



Cranberries for the Holidays and More MP3

Gary Crawford [00:00:00] For many of us, our holiday feast table has to have a turkey and one other old standby.

Singing Voiceover [00:00:06] Time for your partner to reach across and do-s-do the cranberry sauce...

Gary Crawford [00:00:11] By the time you hear this, you're either making it, eating it at the Thanksgiving table or breaking into the leftovers. Either way, it's cranberries' time to shine. We're out here at the Agriculture Department's farmers market in Washington, D.C., sheltered a little bit from the cool wind in the VegU-cation, tent of that bastion of higher learning, good old VegU. Guest VegU-cator today, Karen Cahill with Cranberry Marketing Committee. And Karen, you've got a big job to do. Every year, our growers are figuring out ways to produce more cranberries. Almost every year they put out a record or near record crop. But that's got to be a big challenge for folks like you, whose job it is to sell those berries. Right?

Karen Cahill [00:00:47] The trends for production are growing. Demand is not growing quite at the rate that we would like it to be.

Gary Crawford [00:00:53] But you're working on that, right?

Karen Cahill [00:00:55] Heck, yeah.

Gary Crawford [00:00:55] Heck, yeah. Of course. Like I mentioned earlier, a lot of people only connect with cranberries once or twice a year during the holidays. Is that a blessing or a curse?

Karen Cahill [00:01:03] It's a big deal. I mean, we are synonymous with the holidays and everything, and we don't mind that by any means. We, of course, want to push the year-round versatility, but we also want people to look at cranberries in a different way around the holidays.

Gary Crawford [00:01:15] A different way, so what have you got in mind for them?

Karen Cahill [00:01:17] You can use them for decoration. You can make a floating candle display or make a flower arrangement with fresh cranberries. There're different things that you can do other than cranberry sauce. Cranberry sauce is delicious, but there are other applications.

Gary Crawford [00:01:31] In fact, you're making up something here and serving samples of some kind of edible item. What is that?

Karen Cahill [00:01:37] Fresh salsa today, which is definitely a different flavor profile than I think some people are used to.

Gary Crawford [00:01:43] I imagine so. So, what goes into that?

Karen Cahill [00:01:44] So first you're gonna do some limes and add some little bit of sugar and salt and pepper and kind of set that aside. And then you're going to throw into a food processor a bag of cranberries, some cilantro and some green onion. And you're just

gonna pulse that a little bit and you combine that with the lime sugar salt combo we did before. And boom, you've got yourself cranberry salsa.

Gary Crawford [00:02:04] Boom. So how is that? I mean, cranberries can be a little tart. How's that salsa?

Karen Cahill [00:02:08] It's different. And people will find it to be enjoyable.

Gary Crawford [00:02:10] Now, speaking of different, we all know about the various cranberry juice combinations, you know, cran-apple and whatever. But like other berries, do they turn cranberries in into, shall we say, more fortified holiday libations? If you get my meaning.

Karen Cahill [00:02:24] Oh, there are tons of cocktail applications for sure. Sex in the city, put cranberries on the map with the Cosmo, but there's tons of things. That cranberry mule is very popular right now. Cranberry and ginger beer and cranberry margarita.

Gary Crawford [00:02:38] You sound like you've had some personal experience with that.

Karen Cahill [00:02:41] No, not really.

Gary Crawford [00:02:44] A little sly laugh there. We're out of time, though. For our listeners, you can get the complete recipe for the cranberry salsa and many others by going online to UScranberries.com, UScranberries.com. In Washington, this is Gary Crawford reporting for the U.S. Department of Agriculture.