



SEASONAL ROOTS

Dirt to Doorstep®

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THIS FARM FAMILY'S LOCAL PRODUCE TASTES BETTER. HERE'S WHY. SUPERMARKETS SELL YOU A LIE – LOCAL FARMERS DELIVER THE TRUTH



Omar Flores, right, grew up helping his father Gerardo on their Northern Neck farm. Read our Q&A with Omar, now 30, on the Veggie Fairy Blog:

seasonalroots.com/blog/local-produce-tastes-better

Local produce tastes better than supermarket produce. For local farmers like the Flores family in Hauge, Va., three facts add up to one huge advantage when it comes to flavor:

1. **Local produce travels a short distance in a short amount of time** — within 150 miles of where we deliver, going from Dirt to Doorstep® within just a couple days.
2. **On its way to you, our local produce passes through just a few hands** — the hands of our farmers and our veggie fairies. We all handle it gently to avoid damaging it.
3. So because local produce doesn't have to travel far, and is handled gently, **it gets picked when it's supposed to be picked: at the peak of ripeness.** That's when it has absorbed its full portion of flavor (and nutrients) from the sun and the earth.

Compare local produce like the Flores's to supermarket produce:

1. **Most supermarket produce travels long distances over long periods of time.** It comes from all around the world and is usually at least a week old when it reaches the supermarket.
2. **Supermarket produce has to withstand rough handling** as it passes through many middlemen and warehouses and transport vehicles. It's bred to resist damage, not for flavor.
3. Because it has to travel so far and long, **it has to be picked before it's ripe.** Otherwise it would rot before it gets to you. It either ripens indoors along the way or gets gassed at the last minute to make it look ripe in the supermarket. Either way, it's harvested before it can absorb its full portion of flavor and nutrients, so it isn't ripe in the true sense.

Supermarkets sell you a lie. Local family farmers like the Floreses provide you with the truth: Produce that is truly ripe, truly nutrient-rich, and bursting with true flavor. Get to know the Flores family on our Veggie Fairy Blog!

ORDER THIS WEEKEND MEMBERS-ONLY SPECIAL!!



VEGAN DINNER BUNDLE

from

Yummvees

in Midlothian, Va.

\$50 feeds 4-6 happy eaters, vegan or not, with:

**roasted veggie lasagna
with tofu basil cheez**

mixed greens salad

chocolate cake with icing

Perfect if you're feeding guests, or have a day next week when you'll be too busy to cook!

Many thanks

to our members who donated
to support the
community gardens of
RenewRichmond.org!

You raised \$200 to help
build a stronger community
through urban agriculture
and healthy eating!!!

BAKED POTATO SALAD

Ingredients:

- 4 FLORES FARM white potatoes
(or more depending on size)
- 2 c MOUNTAIN VIEW FARM cheddar
cheese, shredded
- 8 oz ranch dressing
- ½ c FLORES FARM red sweet onions or
sweet onions, chopped
- 1 red pepper, chopped
- 2 slices MILTONS LOCAL thick sliced bacon,
cooked and crumbled
- ½ c FLORES FARM curly parsley, chopped

Directions:

1. Bake potatoes at 400 degrees for 45 minutes
or until tender. Cool and cut into 1-inch cubes.
2. Combine 1½ c cheese, dressing, and next
three ingredients in a large bowl. Add potatoes,
tossing gently. Sprinkle with bacon and
remaining ½ c cheese.

*All the produce you see
here was grown by the
Flores family on Virginia's
Northern Neck. Put local
produce to work to make
more flavorful meals!*



ISRAELI SALAD

Ingredients:

- 2 c SION HOUSE FARM grape tomatoes, diced
- 2 c WESTMORELAND PRODUCE or FLORES FARM
pickling cucumbers, diced
- ½ c red pepper, diced (optional)
- ¼ c FLORES FARM red sweet onion, diced
- ¼ c FLORES FARM curly parsley, chopped
- ¼ c FLORES FARM lemon basil, chopped
- 2 T lemon juice
- 1-2 T extra virgin olive oil
- salt, to taste



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

Directions:

1. Combine all ingredients together in
a large bowl. Season with salt to taste.
2. Refrigerate until ready to serve.



TIPS & HACKS

Healthy homemade ranch dressing

Want to avoid the sodium
and saturated fat in store-
bought ranch dressing?
Make your own! It's easy.
The Floreses are harvesting
most of the fresh ingredients
right now.

Mince:

1 clove garlic
Add and mash with fork:
salt, to taste

Finely chop:

¼ c curly parsley
2 T fresh chives

Combine in a bowl with:

1 c mayonnaise
½ c grassfed plain yogurt
milk, if needed to thin

Stir in optionals, to taste:

white vinegar
Worcestershire sauce
cayenne pepper
dill
paprika
oregano
Tabasco