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FRESH MARTA MARKET VEGETABLE INCENTIVE PROGRAM WITH RECIPE CARDS
AND AN EDUCATIONAL COMPONENT

By

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in the Department of Nutrition at Georgia State University in Partial Fulfillment
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Table of Contents

<i>Introduction</i>	3
<i>Importance of fruit and vegetable consumption.....</i>	4
<i>Barriers to access.....</i>	6
<i>Overcoming Barriers.....</i>	9
Nudge Theory	11
Education.....	12
Incentive/affordability	14
Self-Efficacy	15
Social/Ecological Approach.....	16
<i>Conclusion.....</i>	17
<i>Project: Fresh MARTA Market Incentive Program.....</i>	18
<i>References.....</i>	20
<i>Appendix I-FMM Recipe Cards</i>	23

Introduction

The USDA defines food insecurity as "a household-level economic and social condition of limited or uncertain access to adequate food¹," resulting in poor diet and adverse health outcomes. In 2019, 10.5% of households in the United States were food-insecure.¹ Georgia rates of food insecurity are almost identical to national rates, with 10% of Georgia households experiencing food insecurity.¹ A report by The Food Well Alliance noted that nearly 1 in 4 Metro Atlanta families with children are food insecure.² Three of 4 adults in the Metro Atlanta population do not meet the recommended 2 ½ cups of fruits and vegetables per day, and 1 in 3 adults is obese.² For many Metro Atlanta residents, fast food chains and corner stores make up most of the food landscape, and fresh foods are harder to obtain.² In fact, 25% of Metro Atlanta residents do not own a car and live more than half a mile from a grocery store.²

Fresh MARTA Markets (FMM) seeks to improve access to fresh produce in metro Atlanta areas where fresh foods are largely unavailable. Every week, FFM hosts farmers' markets at five MARTA stops. FMM increases accessibility and affordability by accepting and doubling Supplemental Nutrition Assistance Program (SNAP) benefits. In the past, cooking demonstrations and samples have been a way to encourage patrons to purchase different fruits and vegetables. In 2020, demonstrations were put on hold due to the COVID-19 pandemic, and the FMM sought new avenues to promote the sale of produce, particularly vegetables. The purpose of this project is to promote the sales and consumption of vegetables among FMM patrons. This literature review will highlight the importance of fruit and vegetable consumption, explore barriers to consuming fruit and vegetables, and consider the effectiveness of several approaches taken to increase fruit and vegetable purchase and consumption.

Importance of fruit and vegetable consumption

In the United States, 74% of adults have overweight or obesity,³ and The Center for Disease Control and Prevention (CDC) estimates that in 2017-2018, 42.4% of adults have obesity.⁴ Mendy et al. found food insecurity to be associated with obesity.⁵ Compared to those with a BMI of <25, those with a BMI of ≥ 30 have 68% higher odds (adjusted odds ratio (AOR) 1.68, 95% CI, 1.28–2.21, $P = 0.0002$) of being food insecure and those with a BMI of 25.0-29.9 have 38% higher odds (AOR 1.38, 95% CI, 1.05–1.81, $P = 0.0227$) of being food insecure.⁵ Overweight and obesity contribute to cardiovascular disease, diabetes, musculoskeletal disorders, and some cancers.^{3,6} Overweight and obesity are largely preventable with physical activity and diet.⁷ It is well established that at the core of a healthy diet is the regular consumption of a variety of fruits and vegetables.⁸

In addition to obesity and overweight prevention, fruit and vegetables are low in energy density, have a low glycemic load, and are known to have anti-inflammatory properties.^{6,9} Fruits and vegetables are a great source of fiber, antioxidants, electrolytes, vitamins, minerals, and phytochemicals.^{6,9} The Dietary Guidelines for Americans (DGA) encourage multi-color fruit and vegetable intake as a part of a healthy dietary pattern to help lower the incidence of disease.³

Using surveys regularly collected over eight years and associated mortality data of a randomized sample representative of the population of England, Oyebo et al. examined the health benefits of fruit and vegetable consumption. A strong inverse association between fruit and vegetable consumption and mortality was found. When compared to eating less than one serving of fruits and vegetables, eating seven or more servings reduced the risk of all-cause mortality (HR: 0.58 CI: 0.46–0.71), heart disease mortality (HR:0.69 CI: 0.53 to 0.88), and

cancer mortality (HR: 0.75 CI: 0.59 to 0.96).¹⁰ Additionally, vegetable consumption was significantly more protective than fruit consumption. The all-cause mortality hazard ratio of three or more servings of fruit was 0.84 (CI 0.76 to 0.93), while the hazard ratio for three or more servings of vegetables was 0.68 (CI 0.59 to 0.79).¹⁰ All-cause mortality was decreased by 16% for each daily portion of vegetables, whereas each serving of fruit reduced the risk of mortality by 4%.¹⁰

Developed countries agree on recommended daily intake of fruit and vegetables, and many have spent millions on campaigns and programs promoting the consumption of more fruits and vegetables. Most large-scale campaigns have promoted 5 or more servings of fruit and vegetables per day, but success has been marginal.¹¹ The United States has run the "5 A Day for Better Health" and "Fruits & Veggies – More Matters" programs as well as the "My Plate" dietary recommendations. Even with this messaging, 90% of Americans do not meet the recommended 2 ½ cups of vegetables per day, and 80% do not meet the recommended intake of 2 cups of fruit per day.³

The World Health Organization (WHO) estimates that 1.7 million deaths per year are linked to low fruit and vegetable consumption,¹¹ and the decrease in mortality associated with improved vegetable consumption is striking.¹⁰ Even a slight increase in fruit and vegetable consumption could have remarkable outcomes. Rekhy and McConchie found that an estimated 20,000 cancer cases could be avoided annually if half of the US population increased produce consumption by just one serving per day.¹¹ In another study in Sweden, Belavia et al. used a food frequency questionnaire to determine usual intake, and they found that consumption of fewer than 5 servings of vegetables per day was associated with progressively shorter survival of up to 3 years for those who never consumed fruit and vegetables ($P < 0.001$).¹²

The New York City Department of Health and Mental Hygiene (DOHMH) initiated a citywide effort to improve the food environment. As a part of the encompassing citywide initiatives, programs have been implemented at different societal levels, including community, organizational, interpersonal, and individual, to increase fruit and vegetable access and improve population health. Over a 10 year period, the percentage of NYC adults who reported eating no fruit and vegetables the day prior has decreased from 14.3% (95% CI = 13.4%, 15.2%) to 12.5% (95% CI = 11.4%, 13.6%) (P-trend < .001).¹³ Sacks et al. remain optimistic about the gradual change in purchasing and consumption behaviors of the public. Though changes made and advantages to individuals in the short term may be small, the long-term population-level benefits such as decreased risk factors and disease incidence could be impactful.¹³

Barriers to access

Many factors act as barriers to the consumption of fruit and vegetables, based on focus group sessions.¹⁴ Factors influencing fruit and vegetable purchase and consumption can be split into three categories: produce-related, consumer-related, and distribution channel-related.

Cost is an essential factor in the consumer's perception of produce, as many consumers perceive fruit and vegetables to be more costly than processed foods. Cost is an essential factor in the consumer's perception of produce and may be especially true in populations who do not have sufficient knowledge of how to prepare fresh vegetables.¹⁴ Another factor working against fruit and vegetable consumption is that produce often does not provide the instant taste gratification one gets from highly processed foods that are typically high in salt, fat, or sugar and are ready to eat.¹¹ Individuals may also shy away from produce because of perishability and potential waste.¹¹ Well-known nutrients and associated health claims such as the high vitamin C

content of citrus fruits, beta-carotene found in orange vegetables like carrots, or labeling of foods like blueberries and walnuts as superfoods, positively influences produce purchases. Individuals are more likely to purchase produce that is generally perceived as highly nutritious.¹¹ Others may be more inclined to buy locally grown produce over imported produce for improved quality, freshness, and safety standards.¹¹ Finally, produce that is perceived as higher quality is generally favored over poorer quality produce. Quality affects taste, color, and freshness, all important factors when purchasing produce.¹¹ Though individuals may be willing to pay more for higher quality produce, there is a point at which price becomes the deciding factor.¹¹

Income, socioeconomic status, education, convenience, cooking abilities, serving size awareness, attitudes, and beliefs impact consumption.¹¹ Low-income households experience the lowest fruit and vegetable consumption rates, while higher consumption is correlated with higher income – generally linked to higher education and knowledge. In low-income households, highly processed foods are often purchased instead of produce as a means of maximizing the dollar.¹¹

Distribution channel factors, such as restricted accessibility and variety, may also significantly impact consumption. Individuals living in underserved communities or food deserts, a geographic region that lacks affordable access to nutritious food, may have issues finding fresh or high-quality produce.^{11,14,15} In focus groups conducted in two North Carolina counties, participants expressed a desire to support local stores selling produce but had been discouraged from doing so because of the poor quality of produce available at the local stores.¹⁴ One participant reported a willingness to support local businesses but felt he has no choice but to buy his produce from a corporate gas station chain rather than locally-owned markets because of the superior quality.¹⁴

The Department of Health in Western Australia launched the "Go for 2 and 5" campaign to improve fruit and vegetable consumption. This campaign encouraged 2 servings of fruit and 5 servings of vegetables per day. It aimed to increase awareness, build positive attitudes towards consuming fruits and vegetables and create an intention to consume more fruits and vegetables.¹¹ Even after 16 years of this messaging, 53% of Western Australian adults do not accept the recommendation for 5 servings of vegetables.¹⁶ Carter et al. identified the most significant barrier to increased vegetable consumption was that the majority of participants believed they were already eating enough fruit and vegetables for good health.¹⁶ Many thought that the recommendation for 5 servings a day was unrealistic and therefore dismissed.¹⁶ Interestingly, those who found the recommendations unrealistic also tended to overestimate the correct portion of one serving.¹⁶

Convenience for the consumer also plays a significant role in consumption.^{11,16} When produce is purchased, familiar, convenient, and easy to prepare options are often favored. Compared to vegetables, fruit is often considered more convenient, and achieving daily recommendations is more attainable because of the ready-to-eat nature of most fruit.¹⁶ Most vegetables require preparation and some cooking knowledge making them a less convenient food choice.

Though the importance of fruit and vegetable consumption is widely agreed upon, increasing consumption among the general population has long been a challenge. Fruit and vegetable consumption is often hindered due to various barriers such as cost, financial constraints, quality, physical accessibility, and convenience.^{17,18}

Overcoming Barriers

Organizations, cities, counties, states, and countries have implemented initiatives aimed at many different factors that contribute to low fruit and vegetable consumption with the ultimate goal of creating more food equity within society. Following is a review of initiatives that have sought to address access, consumer choice environment, education, affordability, and self-efficacy.

Improving accessibility/creating access

Using data from the Los Angeles County Health and Nutrition Examination Survey, Gase et al. assessed the relationship between the food environment and fruit and vegetable consumption among low-income adults living in Los Angeles County. Survey questions asked about ease of accessibility to fresh foods rather than the physical distance from grocery stores. The authors note that though physical distance from grocery stores can be used in food environment assessments, asking about accessibility elucidates the individual's perception of convenience.¹⁸ The authors found a 5% increase in fruit and vegetable consumption for every point increase in perceived food environment accessibility.¹⁸ Further, this study found that improved access to healthy foods positively affected self-efficacy - one's confidence in implementing and maintaining a behavior change.¹⁹ Affordability and knowledge contribute to improved fruit and vegetable consumption self-efficacy, but convenient access also increases confidence in one's ability to purchase and consume them.¹⁸

In a citywide, multi-initiative, comprehensive approach to improving fruit and vegetable access and overall population health, The New York City Department of Health and Mental

Hygiene (DOHMH) designed and implemented two neighborhood-specific initiatives: Healthy Bodegas and Green Carts.

As a part of the Healthy Bodegas initiative, the DOHMH worked with bodega owners to increase the availability of fresh produce, canned fruits and vegetables (without sugar or salt), and promotional signage next to healthier options.¹³ Another goal of this initiative was to increase demand for such products among consumers. This goal was accomplished by bringing community groups to participating bodegas, highlighting new healthier items, facilitating conversation between store owners and community members, and providing request cards for community members to request specific healthy food options.²⁰ The Healthy Bodegas initiative was important as corner stores are much more common and more easily accessible than grocery stores in low-income New York City communities. In-store observations, store owner surveys, and consumer surveys showed lasting health-promoting changes at the bodegas that were a part of the initiative. Stores stocking no-sugar-added canned fruit increased from 71% (n=39) prior to the intervention to 96% (n=53) after the intervention.²⁰ Stores stocking 4 or more varieties of fresh fruit increased from 36% (n=19) to 47% (n=26) after the intervention.²⁰

The Green Carts initiative improved access to fresh produce by allowing mobile vendors selling only fresh produce to operate in neighborhoods where 14% of residents reported not having eaten fruit or vegetables the day prior. One thousand permits were made available for Green Cart vendors.¹³ Compared to neighborhoods without Green Cart vendors, there was an increase in fruit and vegetable sales among food retailers (like bodegas). Over three years since the start of the Green Carts initiative, establishments selling both fruit and vegetables in Green Cart neighborhoods increased from 50% to 69% ($P < 0.0001$), while no statistically significant changes were observed in non-Green Cart neighborhoods.²¹ The authors suggest that Green Carts

may have encouraged other vendors to expand produce offerings due to increased demand from residents.¹³

Nudge Theory

Altering the choices – or the choice environment – without eliminating choices can influence behavior and promote healthier purchasing options, also known as the Nudge theory.²² Alterations to the choice structure can include changes to the environment, perception, availability, or knowledge.²³ An example of this theory would be displaying fruit at eye level rather than banning chips or candy.²⁴ The goal is to change the choice environment without limiting or changing what is available.

Hoienick et al. compared the efficacy of nudging, pricing, or combined nudging and pricing in a virtual supermarket to evaluate the effects on individuals of low and middle socioeconomic position.²² Ultimately, the authors found that nudges alone had no impact on purchasing choices. However, price changes led to a 2.6% (95%CI 1.4; 3.7) increase in healthy food purchases, while nudges combined with price changes increased healthy food purchases by 3.1% (95%CI 1.9; 4.3).²² From this, the authors conclude that nudges may be most effective if combined with some other incentive.²²

In a systematic review, Arno and Thomas examined the effectiveness of the nudge theory to influence food choices in adults. The review included 37 articles that looked at the effectiveness of nudge strategies on influencing healthier food choices. Alterations to the choice architecture, or nudges, included changes to the environment, food availability, perception, or knowledge-based change.²³ Healthier food choices included the purchase of more nutrient-dense foods (fruit, vegetables, whole grains) and decreased consumption of "unhealthy" foods (high in

salt, fat, or sugar). Overall, the analysis showed a 15% increase in healthy food choices, on average, as a result of nudge interventions.²³

Another study by Buscher et al. evaluated point-of-purchase messages in student dining areas to improve snack choices among college students. The messages appealed to the target population: budget-friendly, energizing, taste, and time/convenience. Results revealed that these point-of-purchase messages resulted in more yogurt and pretzel purchases but did not affect fruit and vegetable purchase.²⁵ The lack of improved fruit and vegetable purchase may have been due to the yogurt and pretzels being significantly less expensive snack options. Another explanation is that fruits and vegetables purchased from the salad bar may have increased due to point-of-purchase messaging, but this was not included in the data collection. The authors concluded that point of sale messaging may still be a reasonable approach to improving fruit and vegetable purchases despite the study's evidence.²⁵

Education

Education has also proven to be effective in promoting diet change.²⁶⁻²⁸ Many approaches have been taken in educating different groups, and the focus of the education has varied widely depending on the population. Nutrition education interventions have successfully created behavior change and improved healthy eating.

The ShopSmart 4 Health study was an intervention based on the social cognitive theory, which describes how humans are influenced by individual experiences, social interactions, and environmental factors.²⁹ Participants were disadvantaged women who were given eight education and skill-building newsletters along with behavior change resource packages throughout the 6 month intervention. The educational material was based on specific needs: affordability, nutrition attitudes, and skills. The main technique to elicit behavior change was

goal setting, which emphasized budgeting, meal planning, cutting costs, increasing confidence, and family involvement. In addition to the educational materials, participants received recipes and grocery store tours. This intervention was successful in increasing vegetable consumption by 0.49 servings per day (95% CI: 0.25, 0.72 servings/d; $P < 0.0005$).²⁶ Even six months post-intervention, an increase in vegetable consumption of 0.28 servings per day (95% CI: 0.04, 0.52 servings/d; $P = 0.024$) was still observed.²⁶ Another intervention that included recipe samples and cards found that participants who reported that recipe cards influenced purchases were 2.86 times ($P = .04$) more likely to consume fruit 2 to 3 times per week compared to those who reported no influence by recipe card.³⁰

Appleton et al. set out to determine the effect of repeated fruit exposure on intake and acceptability in older adults (65+). Familiar or commonly eaten fruits, as well as unfamiliar or novel fruits, were tested. Overall, repeated exposure to fruit did not significantly improve fruit intake ($P = 0.33$).²⁷ However, when the data were analyzed only for those who ate one or fewer servings of fruit per day, it was found that repeated exposure of more than 5 times significantly improved fruit intake when compared to a single exposure ($P = 0.03$).²⁷ Interestingly, no such correlation was found between exposure and acceptability.²⁷

The New York City DOHMH developed the Stellar Farmers' Market program as a part of the previously mentioned larger, citywide effort to improve the health of the New York City population. Stellar Farmers' Market provides educational classes for SNAP beneficiaries to improve dietary habits. This study found that attending the educational classes improved all measures evaluated: produce consumption, attitudes towards eating fruits and vegetables, self-efficacy to prepare healthy meals, Health Bucks use, and participation in the program.²⁸ Those who attended ≥ 2 classes consumed half a cup more fruit and vegetables compared to the 0 and 1

class groups ($P = 0.001$).²⁸ Seventy-one percent of those who took ≥ 2 classes were willing to try new fruits and vegetables compared to 58% who had taken 1 class ($P < .001$).²⁸ Self-efficacy to prepare and eat produce, evaluated using a 5-item self-efficacy scale, was also significantly higher among those who attended ≥ 2 classes ($P < 0.001$).²⁸ Of the respondents who attended ≥ 2 classes, 97% reported purchasing more fruits and vegetables since taking the classes, and 93% had recreated class recipes at home.²⁸ Ninety-seven percent said they usually or always use Health Bucks to buy fruits and vegetables featured in classes.²⁸

Incentive/affordability

Price is a key driver for healthy food purchases, especially among low-income households.³¹ Fruit and vegetable consumption have improved in studies focusing on pricing or incentives. One such intervention was a rewards-based incentive program intended to increase fruit and vegetable consumption among low-income households in Philadelphia, PA. Rebates were provided to participants for fresh or frozen produce at different rates throughout the 26-week study. In the first 8-week phase, researchers collected baseline data, providing no rebates. In the second 8 week phase, 50% rebates were provided, 25% in the 4-week tapering phase, and no rebate during the follow-up. The intervention also included the distribution of newsletters to participants with nutrition information and fruit and vegetable recipes. Compared to the control group, the intervention group purchased 10.4 (95% CI = 4.8, 17.8; $P < .002$) more servings of fruit and vegetables than control households.³² This increase was found during the 50% rebate period, but the 25% rebate had no significant effect ($P \geq 0.16$).³²

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal food assistance program for pregnant and postpartum women and children up to 5 years old. WIC implemented the Cash Value Vouchers (CVV) in 2009, allowing WIC participants to

redeem the CVV for fruits and vegetables each month. The aim was to incentivize fruit and vegetable purchases and consumption among WIC participants. Singleton et al. found regular redemption of CVV to be associated with daily fruit consumption ($P = .007$).³³ Increasing a child's exposure to fruit and vegetables could also influence their intake later in life. Individuals raised in a household where fruits and vegetables were frequently eaten are more likely to eat them as adults.¹¹

Health Bucks, another initiative within the New York citywide food environment effort, aimed to increase the affordability of fresh produce for low-income New Yorkers. This program included distributing two-dollar farmers' market coupons to low-income consumers through community-based organizations and two-dollar coupons for every five dollars spent at farmers' markets using SNAP benefits. The farmers' markets offering health bucks to SNAP recipients had higher daily EBT sales. Through surveys, consumers reported Health Bucks significantly impacted eating and purchasing behavior and showed greater knowledge of health and nutrition.¹³

Self-Efficacy

Self-efficacy is an individual's confidence in oneself and their ability to make and maintain a behavior change.¹⁹ All the previously mentioned initiatives that improve access, affordability, or knowledge will also enhance self-efficacy. Henry et al. evaluated the relationship between stage of change and the decisional balance, processes of change, and self-efficacy to increase fruit and vegetable intake among low-income, African-American mothers.³⁴ Self-efficacy was measured using surveys evaluating confidence in maintaining fruit and vegetable intake when conditions are less than ideal, such as when the participant is in a rush, tired, or away from home. The authors found higher fruit and vegetable consumption to be most

strongly associated with higher self-efficacy scores.³⁴ Self-efficacy improved with education that provided training and experience to advance knowledge and familiarity.¹⁹

Another study on Apache reservations also found improved self-efficacy to be key in improving fruit and vegetable consumption. Gittelsohn et al. evaluated food intentions using a questionnaire with hypothetical situations asking how the respondent would prepare particular foods. Choices with lower fat and sugar preparations were given higher food intention scores. Higher food intentions were associated with more education and older age, but the strongest association was food self-efficacy. Greater self-efficacy also correlated with higher food knowledge scores, indicating the participants' ability to identify foods higher in fiber, lower in fat, or lower in calories.³⁵

Social/Ecological Approach

The New York City Department of Health and Mental Hygiene used the social-ecological model as a framework to design a series of initiatives addressing availability, income, and other barriers that contribute to the disparities in produce access and consumption across all populations. This model recognizes that individuals are operating within larger social systems and is used to address health issues from a multi-level approach effectively. The New York City program included citywide initiatives, neighborhood-specific initiatives, organization-specific initiatives, interpersonal initiatives, and individual-level initiatives to change the entire food environment of New York City over time.¹³

Some of these ongoing initiatives were described earlier in this paper to highlight the positive impact of specific programs. The goal of behavior modification and changing social norms have been observed because of many of these initiatives. As a whole, the interconnected

programs have increased produce availability, purchasing, and consumer knowledge. Further, demand for such foods has been sustained enough for retailers to consistently offer produce in low-income neighborhoods.¹³ In an annual survey of New York City residents, the number of people who consumed no vegetables the day prior decreased over 10 years from 14.3% to 12.5%.¹³ This shows that over time changes throughout the food environment can impact population behaviors.

Conclusion

Though the short-term advantages to individuals may be small, the combined impact of the different interventions discussed throughout the paper can be seen at the population level. By creating more equity in produce availability in the communities where fresh fruit and vegetable intake is chronically low, and rates of preventable diseases are high, the population's health is positively impacted. The uneven distribution of chronic disease risks overtime shifts diminishing the health disparities seen between low- and high-income neighborhoods.^{13,36}

FMM provides an accessible and affordable option in neighborhoods where fresh produce is scarce. This project aims to increase vegetable sales and consumption among FMM patrons by implementing an incentive program with an educational component.

Project: Fresh MARTA Market Incentive Program

The Fresh MARTA Market Vegetable Incentive Program (FMMVIP) consists of three parts: a featured vegetable of the month, recipe cards, and punch cards. From a list of seasonally available produce, vegetables of the month were chosen. The vegetables chosen ranged from commonly used to less popular vegetable varieties. FMM operates nine months out of the year; however, twelve featured vegetables were selected to ensure that there would be a few backup options if there were any issues with failed crops or other sourcing issues.

Punch cards were created to incentivize vegetable purchases at FMM. Patrons shopping at FMM could receive one punch each week when at least one vegetable of their choice was purchased at the market. After 4 punches, FMMVIP participants receive a five-dollar voucher to spend at the market.

To further encourage the purchase of vegetables, two recipes for each of the twelve selected vegetables of the month were created (Appendix I). Beyond promoting the vegetable of the month, these cards inspire customers to use seasonal vegetables and educate them on storage, selection, preparation, and health benefits.

The recipes are intended to be accessible to a broad audience and easy to use, even for those who might have limited experience cooking. Ingredient lists are relatively short and only include inexpensive and easily obtained ingredients. Ingredients that can be omitted without significantly changing the final product or might be unappealing to some are noted as optional. The language on the recipe cards is simple and does not use terminology unfamiliar for someone new to cooking. Recipes also require minimal kitchen tools. Most need only a knife, cutting board, bowls, pots and pans, and the oven or stove. Finally, most of the recipes intend to inspire

new ways of using these vegetables so that even those who do frequently cook might be interested in the available recipes.

On the backside of the recipe cards is an educational component that provides vegetable tips and facts. For most vegetables, there are tips on selection and storage. Perishability is a driving factor in why someone may choose not to buy vegetables. However, selecting quality produce and properly storing it can make a significant difference in how long it will last.

The backside also includes preparation tips or health benefits depending on the vegetable. Preparation tips inform how to prepare vegetables best and help people be less intimidated by vegetables that seem hard to manage. Some recommendations include how to peel and cut butternut squash, how to massage kale for a tender kale salad, or how to shred cabbage easily. Other vegetables with more straightforward preparation include nutrition facts or benefits.

All recipes were made, tested by the author, and photographed before the creation of the cards. Next, Canva was used to design the cards. Each card is eye-catching, bright, and includes illustrations of the vegetable of the month and photographs of the completed recipe.

Punch cards and recipe cards are now distributed at each of the five Fresh MARTA Markets. Currently, FMM does not have the budget to print the recipe cards, so they are on display to either take a picture of or scan a QR code. In the future, they will be printing the cards, which will hopefully boost engagement.

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Appendix I-FMM Recipe Cards

CUCUMBER SALAD WITH PEANUT SAUCE



Recipe modified from NYT Cooking - Sue Li



Ingredients

*makes 2-4 servings

- 1 Large or 2 small cucumbers cut into bite-size pieces
- 3 Tablespoons peanut butter
- 2 Tablespoons soy sauce
- 2 Tablespoons vinegar - any kind
- 1 Teaspoon honey
- 1 Small garlic clove, minced
- 1/4 Teaspoon salt
- 1/4 Cup salted, roasted peanuts
- 1/2 - 1 Teaspoon red pepper flakes (depending on spice preference)



Instructions

- Mix chopped cucumber and salt. Set aside.
- In a large bowl mix peanut butter, soy sauce, vinegar, honey and garlic.
- Using a paper towel, pat any excess moisture off the cucumber. Add to sauce.
- For the topping, chop peanuts and cilantro and mix with red pepper flakes.

Cucumber tips & facts!



Hydration!

Cucumbers are 95% water and contain electrolytes important for maintaining the fluid balance in our bodies. Adding more cucumbers to your diet will help you stay hydrated especially during the summer when we sweat more.

Selection!

Pick cucumbers that are dark green without yellow spots. They should be free of soft spots and have minimal blemishes.

Storage!

Wrap cucumbers in a paper towel and then in a plastic bag. Keep cucumbers in the warmest part of the fridge - toward the front or in the door. This is because cucumbers can be sensitive to temperatures that are too cold.

Show us your recipe!

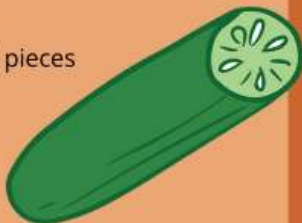
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CUCUMBER AND STREET CORN SALAD

Ingredients

*makes 2-4 servings

- 4 Ears of corn
- 1/2 Cup diced onion (any kind)
- 1 Cucumber, cut into bite-sized pieces
- 1/4 Cup chopped cilantro
- 1/2 A jalapeno, diced
- 2 Tablespoons olive oil
- Juice of 1 lime
- 1/2 Teaspoon chili powder
- 1/2 Salt
- Parmesan, feta, or other cheese for topping



*recipe modified from simplywhisked.com

Instructions

- Boil corn until cooked, about three minutes. Let cool then cut kernels off the cob into a large bowl.
- Add all remaining ingredients except cheese. Mix well.
- Let salad sit for about 30 minutes to let flavors combine.
- Top with cheese before serving.

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Cucumber tips & facts!



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Show us your recipe!



Tag us #FMMVIP

TOMATO, SQUASH AND BEAN TACOS

Ingredients

*makes 4 servings

- 2 Tablespoons oil
- 1 Small onion, chopped
- Salt to taste
- 2 Cloves garlic, finely chopped
- 4 Medium-sized tomatoes
- 1 Summer squash, diced
- 1 Serrano pepper or jalapeno, finely chopped (optional)
- 1 Can of beans, any kind, drained and rinsed.
- 1/4 Cup chopped cilantro
- 4 Corn tortillas
- Optional toppings: Salsa, crumbled cheese, cilantro, lime



Instructions

- Heat oil over medium heat.
- Add onion and cook until soft. About 5 minutes. Add salt and garlic. Cook for another 30 seconds.
- Add tomato and cook for about 10 minutes.
- Add squash and pepper. Cook for another 8 minutes or until squash is tender.
- Stir in cilantro and beans. Cook until warmed through.
- Heat tortillas. Top with bean mixture and any other optional toppings.

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*Recipe modified from NYT Cooking - Martha Rose Shulman

Tomato tips & facts!

Great source of Lycopene!

Tomatoes are a great source of lycopene, a particularly potent antioxidant. Antioxidants can help protect our bodies from harmful substances that can cause damage leading to cancer, heart disease, and other chronic illnesses.

Selection!

Tomatoes are best when purchased in season (summer)! Look for tomatoes that have a deep color and do not look pale. Tomatoes are ripe when still firm but have a little give.

Storage!

Keep tomatoes in a cool place, stem side down. Avoid the refrigerator if you can to preserve flavor and texture. If you do put them in the refrigerator, let them come to room temperature before consuming.

Show us your recipe!

 Tag us #FMMVIP



Caprese Salad

*makes 4-6 servings



Ingredients

3 Medium-sized tomatoes, sliced
1 lb Part-skim mozzarella, sliced
about 20 leaves of basil
Olive Oil for drizzling
Balsamic Vinegar for drizzling
Salt and Pepper to taste

Instructions

- Stack tomato slices on top of mozzarella slices.
- Top each stack with 1 or 2 basil leaves
- Drizzle with olive oil and vinegar
- Finish with salt and pepper

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Tomato tips & facts!

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Show us your recipe!

 Tag us #FMMVIP

SWEET PEA AND RADISH SALAD

Ingredients

*makes 4 servings

3/4 cup sliced radishes
1 1/2 cups sugar snap peas, sliced
1/3 cup shredded parmesan
1/3 cup mint leaves
1 small clove garlic, very finely chopped
Pinch of salt
Juice of half a lemon
1 tablespoon balsamic vinegar
3 tablespoons extra virgin olive oil
Pepper to taste.



Instructions

- Place radish, peas, cheese, and mint in a large bowl.
- In a small bowl, whisk together garlic, salt, lemon, vinegar, olive oil, and pepper
- Pour dressing over the salad. Toss until well mixed.

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*Recipe modified from NYT Cooking - Melissa Clark



Potassium!

Radishes are a great source of potassium. Eating more potassium can help to prevent muscle cramping and lower blood pressure. Keeping blood pressure under control can help to prevent risk of heart attacks and stroke.

Selection!

Choose radishes with bright green, stiff tops. Radishes should be firm and the skin should be smooth and free of blemishes and cracks. Finally, pick radishes that are bright in color.

Storage!

Remove greens and roots from radishes. Place a damp paper towel at the bottom of a zip-top bag and place radishes on top. Squeeze the air out, seal and place in the refrigerator. Kept like this, they will last two weeks or more.

Show us your recipe!

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Strawberry Radish Salsa

*makes 12 servings

Ingredients

1/2 lb strawberries, diced
2/3 cup radish, diced
2/3 cup red or white onion, diced
1/2 a jalapeno, finely chopped
1/3 cup cilantro, chopped
Juice from 1 lime
1 teaspoon honey
1/4 teaspoon salt



Instructions

- In a large bowl mix strawberries, radish, onion, jalapeno, and cilantro.
- In a small bowl add lime, honey, and salt. Mix until honey is dissolved. Pour over salsa and stir.
- Serve with chips or on tacos.

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*Recipe modified from thefitfork.com

Radish tips & facts!

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Show us your recipe!

 Tag us #FMMVIP

Roasted Eggplant Lentil Salad



Ingredients

- 1 cup dry green or brown lentils
- 1 1/2 lbs eggplant cut into cubes
- 2 1/2 tablespoons oil
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- 1/2 cup cherry tomatoes
- 2 large handfuls of arugula
- Juice from 1 lemon
- 4 tablespoons olive oil
- 1 teaspoon dijon mustard
- 1 garlic clove, finely chopped
- 1 teaspoon thyme leaves (optional)
- Salt and pepper to taste



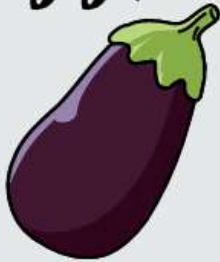
Instructions

- Cook lentils according to package directions. Drain and set aside.
- Preheat oven to 450 degrees.
- Toss eggplant with 2 1/2 tablespoons olive oil, salt, and pepper. Spread on a baking sheet and cook in the oven for 20 minutes. Stir and cook for another 10 minutes.
- In a jar, add lemon juice, olive oil, dijon, garlic, thyme, and salt and pepper. Shake until well mixed.
- In a large bowl mix lentils, tomatoes, arugula, roasted eggplant and the dressing. Mix gently to coat. Top with feta.

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*Recipe modified from gourmandelle.com

Eggplant tips & facts!



Selection!

Choose smaller eggplants to avoid bitterness. Select eggplants that are heavy for their size, free of bruises, firm, have a green stem and are have shiny and smooth skin.

Storage!

Use eggplant as soon as possible for the best texture and flavor. In the meantime, wrap eggplant in a paper towel and place in an unsealed plastic bag or a hard-sided, uncovered container. Store in the refrigerator. A hard-sided container is best for protecting the eggplant's delicate skin from bruising. Eggplant will keep like this for up to 4 days.

Iron!

Eggplant is a great plant source of iron. Iron is important for the transportation of oxygen from the lungs to other tissues throughout the body.



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Garlic Sauce Eggplant



Ingredients

- For the eggplant:
- 1 1/2 lbs eggplant, sliced
 - 1 teaspoon salt
 - 1 teaspoon corn starch
 - 4 cloves garlic, finely chopped
 - 1 teaspoon ginger, minced
 - 2 tablespoon oil
- For the sauce:
- 1 teaspoon corn starch
 - 2 1/2 tablespoons soy sauce
 - 2 teaspoons brown sugar
 - 1/2 tablespoon oil
- Optional toppings:
- chopped green onion
 - sesame seeds



Instructions

*Makes 3 servings

- Layout sliced eggplant on a paper towel and sprinkle both sides of the eggplant with salt. Cover with another layer of paper towel. Let sit for 45 minutes. Pat dry.
- Mix together sauce ingredients and set aside.
 - Place eggplant in a large bowl, sprinkle with corn starch, and mix until the eggplant is evenly coated.
 - In a large frying pan, heat oil over medium-high heat. Lay eggplant in 1 layer in the bottom of the pan. Cook until soft and golden brown. About 5 minutes per side. Continue to fry eggplant in batches like this.
 - Heat a little more oil. Add ginger and garlic and cook until fragrant, about 30 seconds. Add fried eggplant back to the pan and pour sauce over. Stir a few times until sauce is thickened.
 - Serve over rice and sprinkle with toppings of your choice.



*Recipe modified from gourmandelle.com

Eggplant tips & facts!



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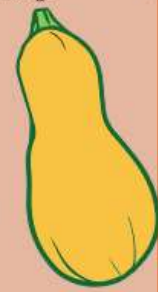
Butternut Squash Thai Red Curry



Ingredients

*makes 4 servings

1 butternut squash, cubed
1 cup spinach, chopped
1 tablespoon oil
1 onion, chopped
1 celery stock chopped
2 teaspoons ginger, finely chopped
2 tablespoons red curry paste
pinch of salt
1 teaspoon fish sauce or soy sauce
3/4 cup vegetable or chicken broth
1 can coconut milk
Optional toppings:
Roasted cashews, roasted peanuts, cilantro, lime



Instructions

- Heat oil in a large pan. Add onions and saute until brown. Add celery and ginger and saute for another minute.
- Add butternut squash and cook for 3 minutes. Stir in curry paste and salt until evenly coated. Add vegetable broth and simmer until squash is cooked through, about 5 minutes. Stir in coconut milk and fish sauce. Once it begins to simmer, remove from heat and stir in spinach.
- Serve over rice and add preferred toppings.

*Recipe modified from currytrail.in



Butternut Squash TIPS!



Selection!

Choose butternut squash that is a solid beige color and heavy for its size. Some surface scratches are normal, but avoid any squash with brown spots or punctures.

Storage!

A whole, unpeeled butternut squash will last about a month unrefrigerated on the countertop or in a cool dark place. Peeled and cubed, butternut squash will last up to five days in the refrigerator.

Cutting!

Cut both ends off the squash. Then peel off the skin using a vegetable peeler. Next, cut the squash in half from end to end and scrape out seeds using a spoon. Cut squash into 4 manageable pieces and cut into cubes.

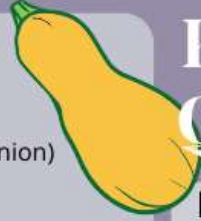


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Butternut Squash Quinoa Casserole

Ingredients

1 butternut squash, cubed
1 tablespoon olive oil
3 shallots finely chopped (or 1 onion)
1 tablespoon sage, chopped
6 cloves garlic, chopped
1 cup quinoa
1 1/2 cups chicken or vegetable broth
1/2 teaspoon salt
1/2 teaspoon black pepper
2 eggs beaten
1/2 cup milk
3/4 cup grated cheese (gruyere, cheddar, etc)



Instructions

*makes 6 servings

- Preheat oven to 350 degrees. Coat baking sheet with olive oil and add squash and sprinkle with a pinch of salt and pepper. Roast for 15 minutes.
- Heat olive oil over medium heat. Add shallots and sage. Cook for 8 minutes.
- Add garlic and cook for another 30 seconds. Add dry quinoa and squash. Cook for another minute.
- Add broth, salt, and pepper. Bring to a simmer, then reduce heat to low. Cover and cook for 25 minutes until most of the liquid is absorbed.
- Move the quinoa mixture into an oven-safe pan. In a small bowl mix together eggs and milk and pour over quinoa mixture. Top with cheese
- Bake at 350 degrees for 30 minutes.



*Recipe modified from wendypolisi.com

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Tacos With Collard Greens

Ingredients

*Makes 3 servings

- 1 bunch of collard greens, stems removed and chopped
- 2 tablespoons olive oil
- 1/2 jalapeno, chopped (optional)
- 1 onion, chopped
- 2 cloves garlic, chopped
- 1 bell pepper, cut into strips
- 1 tsp cumin
- 1 tsp smoked paprika
- Salt and pepper to taste
- 1 can of black beans, drained and rinsed
- 6 corn tortillas, warmed
- optional toppings: avocado, green onion, cheese



Instructions

- Heat oil in a large pot over medium heat. Add jalapeno, onion, and garlic. Cook for 1 minute. Stir in greens, cumin, paprika, salt, and pepper, and sautee for another minute. Add 1/2 cup of water, stir. Cover and let cook for 30 minutes stirring occasionally.
- Stir in bell pepper. Cook uncovered for 5-10 minutes until the water evaporates.
- Stir in beans. Cook for another 3 minutes until beans are warmed through.
- Top tortillas with collard greens mixture and any toppings desired.

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Collard Greens tips & facts!



Vitamin K!

Collard greens are an excellent source of vitamin K. Vitamin K plays an important role in both blood clotting and bone metabolism.

Store in the refrigerator!

Wrap collard greens in a plastic bag and keep them in the refrigerator for up to a week or more. Do not wash greens before refrigerating.

Store in the freezer!

Wash the collard greens well, then remove the stems and chop. Bring a large pot of water to a boil. Add collards and boil (blanch) for three minutes. Drain and place greens into an ice water bath to stop cooking. Once cool, drain off water and place greens in an airtight container. Store in the freezer for up to 10 months.



Show us your recipe! Tag us #FMMVIP

COLLARD GREEN PESTO

Ingredients

*Makes 3 servings

1 bunch of collard greens, stemmed and chopped
1/2 cup pecans
3 cloves garlic
1/2 cup grated parmesan
Juice of 1/2 a lemon
1/2 cup olive oil
1/4 teaspoon salt
1/2 teaspoon black pepper
1/4 cup water



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Instructions

- Bring a large pot of water to a boil over high heat. Once boiling, add collard greens. Stir and let cook for 3 minutes. Drain.
- In the bowl of a food processor, add the cooked collard greens and the remaining ingredients. Process until smooth.

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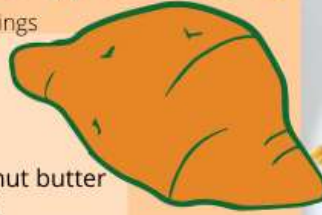


BREAKFAST SWEET POTATOES

*Makes 2 servings

Ingredients

- 1 Small sweet potato
- 1 Large banana, sliced
- 2 Tablespoons peanut butter or other nut butter
- Optional toppings: granola, nuts, seeds, blueberries, or other fruit



Instructions

- Preheat oven to 425 degrees. Poke holes in the potato with a fork. Bake sweet potato for 40 minutes or until fork-tender.
- Once cooked, cut potato in half. Carefully mash the insides with a fork. Divide banana slices and place on both halves.
- Microwave peanut butter in 15-second intervals until softened. Drizzle over sweet potato and banana.
- Top with granola or nuts for a crunch.



Sweet Potato tips & facts!



Beta Carotene!

Sweet potatoes are a great source of beta carotene. Our bodies convert beta carotene to vitamin A which is important for eye health and vision.

Vitamin C!

Sweet potatoes are rich in vitamin C. Vitamin C may help decrease the duration of a cold and improve skin health.

Storage!

Do not store sweet potatoes in the fridge. This will cause them to become hard in the middle. Instead, store in a dark place that is cool and dry. Do not store in the same container as apples or onions as these give off gasses that can cause spoilage.



Show us your recipe! Tag us #FMMVIP



SWEET POTATO ENCHILADA CASSEROLE

*Makes 6 servings



Instructions

- Preheat oven to 400 degrees.
- Cook sweet potato in the microwave for about 8 minutes to soften. Peel and dice.
- In a large bowl mix sweet potato, black beans, tomato, bell pepper, and spices.
- Cover the bottom of an 8x8 baking dish with 1/2 cup of salsa or enchilada sauce.
- Arrange 3 tortillas in a single layer on the bottom. Tear into strips to get the right fit. Spread half the sweet potato mixture over tortillas. Pour the remaining 1/2 cup of salsa or enchilada sauce over the potato mixture.
- Add another layer of 3 tortillas and then the rest of the sweet potato mixture. Top with cheese
- Bake uncovered for 25 minutes. Remove from oven and let stand for five minutes before cutting.

Ingredients

- 1 large sweet potato
- 1 can of black beans, rinsed
- 1 tomato, diced
- 1 bell pepper, chopped
- 1 teaspoon chili powder
- 1 teaspoon granulated garlic
- 1/4 teaspoon salt
- 1 cup salsa or enchilada sauce
- 6 corn tortillas
- 1 cup shredded cheese
- optional toppings: cilantro, green onion, avocado



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Show us your recipe! Tag us #FMMVIP

Spinach and Egg Avocado Toast



*Makes 1 serving

Ingredients

- 1 slice of bread, toasted
- 1/2 an avocado, mashed
- 2 cups spinach, chopped
- 1 clove garlic, finely chopped
- 1 teaspoon oil
- 1 egg
- Salt and pepper to taste



Instructions

- Spread avocado on toast, sprinkle with salt and pepper
- Heat 2/3 teaspoon oil in a small pan over medium heat. Add garlic. Cook for about 30 seconds until fragrant. Add spinach and cook until wilted, 30-60 seconds. Top avocado toast with spinach.
- Heat the second 1/2 teaspoon oil, and fry the egg for about 2 minutes on each side. Place on top of the toast. Sprinkle with salt and pepper to taste.

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Spinach tips & facts!



Vitamin C!

Spinach has plenty of vitamin C. Vitamin C is an antioxidant important for immune function and skin health.

Iron!

Spinach is a great source of iron. Iron is important for helping red blood cells bring oxygen to your body's tissues.

Storage!

Find a large tupperware. Line the bottom with 1-2 papertowels. Add dry, unwashed spinach. Remove any bad leaves then layer with another paper towel or two. Close the lid of the container. Store in the refrigerator for up to a week!



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SPINACH RICE



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*Recipe adapted from eatsomethingvegan.com

*Makes 4 servings

Ingredients

- 3 tablespoons olive oil
- 1 onion (any color), diced
- 4 cloves garlic, finely chopped
- 1/4 cup dill, chopped (optional)
- 1/4 cup chives, chopped (optional)
- 1 lb spinach, roughly chopped
- 1 cup rice
- 2 cups broth (vegetable or chicken)

Instructions

- Heat oil in a large pot over medium heat. Cook onions until starting to brown, about 5-7 minutes.
- Add garlic, dill, and chives. Cook for another minute.
- Add spinach and cook until wilted, about 3 minutes.
- Add rice and broth. Bring to boil. Reduce to a simmer, cover and let cook for 20 minutes.
- When done cooking give it a good stir, then serve.

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Spinach is a great source of iron. Iron is important for helping red blood cells bring oxygen to your body's tissues.

Storage!

Find a large tupperware. Line the bottom with 1-2 papertowels. Add dry, unwashed spinach. Remove any bad leaves then layer with another paper towel or two. Close the lid of the container. Store in the refrigerator for up to a week!



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Summer Squash and Onions



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*Makes 4 servings

Ingredients

3 summer squash, sliced
1/2 onion (sweet, white, or red), sliced
2 tablespoon olive oil
salt and pepper to taste

Instructions

- Heat oil in a large skillet over medium-high heat.
- Add squash and onion. Cook until soft stirring frequently. about 8 minutes.
- Add salt and pepper to taste.

Summer Squash tips & facts!

Selection!

Pick squash that are vibrant in color, are firm, and heavy for their size.

Fiber!

Yellow squash has lots of fiber! Fiber is important for digestive health and it helps to keep you full. It can also help lower the risk of heart disease and diabetes.

Storage!

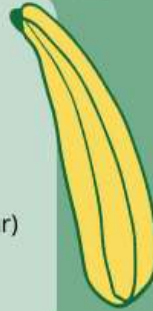
Place squash in a plastic bag that has a few holes poked in it, or leave it open on one end for airflow. Store the squash in the refrigerator drawer. Do not wash squash until you are ready to use.

Summer Squash Frittata

*Makes 8 servings

Ingredients

3 cups sliced summer squash
2 cups sliced zucchini
1/2 cup onion (any kind), minced
1 Tablespoon oil
10 eggs
1/2 cup grated parmesan(or cheddar)
1/4 cup milk
1 teaspoon salt
1 teaspoon ground thyme



*Recipe modified from lowcarbium.com

Instructions

- Preheat oven to 400 degrees
- Steam sliced squash and zucchini for 7-10 minutes, until soft. Drain any leftover liquid.
- Heat oil over medium-high heat, add onions, and cook until golden for about 5 minutes, stirring occasionally.
- Add cooked squash and onion to an oiled 10-inch pie plate or another oven-safe dish.
- In a large bowl, beat eggs with parmesan, milk, salt, pepper, and thyme. Pour over vegetables.
- Bake for 25-30 minutes until eggs are cooked.
- Let cool slightly before serving.

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Cabbage Pancakes

Ingredients

2 Large eggs
1/2 Cup water
1.5 Tablespoons soy sauce
1 Tablespoon sesame oil (or any other oil)
1 Cup all purpose flour
1/2 Head green cabbage, shredded
3 Green onions, sliced
1 Carrot, grated (optional)
2 Tablespoons oil for frying
For the sauce:
1/4 Cup mayonnaise
2 Tablespoons sriracha



*makes 6 pancakes

Instructions

- In a large bowl, whisk eggs, water, soy sauce, and sesame oil. Slowly whisk in flour a 1/4 cup at a time. Mix until batter is smooth.
- Stir in shredded cabbage, green onion, and carrot.
- Heat 1 tablespoon of oil in a large frying pan over medium heat. Add about 3/4 cup of the cabbage batter mixture to the hot pan. Press it down until it is about 6 inches across and 1/2 an inch thick. Cover. Cook approximately 4 minutes until the bottom is golden brown. Flip and cook for another 4 minutes.
- Repeat until all the batter is cooked adding more oil for frying as needed.
- For the sauce, mix mayonnaise and sriracha. drizzle over cooked pancakes.

*Recipe modified from Budget Bytes



Cabbage TIPS!



Selection!

Pick heads of cabbage that are firm and heavy for their size. Leaves should be tightly attached and show no signs of wilting or discoloration.

Shred it !

Many recipes call for shredded cabbage. This is a quick and easy way to prepare your shredded cabbage: First, cut the head of cabbage in half, then into quarters. This will make it so you can easily cut the core out of each quarter. Once the core is removed thinly slice, or shred, the cabbage.

Storage!

Do not cut into the cabbage until you are ready to use it for longer storage life. Whole cabbages will last up to 2 months if wrapped in a plastic bag and stored in the drawer of your refrigerator. A partial head can also be wrapped in plastic and stored for up to 5 days after being cut.

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Tangy Cilantro Lime Slaw

*makes 4 servings



Ingredients

1 Cup plain Greek yogurt (or mayonnaise)
2 Tablespoons olive oil (or any other oil)
1/2 Cup cilantro
Juice of 1 lime
1/2 Teaspoon cumin
1/2 Teaspoon salt
Pepper to taste
3 Green onions, sliced
2 Garlic cloves
1 Jalapeno (optional)
1/2 Head cabbage (green or purple), shredded
1 Carrot, grated (optional)

Instructions

- In a large bowl, mix yogurt, olive oil, lime juice, cumin, pepper, salt and green onion.
- Finely chop cilantro, garlic and jalapeno (if using). Add to yogurt mixture. Stir well.
- Add cabbage and carrot to dressing and stir until well coated.
- Serve immediately or keep in the refrigerator for up to 24 hours.
- Great on its own or as a topping for fish tacos, sandwiches, or burgers!



*Recipe modified from Gimme Some Oven

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Cabbage TIPS!



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Basic Lemony Kale Salad

*makes 4 servings



Ingredients

1 Bunch of kale
1 Clove of garlic
2.5 Tablespoons Olive oil
Lemon juice of 1 lemon
Salt to taste
Optional toppings:
Roasted winter squash
Sliced almonds
Grated parmesan cheese

Instructions

- Combine olive oil and lemon juice in a small bowl.
- Crush garlic clove with the flat side of a knife. Peel and leave whole. Add garlic to oil and lemon juice to soak while preparing the kale.
- Wash kale and remove stems. Roughly chop into bite-sized pieces. Add chopped kale to a large bowl.
- Remove garlic clove from oil and lemon mixture and throw away. Pour garlic-infused dressing over salad.
- Sprinkle salt over kale and massage until tender.
- Enjoy as-is or get creative with toppings!

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*Recipe modified from NY Times Cooking - Julia Moskin



Kale TIPS!

Remove stems!

This is especially important for salads as stems can be tough and hard to chew. Hold the end of the stem in one hand and use your other hand to strip leaves from bottom to top.

Massage it!

To avoid a dry salad that is hard to digest always massage your kale. Add olive oil and salt to your kale and use your hands to massage. When the kale has been thoroughly massaged it will be about half the size in volume, darker in color, and glossy.

Storage!

First, wrap the kale in a paper towel and then wrap it in a plastic bag to prevent moisture from getting to the kale. Keep it in the vegetable drawer of your refrigerator for up to a week! Do not wash kale until you are ready to use it.

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SMOKEY BRAISED KALE

*Recipe modified from NY Times Cooking - Sam Sifton



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Ingredients *makes 4 servings

- 2 Bunches of kale, stemmed and cut into strips
- 1 Onion (red, white, or sweet)
- 4 Cloves of garlic - thinly sliced
- 2 Tablespoons Olive oil
- 2 Tablespoons Tomato Paste
- 1 Teaspoon smoked paprika
- 1 1/2 Cups chicken or vegetable broth
- 1 Tablespoon vinegar plus more to taste
- Salt and pepper to taste



Instructions

- Heat oil in a large saucepan over medium-high heat.
- Add onions and garlic, cook until soft (5-7 minutes).
- Add tomato paste and paprika stirring constantly until the paste begins to brown (5-7 minutes). Season with salt and pepper. Add stock and vinegar and bring to a boil.
- Add the kale to the pot. Cover and cook for 2-3 minutes.
- Stir to combine kale and onion mixture. Partially cover and simmer until tender (20-30 min).
- Drizzle with vinegar and serve.



Kale TIPS!

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Sweet & Spicy Roasted Carrots



Ingredients *makes 2 servings

- 1 lb carrots
- 1 tablespoon olive oil
- 1/4 teaspoon salt
- 1/2 teaspoon chili powder (or chipotle, ancho, or any other chili powder)
- 1 tablespoon honey
- 1/2 tablespoon vinegar



Instructions

- Preheat oven to 400 degrees.
- Cut carrots in half, then into sticks.
- Lay carrots on a baking sheet, drizzle with olive oil and sprinkle salt and chili powder. Mix to coat. Spread carrots flat so none are overlapping.
- Bake for 20 min.
- While carrots are cooking, mix honey and vinegar. Stir until honey is dissolved.
- Drizzle honey and vinegar mixture over baked carrots. Mix and spread evenly again.
- Return to oven and bake for 10 min.



Carrot tips and facts!

Pick carrots that are firm and bright in color. Avoid carrots that are limp or have cracks. If the greens are still attached, choose carrots with tops that are feathery and not wilted.

Do not wash carrots before storage as excess moisture can cause them to spoil. Remove any greens still attached to carrots. Wrap carrots tightly in a plastic bag squeezing any air out. Store in the refrigerator for up to 3 weeks.

Carrots are packed full of nutrients that are good for your health! Beta-carotene helps keep your eyes healthy. Carrots are also a great source of vitamin C, which plays an important role in the body's immune response.

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Quick Pickled Carrots

Ingredients

- 6-8 carrots
- 1 whole clove of garlic, peeled
- 3 branches of dill or 8 slices of jalapeno (optional)
- 3/4 cups water
- 3/4 cups vinegar
- 2 teaspoons salt
- 1 1/2 teaspoons sugar

Instructions

*makes 2 servings

- Cut carrots in half and then into matchsticks. Pack carrots, garlic clove, and dill or jalapeno into a glass jar as tight as possible.
- Add water, vinegar, salt, and sugar to a saucepan and bring to a boil. Remove from heat and carefully pour over carrots. Fill jar until carrots are fully covered.
- Let cool then cover and move to the refrigerator.
- Enjoy straight from the jar or as a topping for tacos, sandwiches or salads!



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