

Fill half your plate with colorful fruits and vegetables at every meal.



4 Good reasons to shop at your local farmers' market

Price: You can find great bargains on locally grown fruits and vegetables.

Taste: The flavor and texture of fresh picked fruits and vegetables is amazing.

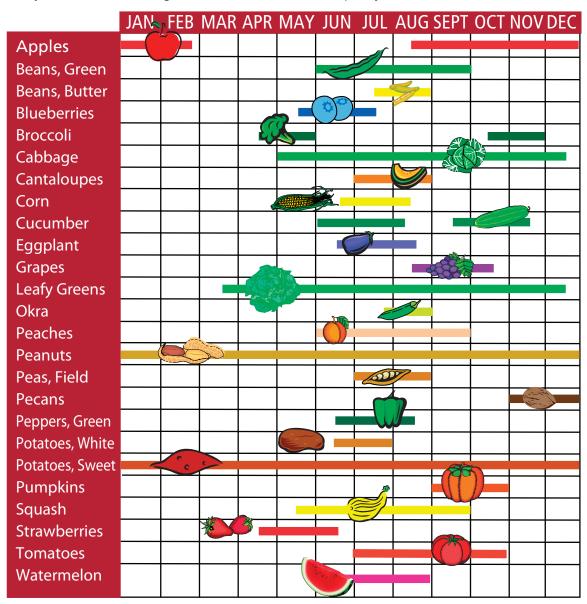
Variety: Local markets have a lot of different fresh fruits and vegetables. Many varieties are often hard to find at other grocers.

Community: Getting to know your local farmer is part of the fun of shopping at farmers' markets. It is a great way to support local farming jobs.

What's in Season?

North Carolina Fruit and Vegetable Availability

You can use this guide to choose the freshest, best tasting produce obtainable! Insist on buying locally grown food in grocery stores, restaurants, in the work place and schools, Or- buy direct from a local grower at a farmers market, pick-your-own or roadside farm market.



For directories and more information about NC produce, visit www.ncdamarkets.org.

Agriculture is NC's # 1 industry. When you see the Goodness Grows in North Carolina logo on food products, you are contributing to the economic growth of North Carolina and to our farmers.



North Carolina Farmers' Markets



Apples are a good source of fiber. Enjoy apples for snacks, diced in a salad or baked with cinnamon.

Buying fresh apples...

Select firm, crisp, well-colored apples.

Storing fresh apples...

- Keep apples in a plastic bag in the refrigerator away from foods with strong odors.
- Use apples within six weeks.

Enjoying fresh apples...

- Wash with warm water before eating or using.
- Fix apple dishes just before serving to keep them from turning brown.
- To prevent cut apples from turning brown, dip them in one part lemon juice and three parts water.

Chunky Applesauce

www.bestapples.com

Ingredients...

- 4 pounds of cooking apples
- 2/3 cup sugar
- 1 cup water
- 3 tablespoons lemon juice
- 1 teaspoon ground cinnamon
- ¼ teaspoon ground nutmeg
- 1½ teaspoons vanilla

Directions...

- 1. Peel and core apples. Cut into quarters. Put apples in a large pot. Sprinkle sugar over apples. Mix lemon juice and water. Pour over apples; stir gently.
- 2. Bring apples to a boil. Cover and reduce heat to low. Cook about 15 to 20 minutes or just until apples are soft, but not mushy.
- 3. Stir in cinnamon, nutmeg and vanilla.
- 4. Mash apples with a potato masher. The applesauce will be chunky.
- 5. Serve warm or cool.

Nutrition information... Calories 170, Fat 0g., Carbohydrate 46g., Protein 1g., Fiber 4g., Sodium 5mg., Cholesterol 0mg.



Blueberries



Blueberries are a good source of fiber and vitamin C. Enjoy blueberries on cereal, in a salad or in pancakes.

Buying fresh blueberries...

• Select blueberries that are plump, firm, with a dusty-blue color and uniform in size.

Storing fresh blueberries...

- Keep blueberries in the original container in the refrigerator.
- Use fresh blueberries within one week.
- Freeze unwashed blueberries in a single layer on a cookie sheet. Once frozen, put them in a plastic bag or freezer container.

Enjoying fresh blueberries...

- Wash blueberries just before eating or using.
- Stir blueberries into cake or muffin batter as the last step.
- Drop blueberries onto pancakes after pouring the batter on the griddle.

Blueberry Corn Bread

www.ncagr.gov/markets/commodit/horticul/blueberr/recipes.htm

Ingredients...

- 1 cup yellow cornmeal
- 1 cup sifted all-purpose flour, plus 1 tablespoon
- ¼ cup sugar, plus 1 tablespoon
- 4 teaspoons baking powder
- ½ teaspoon salt
- 1 egg
- 1 cup 1% milk
- ¼ cup shortening
- 1 cup fresh blueberries, rinsed and drained

Directions...

- 1. Preheat oven to 425° F.
- 2. Grease an 8- x 8- x 2-inch baking pan.
- 3. In large bowl, mix cornmeal, 1 cup flour, 1/4 cup sugar, baking powder and salt. Add egg, milk and shortening. Beat with a rotary mixer or by hand for 1 minute or until smooth.
- 4. In small bowl, mix 1 tablespoon flour and 1 tablespoon sugar. Gently toss blueberries with flour and sugar mixture until evenly coated. Fold blueberries into batter.
- 5. Pour batter into baking pan.
- 6. Bake for 20 to 22 minutes or until golden brown.
- 7. Let bread cool before cutting.

Nutrition information... Calories 150, Fat 5g., Carbohydrate 25g., Protein 3g., Fiber 1g., Sodium 300mg., Cholesterol 20mg.

Makes
12
Servings

5

Cabbage



Cabbage is a good source of fiber, vitamin C and potassium. Cabbage is a great addition to soups and stews.

Buying fresh cabbage...

- Choose firm, heavy cabbages that are free of yellowing leaves, splits or soft spots.
- The leaves should be compact and smooth for green and red cabbage, but Savoy cabbage leaves should be crinkly and less compact.

Storing fresh cabbage...

- Keep in the refrigerator and use within two weeks.
- Wash well and remove wilted leaves before using.

Enjoying fresh cabbage...

- Add chopped cabbage to salads or slaws.
- Steam, stir-fry or boil. Slices or wedges cook in about 6 to 12 minutes.

Raisin and Cabbage Slaw

www.gottobenc.com

Ingredients...

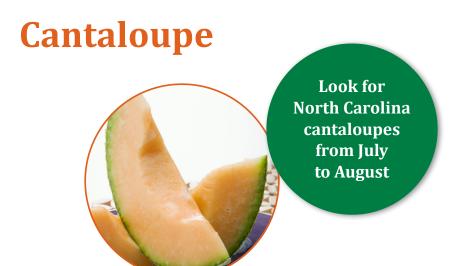
- 4 cups cabbage, shredded
- 2 cups carrots, shredded
- 1 cup seedless, packed, raisins
- 1 cup cheddar cheese, shredded
- ¾ cup low calorie mayonnaise
- 1 teaspoon yellow mustard
- 2 teaspoons white, granulated sugar
- 4 teaspoons lemon juice
- ½ teaspoon onion powder
- 1 teaspoon salt

Directions...

- 1. In a large mixing bowl, prepare cabbage and carrots. Toss together and set aside.
- 2. In a small bowl grate cheese and set aside.
- 3. Combine the mayonnaise and the last five ingredients in a separate bowl. Stir mixture into cabbage and carrots along with cheese and raisins.
- 4. Chill at least one hour for flavors to blend.

Nutrition information... Calories 156, Fat 7g., Carbohydrate 21g., Protein 4g., Fiber 2g., Sodium 409mg., Cholesterol 16mg.





Cantaloupe is a good source of vitamin A, vitamin C and folate. Top with yogurt and blueberries for a quick snack.

Buying fresh cantaloupe...

- Choose sweet smelling, even, heavy cantaloupes with no bruises or yellow or cream coloring.
- Stem end should give to gentle pressure.

Storing fresh cantaloupe...

- Store uncut cantaloupes at room temperature for up to one week.
- Refrigerate cut melon in airtight container up to five days.

Enjoying fresh cantaloupe...

- Cantaloupe is most often eaten raw.
- Wash before cutting. Cut in half and scoop out the seeds. The rest of the rind can be removed and the cantaloupe cut into slices or cubes.
- Puree and use in a cold soup or as flavoring in smoothies.

Cantaloupe Salsa

www.fruitsandveggiesmatter.gov

Ingredients...

- ½ large ripe cantaloupe
- ¾ cup finely diced red bell pepper
- 1/4 cup finely chopped cilantro
- 3 tablespoons finely chopped scallions
- Juice of 1 lime
- Pinch of salt and hot red pepper flakes

Directions...

- 1. Remove seeds and rind from cantaloupe.
- 2. Chop cantaloupe into very small diced pieces. Put diced cantaloupe into a bowl.
- 3. Add diced red pepper, cilantro, scallions and lime juice. Stir.
- 4. Add pinch of salt and pepper flakes. Chill. Serve on top of grilled chicken, fish or steak.

Nutrition information... Calories 40, Fat 0g., Carbohydrate 9g., Protein 1g., Fiber 1g., Sodium 55mg., Cholesterol 0mg.



Corn



Corn is a good source of fiber and vitamin C. Enjoy corn in vegetable soups, with rice or tossed salads.

Buying fresh corn...

• Select husks that are green and fresh looking with straight rows of kernels. Silk-ends should not have decay or worm damage.

Storing fresh corn...

- Store corn in the crisper drawer of the refrigerator.
- Keep it in the husk until ready to cook.
- Use corn within one to three days for best flavor.

Enjoying fresh corn...

- Remove the husk before cooking.
- Cook corn on the cob in enough water to completely cover the corn. The water should be at a rolling boil before adding the corn.
- Do not add salt to the water.
- Cook for 3 to 5 minutes and serve.

Corn and Green Chili Salad

www.cachampionsforchange.net/en/index.php

Ingredients...

- 2 cups corn
- 1 (10-ounce) can diced tomatoes with green chilies, drained
- ½ tablespoon vegetable oil
- 1 tablespoon lime juice
- 1/3 cup green onions, sliced
- 2 tablespoons fresh cilantro, chopped

Directions...

1. Combine all the ingredients in a medium bowl; mix well, chill and serve.

Nutrition information... Calories 90, Fat 2g., Carbohydrate 16g., Protein 3g., Fiber 3g., Sodium 270mg., Cholesterol 0mg.

Makes 4 Servings

11

Cucumber



Cucumbers are a good source of vitamin C. Peel, slice and serve with low fat salad dressing.

Buying fresh cucumber...

Select firm cucumbers. Avoid yellowish, soft, withered cucumbers.

Storing fresh cucumber...

• Refrigerate in plastic bag up to one week.

Enjoying fresh cucumber...

- Cucumbers can be eaten raw (peeled or unpeeled) and used in salads, salsas or on sandwiches.
- Cucumbers can be sautéed and served warm with chopped dill as a side dish or cooked until just crisp and flavored with olive oil and herbs.
- Cucumbers can be used as an appetizer when peeled, sliced and sprinkled with lemon juice and salt.

Tomato, Cucumber, Red Onion Salad with Mint

www.fruitsandveggiesmatter.gov

Ingredients...

- 2 large cucumbers, halved lengthwise, seeded and sliced
- 1/3 cup red wine vinegar
- 1 tablespoon white sugar
- 1 teaspoon salt
- 3 large tomatoes, seeded and coarsely chopped
- 2/3 cup coarsely chopped red onion
- 1/3 cup chopped fresh mint leaves
- 1 tablespoon olive oil

Directions...

- 1. In a large bowl, toss together the cucumbers, vinegar, sugar and salt. Let stand at room temperature for an hour, stirring occasionally.
- 2. Add tomatoes, onion, mint and oil to cucumbers and toss to blend; chill and serve.

Nutrition information... Calories 70, Fat 2.5g., Carbohydrate 10g., Protein 2g., Fiber 2g., Sodium 400mg., Cholesterol 0mg.

Makes
6
Servings

(13)

Green Peppers



Green peppers are a good source of vitamin C, vitamin A and folate. Use green peppers as a pizza topping.

Buying fresh green peppers...

- Choose firm, smooth peppers that are bright in color.
- Avoid peppers with soft spots or wrinkled skin.

Storing fresh green peppers...

- Store peppers in the refrigerator. Best when used within seven days.
- Wash well and remove seeds and stem before using.

Enjoying fresh green peppers...

• Bell peppers are delicious on salads, dipped in dressing or added to pasta dishes, casseroles and soups.

Vegetarian Stuffed Peppers

www.fruitsandveggiesmatter.gov

Ingredients...

- 4 green peppers
- 2 cups (1 pint) cherry tomatoes
- 1 medium onion
- 1 cup fresh basil leaves
- 3 cloves of garlic
- 2 teaspoons olive oil
- 1/4 teaspoon salt
- ¼ teaspoon pepper

Directions...

- 1. Preheat oven to 425° F.
- 2. Lightly oil a large shallow baking pan.
- 3. Cut peppers in half lengthwise and remove seeds. Arrange peppers cut sides up in baking pan and lightly oil cut edges of stems.
- 4. Halve cherry tomatoes and chop onion and basil. Finely chop garlic.
- 5. In a bowl toss tomatoes, onion, basil, garlic, olive oil, salt and pepper to taste.
- 6. Spoon equal portions of mixture into peppers and roast in top oven rack until peppers are tender, about 20 minutes.

Nutrition information... Calories 70, Fat 3g., Carbohydrate 12g., Protein 2g., Fiber 4g., Sodium 150mg., Cholesterol 0mg.



15

Greens



Greens are a good source of vitamin A, vitamin C, calcium and folate. Enjoy greens in soups, salads and stews.

Buying fresh greens...

 Select fresh tender leaves that are deep green and not wilted. Avoid bunches that are yellowish in color.

Storing fresh greens...

- Store greens in a plastic bag in the coolest part of the refrigerator.
- Use greens within three to five days.

Enjoying fresh greens...

- Before using greens, remove any wilted or yellow leaves. Wash in lukewarm water, drain and repeat a few times until clean.
- Mild flavored greens (kale, spinach, chard) can be steamed for five to seven minutes.
- Strong flavored greens (collards, turnip greens, mustard greens) can be cooked in a seasoned broth for 20 to 30 minutes.

Soulful Greens

www.fruitsandveggiesmatter.gov

Ingredients...

- ½ cup reduced-sodium chicken broth
- ¾ cup water
- 2 pounds collard greens, washed, stems removed and chopped
- 1½ cups red onions, sliced
- 1 clove of garlic, minced
- ¼ cup orange juice
- ½ teaspoon dried red pepper flakes

Directions...

- 1. Put chicken broth and water in a large pot. Bring to a boil. Add collards. Cook uncovered at medium-high for 15 minutes. Drain the collards.
- 2. Sauté garlic and onions for 5 minutes in a large nonstick skillet. Add orange juice and wilted greens.
- 3. Stir until well coated. Simmer uncovered at medium-low for 10 to 15 minutes.
- 4. Sprinkle with red pepper flakes and serve.

Nutrition information... Calories 100, Fat 1g., Carbohydrate 19g., Protein 7g., Fiber 9g., Sodium 120mg., Cholesterol 0mg.

Seasoned Broth for Greens

Use low sodium chicken, beef or vegetable broth or bouillon cubes to season your greens.

Add a couple teaspoons of vegetable oil instead of fatback or ham hocks which are high in saturated fat and cholesterol.



Peaches



Peaches are a good source of vitamin C. Enjoy peaches on cereal, mixed with yogurt or in a smoothie.

Buying fresh peaches...

 Select peaches that are soft to the touch, free of bruises and have a slight peachy smell.

Storing fresh peaches...

- Store unripe peaches in a paper bag. Place the bag on the counter for one to three days.
- Never store unripe peaches in the refrigerator, in plastic bags or in direct sunlight.
- Keep ripe peaches in the refrigerator for five to seven days.

Enjoying fresh peaches...

- Wash peaches carefully in cool water before eating or using.
- Do not peel peaches unless the recipe calls for it.

Peach and Strawberry Smoothies

www.fruitsandveggiesmatter.gov

Choice #1

Ingredients...

- 2 large fresh peaches, peeled and sliced
- 1 cup fresh strawberries, washed and capped
- 1 cup non-fat vanilla yogurt
- ½ teaspoon vanilla



1. Put all the ingredients in a blender. Blend until smooth and creamy.

Nutrition information... Calories 200, Fat 0.5g., Carbohydrate 42g., Protein 8g., Fiber 4g., Sodium 90mg., Cholesterol 5mg.

Choice #2

Ingredients...

- 1 large fresh peach, peeled and sliced
- 8 strawberries, washed and capped
- ¾ cup orange juice
- 4 ice cubes

Directions...

- 1. Put the peach, strawberries and orange juice into a blender. Blend until almost smooth.
- 2. Add the ice cubes and blend until smooth.

Nutrition information... Calories 120, Fat 1g., Carbohydrate 29g., Protein 3g., Fiber 4g., Sodium 0mg., Cholesterol 0mg.



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Strawberries



Strawberries are a good source of fiber, and vitamin C. Enjoy strawberries on pancakes, in a salad or on cereal.

Buying fresh strawberries...

 Select shiny, firm strawberries with a bright red color. Caps should be fresh, green and intact.

Storing fresh strawberries...

- Keep strawberries in the original container in the refrigerator. Do not wash them until ready to use.
- Use within one to three days.
- Freeze unwashed strawberries in a single layer on a cookie sheet. Once frozen, put them in a plastic bag or freezer container. Rinse just before using.

Enjoying fresh strawberries...

• Wash and cut stems off strawberries just before eating or using.

Strawberry Roll-up

Ingredients...

- 1 (7 to 9-inch) whole wheat tortilla
- 2 tablespoons non-fat strawberry yogurt
- ½ cup strawberries, sliced
- ½ cup bananas, sliced

Directions...

- 1. Spread yogurt down middle of tortilla.
- 2. Put strawberries and bananas on top of yogurt.
- 3. Roll up and cut in half.

Nutrition information... Calories 250, Fat 3.5g., Carbohydrate 48g., Protein 6g., Fiber 6g., Sodium 190mg., Cholesterol 0mg.

Strawberry Smoothie

Ingredients...

- ½ cup strawberries
- 1 cup low-fat vanilla yogurt
- ½ cup skim milk

Directions...

- 1. Put all the ingredients in a blender. Mix until smooth.
- 2. Serve immediately.

Nutrition information... Calories 100, Fat 1.5g., Carbohydrate 14g., Protein 7g., Fiber 1g., Sodium 115mg., Cholesterol 10mg.





Summer Squash



Summer squash is a good source of vitamin C. Enjoy summer squash in salads, stir-fries or on sandwiches.

Buying fresh summer squash...

- Look for green zucchini or yellow squash.
- Select squash that are firm and heavy for their size.
- The skin should be smooth and glossy.

Storing fresh summer squash...

- Store summer squash unwashed in plastic bags in the refrigerator.
- Use summer squash within three to four days.

Enjoying fresh summer squash...

- Wash summer squash before eating or using.
- Eat the skins to get the full nutritional benefits of summer squash.

Baked Zucchini

Ingredients...

- 4 medium zucchini, sliced into ½-inch rounds
- 2 ounces part-skim mozzarella cheese, shredded
- 1 teaspoon garlic powder
- 1 teaspoon dried parsley flakes



Directions...

- 1. Preheat oven to 350° F.
- 2. Cover the bottom of a baking dish with half the zucchini. Sprinkle with half of the cheese, garlic powder and parsley. Repeat with a second layer using the remaining ingredients.
- 3. Bake until cheese is melted and lightly golden, about 10 to 15 minutes.

Note: For extra color, use some yellow squash in place of some of the zucchini.

Nutrition information... Calories 70, Fat 2.5g., Carbohydrate 9g., Protein 6g., Fiber 3g., Sodium 110mg., Cholesterol 10mg.

North Carolina Farmers' Markets

Sweet Potato



Sweet potatoes are a good source of vitamin A, vitamin C, potassium and fiber. Enjoy sweet potatoes in soups, stews or casseroles. Use sweet potatoes in recipes instead of white potatoes for a change.

Buying fresh sweet potatoes...

Select sweet potatoes with smooth, evenly colored skin.

Storing fresh sweet potatoes...

- Store sweet potatoes in a cool, dark place. Never store sweet potatoes in the refrigerator.
- Use sweet potatoes within three to five weeks.

Enjoying fresh sweet potatoes...

- Wash sweet potatoes well before using.
- Cook potatoes unpeeled whenever possible. Skins are easier to remove after they are cooked.

Sweet Potato Fries

www.sweetpotato.gov

Ingredients...

- 4 medium sweet potatoes (about 3 pounds)
- ¼ cup olive oil
- ¼ teaspoon salt

Makes 6 Servings

Directions...

- 1. Preheat oven to 400° F.
- 2. Cut sweet potatoes into ½-inch thick lengthwise strips. Toss the potato strips with olive oil.
- 3. Coat a baking sheet with nonstick cooking spray or aluminum foil. Arrange potato strips in a single layer on the baking sheet.
- 4. Bake for 15 to 20 minutes or until potatoes are golden brown on the bottom.
- 5. Turn potatoes over and bake 15 to 20 minutes or until golden brown all over.
- 6. Sprinkle with salt and serve.

Nutrition information... Calories 280, Fat 9g., Carbohydrate 46g., Protein 4g., Fiber 7g., Sodium 220mg., Cholesterol 0mg.

Baked Sweet Potatoes

Poke potatoes with a fork, put them on a baking pan and bake in the oven at 375° F for 45 to 60 minutes or until soft. You can also microwave sweet potatoes. Poke potatoes with a fork, put them on a paper towel and cook on high for 5 to 9 minutes (for two potatoes). Let potatoes stand for 5 minutes before serving.

Tomato



Tomatoes are a good source of vitamin C, vitamin A and potassium. Enjoy tomatoes on sandwiches, in salads or on pizza.

Buying fresh tomatoes...

 Select plump tomatoes that are smooth and have a bright-red, even color. They should not have bruises or cracks.

Storing fresh tomatoes...

- Store tomatoes at room temperature away from direct sunlight.
- When tomatoes are ripe, they can be eaten immediately or stored in the refrigerator for two to three days.

Enjoying fresh tomatoes...

For best flavor, bring tomatoes to room temperature before serving.

Skillet Zucchini with Tomatoes

www.fruitsandveggiesmatter.gov

Ingredients...

- 1 teaspoon olive oil
- 1 cup onion, chopped
- 1 clove of garlic, minced
- 4 small zucchini, thinly sliced
- 2 medium tomatoes, chopped
- ¼ teaspoon salt
- 1/8 teaspoon pepper

Directions...

- 1. In a large nonstick skillet, heat olive oil over medium heat. Add onion and garlic. Cook, stirring until softened, about 5 minutes.
- 2. Add zucchini and cook for 2 minutes.
- 3. Add tomatoes and cook for 3 to 5 minutes.
- 4. Season to taste with salt and pepper.

Nutrition information... Calories 70, Fat 1.5g., Carbohydrate 12g., Protein 3g., Fiber 3g., Sodium 170mg., Cholesterol 0mg.

Quick Ideas for Fresh Tomatoes

Tomato Sandwich: Toast two slices of whole wheat bread. Spread with reduced fat mayonnaise. Slice a big, ripe tomato. Make the sandwich and season to taste with salt and pepper.

Tomato Bowl: Cut the stem and a thin slice off the top of tomatoes. Use a spoon to scoop out the seeds and the rest of the center. Turn the tomatoes upside down to drain. Fill them with tuna or chicken salad. Save scooped out center for stews.



Watermelon



Watermelon is a good source of vitamin A and vitamin C. Enjoy watermelon in fruit salads, in fruit platters or as a juicy snack.

Buying fresh watermelon...

 Select watermelon that is free of bruises, cuts and dents. The rind should have a healthy shine. The underside should be yellow.

Storing fresh watermelon...

Keep for up to two weeks at room temperature.

Enjoying fresh watermelon...

- Wash with warm water before cutting.
- Refrigerate cut watermelon in an airtight container. Use within five days.

Watermelon Relish

www.fruitsandveggiesmatter.gov

Ingredients...

- 2 cups seedless watermelon, chopped into bite size pieces
- ¾ cup sweet onion, chopped
- 34 cup canned black beans, rinsed and drained
- ¼ cup jalapeño chilies, chopped without seeds
- ¼ cup fresh cilantro, chopped
- 1 large clove of garlic, finely chopped
- 1 tablespoon brown sugar
- ½ teaspoon salt

Directions...

- 1. Stir all ingredients together in a bowl.
- 2. Cover and refrigerate for at least one hour.
- 3. Stir before serving.

Note: For best flavor, eat the watermelon relish within 24 hours.

Nutrition information... Calories 90, Fat 0.5g., Carbohydrate 19g., Protein 3g., Fiber 3g., Sodium 490mg., Cholesterol 0mg.



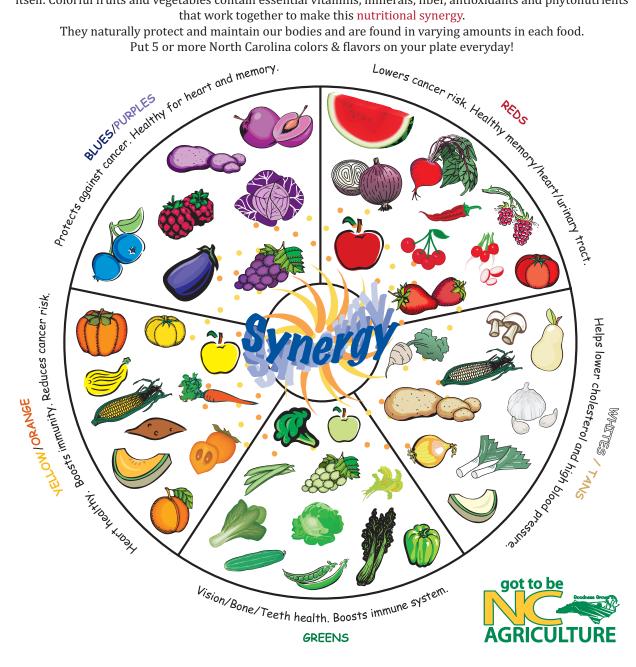
Goodness Grows in Living Color!

Color + Variety = A Healthy Diet. All Foods Can Fit!

No single food is better than another. They all work together in synergy.

When food digests, synergy happens as two or more nutrients combine to do what neither could do as well by itself. Colorful fruits and vegetables contain essential vitamins, minerals, fiber, antioxidants and phytonutrients that work together to make this nutritional synergy.

They naturally protect and maintain our bodies and are found in varying amounts in each food. Put 5 or more North Carolina colors & flavors on your plate everyday!



Small family farmers grow these foods in North Carolina. Look for them wherever you shop.

For more information on local produce, healthy recipes and facts about fruits and vegetables that were not included in this booklet, please visit these websites:

> www.ncfarmfresh.com www.theproducelady.org www.MyEatSmartMoveMore.com

This booklet includes materials from the North Carolina Department of Health and Human Services (www.ncdhhs.gov), the Division of Public Health, Nutrition Services Branch (www.nutritionnc.com), the North Carolina Department of Agriculture and Consumer Services (www.ncagr.gov), the Centers for Disease Control and Prevention (www.fruitsandveggiesmatter.gov) and Washington State University Programs.





