



# SEASONAL ROOTS

Dirt to Doorstep®

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## REAL FRESH vs FAKE FRESH

3 THINGS THAT MAKE LOCAL FOOD TRULY FRESH + MORE NUTRITIOUS, FLAVORFUL



*Member Michelle M perked up her chives by popping them into a vase full of water, and then noticed an added benefit: "They look beautiful waiting to be used!"*

The external appearance of modern produce tells you very little about what's inside.

Big Corporate Agriculture grows its produce all over the world, usually wherever they can get the job done the cheapest. So the produce has to be able to survive at least a week, and sometimes months, of travel and storage before it gets to a grocery store.

The result: Big Ag has focused on developing produce varieties that have a long shelf life and are tough enough to withstand lots of the rough handling. Nutrition and flavor are not Big Ag's priority, even when the label says organic.

If there isn't much in the way of nutrients and flavor on the inside, all you've got left is the outside. So fragile fruits like berries get sprayed with preservatives and veggies get waxed. Anything that looks less than perfect is tossed.

It's all about appearances. Sure, that grocery store produce looks fresh. But it's fake fresh. So here's what our local farmers do to provide you with truly fresh food:

### 1. Make flavor a priority

Our local farmers choose to grow produce varieties that are known for their flavor, not their shelf life. If it happens to look pretty too, that's just icing on the cake. But since they don't rely on pesticides, sometimes there are signs that a bug has sampled it first.

### 2. Pick at the peak of ripeness

Plus, our farmers let their produce grow until the day it reaches its ripe, nutritional peak. They don't pick it early in preparation for a long trip (which cuts short its nutrients and flavor, even though it may have technically "ripened" by the time it reaches its destination.)

### 3. No tricks or preservatives

In springtime, when temps can suddenly swing between hot and cold, greens may wilt more quickly after they're harvested. But we don't douse anything in preservatives or wax to make it look like something it's not. We simply chill it and deliver it to you quickly, while it's still really and truly fresh – which we can do because we're local. If it wilts, you can easily and naturally perk it back up by putting it in water for 20-25 minutes to rehydrate it.

Fresh = perishable, and the Veggie Fairy Blog has info on how to keep produce fresh and how to get it replaced if it's not at: [seasonalroots.com/blog/real-fresh-vs-fake-fresh](http://seasonalroots.com/blog/real-fresh-vs-fake-fresh)

ORDER THIS WEEKEND  
MEMBERS-ONLY  
SPECIAL!!



CHIPS & SALSA  
BUNDLE

\$25

Get ready for Cinco de Mayo with vegan, gluten-free chips made from organic, non-GMO, lime-infused corn, plus just about everything you need to make your own homemade salsa!!

yellow tortilla chips blue corn tortilla chips

Ula Tortilla  
Afton, Va.

tomatoes

Red Sun Farm  
Roanoke, Va.

spring onions  
spring garlic  
cilantro

Flores Farm  
Hauge, Va.

red radishes

Deer Run Farm  
Hanover, Va.

Plus Farmer Connector  
Sam's salsa recipe!!

(FYI: We'll have soft tortillas in the Extras section!!)

It's our **SPRING into FRESH** half-price new membership SALE!

Do you know someone who's hungry to eat healthy while supporting local farmers? Tell them they can join for just \$25 using promo code **CARROTS2018** by **April 30!** Plus, *everyone* gets bonus free smiles when you watch this all-local cast perform "How Carrots Find Their Groove": <https://bit.ly/2ovZ7RM>

**ROASTED RADISHES with RADISH GREENS****Ingredients:**

- 3 bunches COTTLE / UNCLE HENRY'S ORGANICS radishes (red, Easter egg, or French breakfast) with greens attached
- 2 T extra virgin olive oil
- salt and pepper
- 2 T TRICKLING SPRINGS CREAMERY grassfed butter
- 2 T lemon juice

**Directions:**

1. Preheat oven to 500 degrees. Trim radishes, including cutting off the greens. Wash radishes and greens, pat dry. Set aside greens.
2. In a large ovenproof skillet, heat oil until shimmering. Add radishes, season with salt and pepper. Cook over high heat, stirring occasionally, until lightly browned in spots, about 2 minutes. Transfer skillet to oven and roast radishes for 15 minutes, until crisp-tender.
3. Return skillet to the burner and stir in butter to coat radishes. Add radish greens and cook over moderate heat until they are wilted, about 2 minutes. Add lemon juice and season with salt. Serve right away!

Find all these recipes & more at [pinterest.com/SeasonalRoots](https://pinterest.com/SeasonalRoots)

**GRANDMA'S DANDELION SOUP**

*If you don't have dandelions, this is also really good with KIRBY FARM smooth kale*

**Ingredients:**

- 2 T extra virgin olive oil
- 1 c FLORES FARM spring onions, chopped
- 1 c VAN DESSEL FARM carrots, peeled and sliced
- 2 spring garlic stems, diced
- ½ t salt
- ¼ t pepper
- 6 c vegetable or chicken broth
- 1 pkg BOMBOLINI PASTA spinach ravioli
- 4 c FLORES FARM dandelion greens, chopped, tough stems discarded
- ¼ c fresh basil, chopped
- ¼ c Parmesan cheese or TRICKING SPRINGS CREAMERY grassfed Colby cheese, grated

**Directions:**

1. Heat oil in saucepot over medium-high heat. Add onions, carrots, garlic, salt, and pepper. Cook until tender-crisp, about 5 minutes.
2. Add broth and greens. Bring to a boil. Add ravioli and cook until ravioli is al dente and greens are tender, 5-7 minutes.
3. Stir in cheese and fresh basil.

**TIPS & HACKS****Chamomile tea: fresh or dried?**

After a hard day's work, our recipe fairy Margo (one of the many fairy hats she wears) says she's ready for nice cup of chamomile tea.

According to Margo, you should use about 2 t of fresh chamomile for each cup of tea.

But if you dry it first, she says you only need about 1 t per cup because drying concentrates the oil and flavor.

So if you're in a rush to relax (ah, irony!) with your chamomile, by all means, steep the fresh. But if you can wait a while, layer the fresh chamomile on a plate and allow it to dry naturally in an upper cabinet, away from dust and sunlight. Depending on the humidity, this usually takes 1-2 weeks. You can tell when it's dry by crushing a bud or leaf or two – it should crumble easily.

Once it's dry, store whole buds and leaves in a glass jar away from direct sunlight.