CLAIMS:

1. A fresh produce storage device having a pocket with an opening for receiving fresh produce, the pocket being formed, at least in part, from a composite sheet of material comprising:

at least two inner layers formed from a water permeable material;

a central layer formed from a water absorbent wadding; and

an outer layer formed from a water permeable material.

2. The storage device of claim 1 wherein the pocket is formed from a first sheet secured to a second sheet, wherein at least one of the first and second sheets comprise said composite sheet.

3. The storage device of claim 2 wherein both of the first and second sheets comprise said composite sheets.

4. The storage device of claim 2 or 3 wherein the first sheet and second sheet are generally rectangular and are secured along three common edges to form a rectangular pocket.

5. The storage device of any one of claims 2 to 4, further comprising a flap portion formed from a water permeable material, the flap portion extending from an end of the first sheet and adapted to substantially close the opening of the pocket.

6. The storage device of claim 5 wherein the flap portion is an extension of the first sheet.

7. The storage device of claim 5 or 6, wherein the storage device is adapted to be rolled into a rolled configuration with the second sheet on the inside, the flap portion being adapted to wrap circumferentially around the storage device in the rolled configuration.

8. The storage device of claim 7 further comprising a fastening mechanism adapted to fasten the storage device in the rolled configuration.

9. The storage device of claim 8 wherein the fastening mechanism comprises one or more straps adapted to wrap around the storage device in the rolled configuration.

10. The storage device of claim 8 wherein the fastening mechanism comprises hook and loop fasteners.

11. The storage device of any one of the preceding claims wherein the opening of the pocket extends substantially the width of the pocket.

12. The storage device of any one of the preceding claims wherein the at least two inner layers are formed from cheesecloth.

13. The storage device of claim 12 wherein the cheesecloth has a thread count of 30 to 90 threads per square inch.

14. The storage device of any one of the preceding claims wherein the central layer is formed from cotton and/or bamboo wadding.

15. The storage device of any one of the preceding claims wherein the outer layer is formed from a muslin or calico fabric.

16. The storage device of claim 15 wherein the muslin or calico fabric has a thread count of 100 to 200 threads per square inch.

17. A method of storing fresh produce in a refrigerator, said method comprising:

dousing with water a storage device having a pocket with an opening for receiving fresh produce, the pocket being formed, at least in part, from a composite sheet of material comprising:

at least two inner layers formed from a water permeable material;

a central layer formed from a water absorbent wadding; and

an outer layer formed from a water permeable material;

placing fresh produce in the pocket of the storage device; and

placing the storage device in a refrigerator.

18. The method of claim 17 further comprising the step of:

rolling the storage device into a rolled configuration before placing the storage device in the refrigerator.

19. The method of claim 17 or 18 further comprising the step of:

intermittently dampening the storage device with water to replenish water in the central layer of the storage device.