

The Best of Season



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Produce is often cheaper and tastier when in season. Turns out, it may be more nutritious too.

Your Vegetable's Voyage

Produce is often picked early to withstand the bumps and bruises associated with long distance travel before arriving at the supermarket. If plants are picked before truly ripe, their nutrient content can suffer. Nutrients can also be affected by travel conditions.

Tomatoes, peaches and apricots are often prematurely picked, which can affect their vitamin C content. Other nutrients, such as folate, are sensitive to light and temperature. In the case of folate, spinach stored at 50 degrees can lose half of its folate content after 6 days (higher temperatures cause more rapid nutrient loss).

Be on the Lookout for Local

Farmers growing local produce don't need to worry about long travel. Produce is usually picked when ripe and often sold soon after harvesting. Read on to learn when you can expect to see your favorite local fruits and vegetables this season.











