

FARMER IN THE FIELD



Flavor is Key

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February 2012

As we all rang in the New Year our TV's were flooded with ideas on how to get into shape in 2013. I was pleasantly surprised to see the focus was more on eating healthier foods and less about the quick fix diets. One author focused on eating fresh seasonal produce which are higher in vitamins and have better flavor, hmm, sound familiar? Flavor is the key to any good meal so why wouldn't you want to use the best ingredients available? I am a creative cook and I look at fruits and vegetables as a pallet of beautiful colors and flavors. Others may have the desire cook but seek help through magazines, cook books and TV. Whatever your inspiration is, concentrate on freshness, flavor and simplicity

Have you ever found yourself eating foods you seemed to have hated as a child? Have your taste buds matured or do things taste better? I haven't had a bitter cucumber in years, why is that? Did it just happen or did the seed companies spend years of research to breed out the bitterness? When did beets become so popular? We can't seem to plant enough of them. An ear of corn is an ear of corn, right? Not true, it's in the variety and there are a lot to choose from. Reading a seed catalog may not seem exciting to you but that's how we decide which varieties of fruits and vegetables to plant. The gamble, will our customers agree with our choices?

Farmers markets are increasing in popularity as more and more people go in search of freshness, flavor and a healthy lifestyle. If you are lucky enough to have a year round market near you take advantage of it. Rain or shine farmers and vendors will be there for your weekly shopping trip. You may think it's too cold or wet outside but toughen up, put on the appropriate clothing and get to the market, you'll be glad you did..