

# Fresh Take: ORANGES



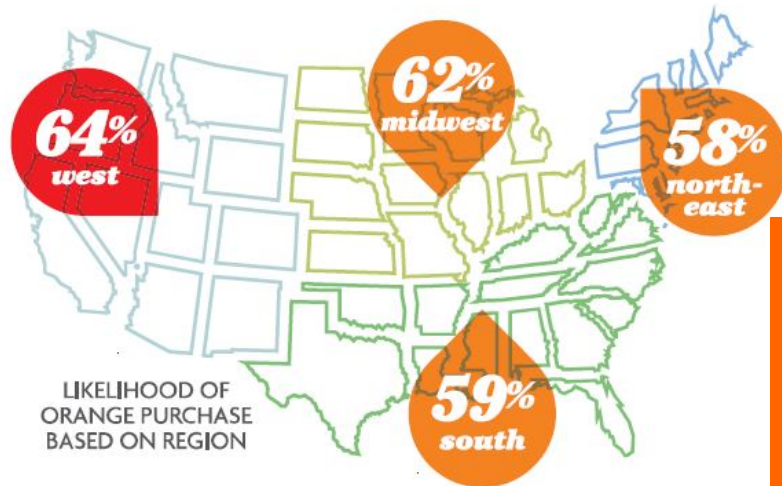
This superfruit has been thriving in the U.S. for over 5 centuries, is the #1 fruit juice of choice nationwide, continues climbing the Fresh Trend's family favorite fruit-of-choice, recently ranking #4 - edging out strawberries!

Get your Orange on and display away this holiday!

## Big \$plash with Big Orange \$ales

Produce Market Guide shares:

- Cross merchandise oranges with other types of mouth-watering recipe-inducing citrus
- It's peak season for oranges right now – displays are key and encourage alternate uses for oranges i.e. holiday decorating
- Consider offering all citrus at the same price to encourage citrus diversity and higher citrus sales
- More sales, cross merchandising, and display ideas here:
  - <https://www.producemarketguide.com/produce/oranges#sales>
  - [https://www.producemarketguide.com/sites/default/files/fresh%20trend%20files.tar/fresh%20trend%20files/oranges\\_fresh-trends.pdf](https://www.producemarketguide.com/sites/default/files/fresh%20trend%20files.tar/fresh%20trend%20files/oranges_fresh-trends.pdf)



Bring on the orange samples & bountiful orange displays:

- 64% of Americans living in Western US are more likely to purchase oranges
- The average American consumes 2.7 gallons of OJ per year, making it the most consumed juice



### Body Beneficial:

You'd have to eat 7 cups of cornflakes to get the same amount of fiber from a single medium orange (which also provides 120% of the daily required Vitamin C and is chock full of potassium and Vitamin B)

### BLOOD ORANGES

**ATTRIBUTES:** Deep maroon interior with very few seeds; orange-red blushed exterior; easy-to-peel

**AROMA:** Mildly floral with earthy papaya fragrance

**FLAVOR:** Rich, tart plum flavor with wild raspberry overtones

### NAVEL ORANGES

**ATTRIBUTES:** Small navel formation on the blossom end; easy-to-peel; virtually seedless

**AROMA:** Sweet, floral

**FLAVOR:** Refreshingly tart with a rich vanilla finish

Some say the bigger the navel in the orange, the sweeter it will be. Yum!

### Orange History Basics 101

- Oranges are part of the berry family
- Did you know that the color of the orange was originally called "Geoluhread," which means "yellow red?"
- The very first oranges trees in the U.S. were planted in Florida by Spanish explorers in the mid-1500s. And today, there are over 600 varieties.
- Brazil is the #1 producer of oranges (followed by the U.S.)



**Knock, knock!**

**Who's there?**

**Orange.**

**Orange who?**

**Orange you glad you read this month's Fresh Take?**

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**Sources:**

<https://aghires.com/20-oranges-facts/>

[https://d1muel3dr7lyq3.cloudfront.net/base/s3fs-public/issues/Snack\\_Issue36\\_Oct2018.pdf?Hvqfp1YAWjzRm1xYK9qkxLAJ1T8cWqct](https://d1muel3dr7lyq3.cloudfront.net/base/s3fs-public/issues/Snack_Issue36_Oct2018.pdf?Hvqfp1YAWjzRm1xYK9qkxLAJ1T8cWqct)

<https://www.foodbeast.com/news/strawberries-are-not-berries-avocados-and-watermelon-are/>

<https://ohfact.com/interesting-facts-about-oranges/>

<http://www.sciencekids.co.nz/sciencefacts/food/oranges.html>

<http://tonsoffacts.com/28-fun-and-interesting-facts-about-oranges/>

<http://justfunfacts.com/interesting-facts-about-oranges/https://www.sun-sentinel.com/florida-jewish-journal/fl-xpm-2011-09-07-fl-ijps-oranges-0907-20110907-story.html>