/2 acre cover, acreage that could grow substantially if the tests prove to be successful.

The first phase calls for seasonal testing in Florida in the fall of 2003, immediately followed by field tests at B&W's summer farms in Alabama and Tennessee. Upon completion data will be analyzed and decisions made to allow potential expansion in the Fall of 2004.

Arugula, rapidly becoming one of the most popular baby leaf herbs, is among the most delicate and difficult herbs to grow. Excessive heat can cause bolting or field wilt, wind can scar delicate leaves, and rain causes both bruising and field decay. When inclement weather blows across the south, arugula is usually among the first crop victims.

B&W is one of a handful of growers nationally that offer both conventional and 100% Organic arugula, and grow both baby leaf arugula and the larger leaf bunched arugula.



It is for that reason that B&W has been experimenting with protective covers for the past several years. This latest version allows almost complete sunlight penetration while repelling 100% of rain and wind, and has a profile that allows easy tractor operation.

"The new cover adds to the growing list of advantages and improvements that are helping B&W become a major supplier of arugula for retail, food service and wholesale operations around the country. Our goal is nothing short of becoming the most dependable year-round source for arugula in specialized packs for retail, food service and wholesale customers throughout North America." said B&W's V.P. of Farming Operations Alan Temple,

Fresh Point & Sysco Introduce New B&W Food Service Packs

Sysco Food Service and their Baugh Supply Chain Cooperative are removing iced products from the back rooms of Sysco customers and B&W Quality Growers is happy to help.

Sysco's Florida operating Companies began distribution of B&W's new iceless Food Service Watercress and Arugula this March. Introduced & distributed through FreshPoint/Movsovit to Sysco's eight Florida Operating companies, the new food service packs immediately found interest

among the many food service operators by eliminating ice from fresh produce and back room operations.

Roll-out activities include samplings to customers and prospects, vendor trade shows and one-on-one presentations, are expected to continue throughout the spring and early summer.

The program is then expected to be expanded into Georgia and Texas to additional Sysco operations in those states.

"Our objective is to complete the release through Sysco's many branches by late this year and then begin merchandising efforts targeting food service operators and their customers for an increased presence on their menus for watercress. It's the perfect time to re-introduce the culinary and nutritional appeal of watercress to restaurants," added Andy Brown, B&W's V.P. of Marketing.

Employee of the Year... A Family Tradition

B&W Quality Growers takes a great deal of pride in the quality of workers we have been fortunate enough to attract and retain.

We are especially proud that the challenges of our jobs and the quality of the workplace continue to bring great people

into our workforce and our family, many of whom have worked with B&W for over 25 years. In addition, many of our workers are married to co-workers and many have several generations of their family employed by B&W.



Kenny Torres, Employee of the Year

Every month, managers at B&W recognize the efforts of individual employees who have performed beyond expectations with "On-the-Spot" Awards. From each month's recipients of 'On-the-Spot' awards, a single employee is selected as 'Employee of the Month'. Each year we recognize all of our 'Employees of the Month' in front of their co-workers and select one as our employee of the year.

The 'Employee of the Year for 2003' is Kenny Torres, a seven year packing house employee who is the son of two long-time B&W employees. Collectively the Torres family have nearly 70 combined years of service to B&W, our customers and our commitment to quality. And this award is especially meaningful, considering that last year's winner was Kenny's mom, Virginia Gonzalas.

Congratulations Kenny on another great year and thank you for your continued commitment to B&W Quality. I guess in the Torres household, quality runs in the family.

New Retailers Add B&W Value-Added Packs

B&W is proud to announce that Pathmark Supermarkets and Tops Markets have added B&W cellos and/or EuroWrap sleeves to their produce departments.

Retailers interested in samples, merchandising plan-o-grams and case histories of these products should contact Don Basso or Joe Cole @ 772.571.0514.



B&W Gets Aggressive with Retail Promotions

Under the direction of B&W Sales Department's Don Basso, B&W has recently implemented a new aggressive merchandising 'Buy-One-Get-One-Free (BOGO) promotion with retailers throughout the Eastern United States.

Utilizing both in-store and chain wide promotions, B&W saw volume increase dramatically in every region included in the initial flights of retailers.

To aid in developing a regional perspective, B&W selected different sized chains from different geographic regions for the first flight of specials. In the southeast, a major regional chain saw their watercress and baby arugula volumes increase by 216% and 270%, respectively. In the mid-south, a regional division of a national chain realized increase of 189% and 300% respectively, with only the use of in-store promotions. In the northeast, a small premium retail chain realized increases of 113% for watercress and 125% for baby arugula.

"B&W's baby arugula and watercress cellos are the perfect complement to today's retail packaged salad environment



Steven Burgoon, Manager of Sales; Joe Cole, V.P. of Sales and Don Basso, Director of Logistics

and these specials are an ideal vehicle to introduce them and encourage new customer trial", adds B&W Director of Logistics Don Basso.

Adds B&W V.P. of Sales Joe Cole, "With Don's 40+ years of retail experience at A&P, we've been able to jump start our promotions with our retail accounts and demonstrate how we can support the merchandising of our products."

Retailers interested in participating in B&W's Retail Merchandising Promotional Programs can reach Don Basso at 772.571.0514.

Watercress — Mother Nature's Natural Functional Food

The latest buzzword among dieticians and nutritionalists is functional foods. A functional food is an item that provides both nutritional and medical benefits through consumption.

Watercress just may be mother nature's most natural of functional foods. Already renowned because it contains more calcium than milk, more vitamin C than an Orange, a full days recommended potassium and more absorbable iron than spinach, watercress has a new group of fans. Watercress has been used as both a food and a medicine since the first century AD. As a medicinal plant, watercress has traditionally been used as a diuretic, expectorant and a blood purifying tonic.

Scientists are now targeting watercress's high content levels of PEITC, which acts as a chemo preventative agent, it's abundance of cancer fighting phytochemicals, and its

high levels of sulphur and sulforaphene which serve as antioxidant cancer fighters.

Research scientists and nutraceutical giants are discovering what early Greek and other cultures already knew... there's a whole lot more to watercress than good taste and super nutrition...it also has the power to heal.

Now that's not just food for thought... it's food for your health.

Eat more B&W Watercress!



WWW.Watercress.com Updates Products Section and More...

Now is a great time to re-visit B&W's Watercress Website at www.watercress.com. Recent improvements include a totally reconstructed 'Products' section (it's found under 'World's Largest Watercress Grower'), loads of new seasonal recipes and even more nutritional information about Watercress.

In addition, we have also added a special feature that allows you to select any food for a complete nutritional breakdown. From Big Macs, to a single ingredient... complete nutritional assays are now at your fingertips at www.watercress.com.



Need Extra Copies of the B&W Bulletin for your Customers?

If you'd like an extra 30-50 copies of the B&W Bulletin to distribute to your customers or to make available at your place of business, give Steven, Don or Joe a call and they'll rush you a bulk shipment.

And if you're interested in something from one of our past issues, you can find and download all back issues from our website, www.watercress.com.



Watercress, Strawberry and Asparagus Salad

Recipe By: Chef Miki Knowles

Dressing:

- 1/4 Cup lemon juice
- 2 Tablespoons olive oil
- 2 Tablespoons honey

Salad:

- 1 Bag or bunch of B&W watercress
- 2 Cups fresh asparagus cut in 1" pieces
- 2 Cups fresh strawberries

In a small bowl combine all the dressing ingredients and mix well. Chill the dressing until ready to use. Blanch asparagus in boiling water for 3-5 minutes or until tender, but still crisp. Drain and rinse in cold water. In a large bowl, mix the watercress, strawberries and asparagus and toss with the dressing. Serve immediately.

PER SERVING (EXCLUDING UNKNOWN ITEMS): 91 CALORIES; 5G FAT (45 CALORIES FROM FAT); 2G PROTEIN; 12 CARBOHYDRATES; 0MG CHOLESTEROL; 10MG SODIUM

MAKES 6 SERVINGS
PREP TIME: 30 MINUTES

