



Weekly Produce Newsletter

April 19th 2010

JEFF RUBY'S STEAKHOUSE

River City Casino
777 River City Casino Boulevard
St Louis, Missouri 63125

Dinner

5 p.m. to 10 p.m. - Monday through Thursday

5 p.m. to 11 p.m. - Friday and Saturday

4 p.m. to 9 p.m. - Sunday

Reservations are highly recommended; call 314-388-7630.

Steak | Sushi | Live Music Nightly



Got a special occasion? Get dressed up and let the tuxedo-clad wait staff spoil you. If you're not up for the pricey meal, check out the bar, which is as classy as the restaurant but perhaps more fun. Of course you'd expect opulence and distinction at any Jeff Ruby restaurant, but this signature offering is as good as any New York City steak house and better than most. While the dining is certainly fine, the menu isn't intimidating - here you'll find such familiar fare as steak (try the Dry Aged New York Sirloin), seafood and even macaroni and cheese.

Jeff Ruby's Steakhouse is high-energy, upscale dining. Known for its extensive selection of the finest USDA Prime dry-aged steaks, fresh seafood & sushi specialties, wines and deserts, Ruby's impeccable service is also second to none. A vibrant atmosphere with live music nightly and passionate attention to detail draw celebrity and casual diner alike. Jeff Ruby's Steakhouse sets the standard for the incomparable, total dining experience.



★★★★★
PINNACLE
ENTERTAINMENT



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Ugly Ripe Tomatoes
A tomato that tastes like a tomato
Ripe and Ready To Eat

Available Now!



These unique-shaped tomatoes may look ugly with their wrinkled appearance but the taste of *UglyRipe Tomatoes*® is anything but. The flavor of these unique tomatoes is so exceptional that they are quickly becoming the gourmet favorite among chefs and consumers alike.

UglyRipe Tomatoes® is the Registered Brand Name for the Procacci, Gargiulo, Santa Sweets heirloom variety beefsteak style tomato. Heirloom means that the variety at least 40-50 years old, is open-pollinated and has been preserved and kept true to its purest form. Heirlooms are not hybrid tomatoes which are grown for commercial purposes and tend to lose both flavor and color after several generations of breeding.

The *UglyRipe Tomato* is derived from the "Maramondo" variety. Originally marketed in France, it was crossed only twice, once with a variety to produce plant strength, and again for some disease resistance.

There is some tenderness when high in color. The tomatoes are picked at the peak of ripeness and color and have vibrant crimson color inside. Because of the possibility of bruising, they are hand picked into tubs and then hand packed into individual "spongy" sleeves.





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HEALTH MATTERS



Shaving Salt, Saving Lives

by Bonnie Liebman, April 2010

In 2005, high blood pressure was responsible for one in six deaths in the United States,” says a new report from experts at the Institute of Medicine.¹ That’s because hypertension boosts your risk of dying of a heart attack or stroke more than smoking, high cholesterol, obesity, or any other risk factor does. And excess salt is a major cause of high blood pressure. What’s more, salt may damage the heart, kidneys, and other organs above and beyond its effect on blood pressure. “Salt is costing us too many lives and too many dollars,” says physician Stephen Havas. Here’s why you—and, more importantly, the food industry—should hold the salt.

Less salt means lower blood pressure and less disease. It’s no surprise that cutting salt lowers blood pressure. That has been shown in studies that compare higher- versus lower-salt diets in both adults and children. Hypertension harms the heart, brain, and kidneys. High blood pressure doesn’t just raise the risk of heart attacks and strokes. It also boosts the risk of heart failure, which affects 5.8 million Americans.

Drugs haven’t solved the problem. So what if you get high blood pressure? Can’t you just take a drug to lower it? “You don’t want to wait until your blood pressure crosses that magic threshold of 140 over 90 because by that point you’ve already done a fair amount of damage to your heart, vascular system, kidneys, and brain,” says Havas.

Assume that you’re sensitive to salt. “For certain individuals who are salt sensitive, excessive consumption of sodium can increase blood pressure,” says the Salt Institute, which represents the salt industry. Certain individuals? “Some people react to sodium more quickly than others,” says Havas. “But 90 percent of people in this country develop hypertension and the principal cause is exposure to excess sodium, so most people over time don’t do well with high salt loads.”

Other factors are no excuse to ignore salt. Cutting excess salt isn’t the only way to lower blood pressure. Getting more potassium also helps and Americans average far less than the 4,700 mg daily target. Eating a DASH diet—which is rich in fruits, vegetables, and low-fat dairy foods—knocks down blood pressure. So does staying trim, daily exercise, and limiting alcohol to no more than two drinks a day (for men) or one drink a day (for women).¹¹

Cuts in salt can save lives and dollars. “The average American woman consumes roughly 3,000 milligrams of sodium a day. The average man consumes more than 4,000 mg. What would we save by cutting those intakes by 1,200 mg? That’s what the University of California’s Kirsten Bibbins-Domingo and colleagues estimated. “We modeled small reductions in salt across the whole U.S. population—not getting everyone to recommended levels, but to eat just slightly less salt,” she explains. Recommended levels are less than 1,500 mg a day for most people. “We found that lowering salt would result in many fewer heart attacks, strokes, new cases of heart disease, and deaths each year. Even small changes in blood pressure across the whole population would have very dramatic health benefits.”

It’s tough to cut salt on your own. That’s because 75 to 80 percent of the sodium we consume is added to food before we open a package or walk into a restaurant. So unless you make everything—including breads, crackers, cereals, soup, pizza, spaghetti sauce, salad dressing—from scratch, you can’t easily avoid the salt. “You can take all the salty snacks out of your diet—the nuts and the chips and everything else, but much still remains,” says Bibbins-Domingo. “So many patients come to me thinking they’ve made healthier choices and they’re oftentimes consuming the same, if not more, salt.” And restaurants make supermarket salt levels look. “People eat more and more in restaurants,” says Havas. “They have no idea how much sodium is in those foods.