

BULLETIN



Specialty Leaf Vegetables



Watercress



Arugula



Cilantro



Mint

The New York Times

TOUTS WATERCRESS

This spring the New York Times published a wonderful article on watercress in their "Dining In" section, published on Wednesdays for local subscribers. This interesting section is devoted to culinary subjects related to "at home dining" for sophisticated New York tastes.

Written by John Willoughby and Chris Schlesinger, the article guides us through an interesting history of Watercress, provides excellent care and selection tips, and builds to a crescendo with an assortment of innovative and delicious new recipes

The recipes, including South East Asian broth with watercress and fresh herbs, stir-fry watercress with ginger, garlic and chilies and seared pork tenderloins over watercress with walnuts and blue cheese, depict the incredible versatility of this wonderful vegetable. *Continued on Page 3*

Florida Winter 2000 Season

Shipping Begins Early November

Watercress

Arugula

Baby Arugula

Mint

Cilantro

Baby Spinach

Organic Watercress

Summer Farms for Year Round Availability And Seasonal Freshness at It's Best!

When temperatures rise in the summer, B&W moves to northern farms to capitalize on cool nights and crisp mornings. We searched high and low until we discovered the ideal growing conditions in the hills of northern Alabama, Tennessee, West Virginia and Pennsylvania.

Employees and their families, equipment and even plants take the seasonal trek to B&W's summer operations centered around packinghouse facilities in Alabama and West Virginia. They make their return

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"Watercress is second only to Kale for it's cancer preventative antitoxin capabilities among vegetables. When you also consider its incredible nutritional value, watercress has to be considered among the 'super vegetables' of the new Millennium"

*-Paul Vogel,
B&W General Manager*

"Our microbiology lab and HACCP are key components of our quality quotient and part of the reason B&W is the specialty leaf leader"

*-Alan Temple,
Director Packing Operations*

"B&W's retail display program is one of the reasons their volume in our stores is up over 35% in the past year"

*-Andy Brown,
B&W Director of Sales & Marketing*

Watercress.Com, "Under Construction"

B&W Quality Growers is in the final stages of development of their website aptly titled Watercress.com. Slated to be on line by fall 2000, this comprehensive site includes information about the history of Watercress, watercress folklore, care and use it tips, non-food uses (it's a great biofilter for ponds), and of course lots of great recipes and pictures.



In addition, the site will ultimately be B&W's carrier for EDI (electronic data interchange), e-mail, and a direct link for trade customer contact. The website is being produced by Sybil Design and Creative Images, both from the Central Florida area.

We will keep you posted on our progress and let you know when we are up and running.

If you were a B&W customer and would like to be linked to or referenced in this site, please contact Andy Brown at 561.571.0514.



"Quality 2000" Kick's Off B&W's 2nd Century

The new millennium has come to mean something different to each one of us. For B&W, who at the turn of the last century in 1900 had already been growing watercress for over 30 years, it held a special remembrance and importance.

As we reflected back, it became apparent that the new century should stand for and reinforce the same core value that had served us so well in the last century—QUALITY.

In February, B&W Quality Growers introduced "Quality 2000", an on-going and broad-based initiative that reinforces "Quality" as the cornerstone value that defines the B&W brand.

The program includes new standards for quality control and quality monitoring, communications programs reinforcing timely quality related issues, incentives and recognition for employee acts supporting heightened quality awareness and commitment, new training programs, and new sanitation safeguards.

TIMES *(From Cover.)*

Known to most as a salad ingredient or garnish, watercress is quickly moving to the center of the plate as a key entré ingredient. And, with a bit of dry humor the article ends with, "you can even use it in a sandwich".

The authors also devote a portion of the article to watercress' nutritional benefits, stating, "... watercress is a prototypically healthful food, rich in potassium, iron, folic acid, and vitamins A and C".

Our hats are off to Messrs. John and Chris. They have taken our century-old vegetable and updated its appeal and uses for our next generation of Watercress consumers.

Thank you, both.

B&W Microbiology Lab— Quality From Under the Microscope

You'd be amazed how much impact a petri dish and a microscope can have on quality.

At B&W Quality Growers, our microbiology lab provides daily oversight, monitoring and documenting of a comprehensive range of evaluative tools to ensure that our products remain the best the market has to offer.

Water temperature, chlorine levels, pathogen and microbe identification, shelf-life studies, water quality checks, hygiene maintenance, adherent to HACCP standards and practices, and visual evaluation are all conducted, monitored and

documented on a daily basis by a staff that includes one PH.D, one PH.D candidate and a lab technician specialist.

All of this formidable talent was brought together for one simple reason – to ensure that every product grown, packed and shipped in the B&W label is the best.



B&W's New Retail Display Leads to Giant Sales Increase

B&W Quality Growers recently completed installation of specially designed retail display units for Giant Food Stores in Pennsylvania leading to an increase in volume of over 35%. Giant has over 100 stores in their market area.

These self-contained units are molded to fit Giant's produce department display scheme, and accommodate up to 12 Crisp N Clear cello and up to 24 EuroWrap sleeve bunches. Special adapter inserts allow stores to adjust displays for unlimited variations of the kinds of B&W products displayed, tailoring inventory to each store's individual customer preferences.

Adds B&W Director of Sales & Marketing Andy Brown, "We felt it important that a display be tailored to the specific needs and display schemes of retailer, and developed this design based on feedback from Giant buyers, merchandisers and local store department managers. Their collective insights are why our display has been so effective."

For details on retail display programs and allowances contact Andy Brown @ 561.571.0514 or by e-mail abrownbw@AOL.Com. This program is available to all B&W retail product customers, on a pro-rated basis, contact B&W for details.



Watercress the Cancer Fighter

We all always knew that watercress was one of Mother Nature's most nutritious vegetables.

New research is revealing a whole new dimension to watercress worth-as a cancer fighter and for the prevention of disease.

Watercress is one of the greatest of all natural sources for glucosinolates.

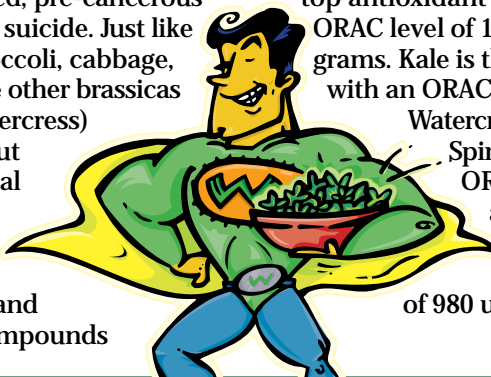
Glucosinolates protect humans who eat it from cancer. They break down into compounds that can force a damaged, pre-cancerous cell to commit suicide. Just like its cousin's broccoli, cabbage, kale and all the other brassicas (including watercress) are now without doubt beneficial and functional foods. In fact, it is the bitter, peppery taste and sulphurous compounds

that make watercress such a potent natural cancer fighter.




There is a new analytical assay available that evaluates fruits, vegetables and raw materials for their propensity to act as an antioxidant. This is called an ORAC test for Oxygen Radical Absorbency Capacity, this assay allows you to identify which phytonutrients are the important antioxidants.

Watercress qualifies as one of the top antioxidant foods with an ORAC level of 1400 units per 100 grams. Kale is the top vegetable with an ORAC level of 1770.

Watercress is followed by Spinach with an ORAC level of 1260 and Brussel Sprouts with an ORAC level of 980 units.






Preliminary evidence from recent studies by Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston indicates that a diet rich in foods with high ORAC activity, has so far:

-  raised the antioxidant power of human blood
-  prevented some loss of long term memory & learning ability in middle-aged rats
-  protected rats tiny blood vessels and capillaries against oxygen damage.

And all of these are issues commonly associated with aging.

So let's recap.

-  Watercress is extremely nutritious.
 -  Watercress in your diet helps prevent certain cancers.
 -  Watercress may slow the aging process.
- So come on friends lets get the word out
Eat More Watercress!

New Full Color Specialty Leaf Recipe Pamphlet

B&W has just released their latest specialty leaf recipe pamphlet, developed by Chef Miki Knowles, of Orlando, Florida. This full color pamphlet includes contemporary recipes for

Watercress, Arugula, Mint, and Cilantro, many with pictures of the completed recipe.

Miki and her husband/partner Greg operate FoodStyling.Com, a company specializing in food preparation and styling for the advertising and culinary industries. Among their recent credits are print and television commercials for Nash-Finch and television commercials for Tops Markets.

The B&W specialty leaf recipe pamphlet is available at no cost for retail accounts and direct to consumers (who are required to send us a stamped, self-addressed envelope). For details on bulk shipments for retailers, call Linda @ 561.571.0514.

Freshness (From Cover.)

in September and October and are all in place for the start of our winter season in Florida, in early November.

In addition to watercress, B&W grows and packs a wide range of other specialty leaf vegetables throughout the summer, including arugula, mint, and cilantro.



EuroWrap Sleeves
Watercress • Arugula • Mint
• Cilantro



Traditional Bunch
Watercress • Arugula • Mint
• Cilantro



Crisp 'N Clear Cello
Watercress • Baby Arugula
• Cilantro



Loose Jumble Pack
Watercress • Baby Arugula
• Baby Spinach



We Grow Quality.

B&W Quality Growers
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First Class Mail
U.S. Postage Paid
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Vero Beach, FL