

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

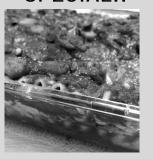
Local produce tastes better than supermarket produce. For local farmers like the Flores family in Hauge, Va., three facts add up to one huge advantage when it comes to flavor:

- 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 not 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.

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!!!

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!

EAT BETTER, LIVE BETTER JUNE 20-21, 2018

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.



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)

1/4 c FLORES FARM red sweet onion, diced

½ c FLORES FARM curly parsley, chopped

½ c FLORES FARM lemon basil, chopped

2 T lemon juice

1-2 T extra virgin olive oil

salt, to taste



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 storebought 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:

1/4 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 cavenne pepper dill paprika oregano Tabasco