



## Point of Talk: How Can We Get Better Tasting Veggies on the Table?

Because if only Vegetables Tasted Like Ice Cream, We'd All Be Fabulously Healthy--and Happy

## Why Do We Care So Much About Veggies? (What's Motivating Us?)

Scourges of Modern Society: Over 20 and Counting



- |  |                                  |
|--|----------------------------------|
| Colds and Flus                                     | PMS                              |
| Overweight   | Menopause Symptoms               |
| Diabetes   | Macular Degeneration             |
| Hypertension                                       | Acne                             |
| Cancers—Colon, Stomach,<br>Liver, Breast, Prostate | Chronic Fatigue Syndrome         |
| Stroke   | Kidney and other Organ<br>Damage |
| Heart Disease                                      | Ulcers                           |
| Bone Density                                       | Diverticulosis                   |
| High Cholesterol                                   | Constipation                     |
| Arthritis  | Varicose Veins                   |
| Irritable Bowel Syndrome                           | Skin Problems                    |



What Are the Common Denominators:

1. Diet has big Preventative Role in all of them.
2. Same Diet
3. Very simple: Simple Prescription for Good Eating
4. Vegetables play a star role
5. That's why we care about eating more vegetables

## The Secret for Making Vegetables as Good as Ice Cream

If we're ready to start reaping the amazing benefits of vegetables, it **begins long before we ever start cooking**

## Why Is It That We Don't Like Veggies?

- They taste awful!
- Universal Principle: Vegetables should taste good. This is what's normal. What's not normal is bad-tasting vegetables.
- Magic Mirror: What kind of flavor lies "under the skin?"



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Online Membership Club  
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## At the Store: Mary's 5 Vegetable Buying Guidelines to Get Good-Tasting Vegetables

Advance Notice: Good Produce Buying Is Intense.

### Guideline #1: The Visual Test--Surface Appeal

- Correct Color (e.g. broccoli and kale are supposed to be green, not yellow)
- Vibrant Color (steer clear of red beets look dull and brown or yellow squash that is vapid)
- Turgidity (firm and full, not floppy and limp)
- No Decay and Damage (e.g., slimy parts, black spots, bruised areas, beat up leaves)

### Looking "Under the Skin" The Magic Mirror: Which Veggies Look Gorgeous but Tastes Like Cardboard?

Four guidelines that have bettered my chances: 1) not ridiculously cheap, 2) grown organically and sustainably 3) on a plot somewhere close by, and 4) are "in season."

### Guideline #2: Be Wary of Unreasonably Low Prices (or You Get What You Pay For)

- Usually look for low price: "cheap = good"
- Turning this customary buying principle on its head: When the price of a vegetable seems too good to be true, it probably is!
- Problem: "Value Shopper Mentality" blocks the road to Vegetable Paradise
- Shopper's Therapy: Quieting the "Value Shopper" voices

### Guideline #3: Buy Organic (and Sustainable)--Flip Side of Unreasonably Low Cost

- Organic: A Loaded Word
- What's Really Radical?
- "Organic Foolishness" another roadblock to bust
- Increasing evidence of superior nutritional value: The Organic Center in Boulder ([organic-center.org](http://organic-center.org))
- Stick with nature

### Guideline #4: Buy with the Seasons--The Zen of Seasonal Eating

- Two parts like yoga
- Part 1: Schedule (attached)
- Part 2: Metaphor for right relationship with eating: Adapting and flowing with what nature provides rather than demanding and



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Target? WallMart?  
McDonalds?

wanting to control nature so we can have whatever we want, whenever we want it.

- Less is More—the Benefits of Seasonal Limitations

Great Organizing Principle for Cooking  
 Crazy sense of fun and anticipation  
 Restraint breeds a sense of profound gratification.  
 Humble window on enlightenment

### Guideline #5: Buy From a Nearby Plot of Land

- Goes hand in hand with seasonal
- Miss the advantages of seasonal if it must be shipped around the world
- Not just taste degradation but environmental degradation
- Plus nutritional degradation—nutrient loss begins as soon as picked

### Where to Buy to Meet the Guidelines

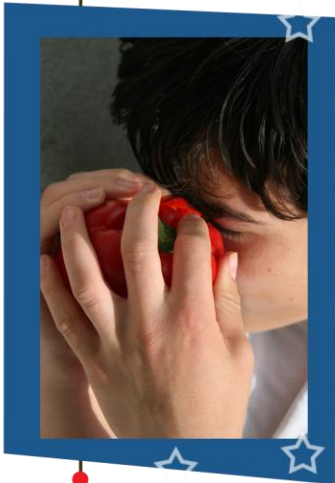
Where can you buy produce grown locally, organically, sustainably and sold in season?

- Farmers Markets (Best bet)
- CSAs
- Door to Door
- Health Foods Stores
- Conventional Supermarkets and Megamarkets
- 7-11's (Not Really on the Continuum)

### Waste Avoidance: Three Final Tips to Avoid Refrigerator Rot

After putting out the effort to select delicious, high-quality produce, don't let it rot in the frig. Three buying tips to prevent this kind of tragedy:

- Balance Perishable Schedules
- Have a Plan: Learn how with Take Control of Your Kitchen, the book on how to organize your kitchen and cooking time to make vegetable-rich meals easy.
- Don't Need the Whole Thing? Buy pre-cut or ask produce person to cut
- Bad Spots? Just Cut Them Off




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# Crop Schedule for Boulder Area

Crop	April	May	June	July	Aug	Sept	Oct
Apples					Red	Red	Red
Apricots					Gold		
Asparagus		Teal					
Beets				Red	Red	Red	
Bell Peppers					Gold	Gold	
Broccoli				Teal	Teal	Teal	Teal
Cabbage					Red	Red	Red
Cantaloupe					Gold	Gold	Gold
Carrots					Teal	Teal	Teal
Cauliflower					Red	Red	Red
Celery					Gold	Gold	Gold
Cherries			Teal	Teal			
Chile Peppers					Red	Red	Red
Cucumbers					Gold	Gold	Gold
Eggplants						Teal	Teal
Grapes						Red	Red
Green Beans					Gold	Gold	
Herbs					Teal	Teal	Teal
Honeydew Melons					Red	Red	Red
Lettuce	Gold	Gold	Gold	Gold	Gold	Gold	Gold
Onions					Teal	Teal	Teal
Peaches					Red		
Pears						Gold	Gold
Pinto Beans	Teal	Teal	Teal	Teal	Teal	Teal	Teal
Plums					Red		
Popcorn	Gold	Gold	Gold	Gold	Gold	Gold	Gold
Potatoes					Teal	Teal	Teal
Pumpkins						Red	Red
Raspberries					Gold	Gold	Gold



**The Vegetable A Month Club**  
Recipes for the Month: Spinach



### Easy “Like Lasagna” Casserole

A delicious twist on basic spaghetti: bake it with spinach, sausage and cheese for a casserole that’s almost as good as lasagna—but twice as fast.

### Lynn’s Super Fast Spinach Pasta Dish

Discover how one busy mom manages to get a healthful meal on the table. Hint: She barely cooks!

### Spinach with Raisins and Pine Nuts

(Served as a Side or with Creamy Sautéed Chicken Breasts)

Raisins and pine nuts are perfect accompaniments for spinach in a topping that can be served alone as a side dish or atop chicken breasts simmered in milk to make them moist and tender.

### Spinach Paneer (Teleclass Recipe)

For something different, try this easy recipe featuring Indian spices and flavors. Based on the creamy Indian dish, Saag Paneer, this version is made with tofu or chicken for a quick, one-dish meal, or with neither for a side dish.

### Spinach Soup with White Beans and Leeks

Perfect for Spring's unpredictable weather. A soup that’s light enough for a warm day but still cozy enough for a cold and clammy day.

### Spinach Mushroom Enchiladas

A healthier twist on an enchilada casserole: plenty of comforting flavor but a lot less fat. Meat eaters can substitute chicken for the vegetarian tofu. Make on the weekend; it’s great for leftovers later in the week or freezing for another week.

### Spinach Omelet with Tomatoes and Basil

Remember that spinach comes in season again in the fall, when tomatoes are at their prime and fresh basil is still easy to come by. This omelet combines them all in a fast dish that works as well for a weeknight dinner as for a weekend brunch.

### Spinach Salad with Pears and Toasted Hazelnuts

A good basic salad that can be varied in lots of ways to suit your creative spirit. Can also be easily fortified to serve as a lunchbox entrée.

### Sauteed Spinach with Oranges and Shallots

Oranges go especially well with spinach. Here, we use the juicy Valencia oranges that begin to replace navel oranges at this time of year, together with the unique flavor of shallots for something different.

### Gourmet Hummus Sandwiches

Who says a sandwich isn’t enough for dinner? This one covers all the bases in gourmet style.

### Spinach Roll Ups

Make these fancy-style, as an appetizer, or family-fun style as a mix 'n match, make-your-own dinner. Lots of creative options, too.

### Spaghetti Squash with Spinach Pesto

We’ll deliver this one in the autumn when spaghetti squash comes in season along with a second round of spinach.

### Quick Ideas

Lots of effortless ways to work spinach’s good nutrition and flavor into your meals. Enjoy the color!

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