

The logo for the Produce for Better Health Foundation, consisting of the letters 'PBH' in a bold, white, sans-serif font on a green rectangular background.

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**

**HAVE A PLANT[®]
INFLUENCER TOOLKIT**
FALL 2022

Food Rooted In Feel-Good Flavor

**Fall In Love With The Flavor
Of Fruits & Veggies**

Share The Have A Plant[®] Love:
Ideas & Inspiration

What's In Season In Fall?
Fruit & Veggie Highlights

Retail Roundup:
Focus On Feel-Good Flavor For
Fall Inspiration

Dial Up The Delicious:
Tips For Creating Fantastic
Fruit & Veggie Flavor

Food Rooted In Feel-Good Flavor

Ring in the holiday cheer with fruits and veggies! We'll focus on flavor and fun to keep our spirits high with flavorful feasts and feel-good eats.



BY KATIE CALLIGARO
PBH MARKETING & COMMUNICATIONS DIRECTOR

When we think something is delicious, that perception is not only based on our sense of taste, but also on what we can see, touch, hear, feel and smell. The eventful holiday season is a notable time to celebrate how fruits and vegetables make all of the glorious feasts more delicious.

As we work toward helping Americans build fruit and vegetable habits that last a lifetime, let's give 'em something to talk about!

Whether it's experimenting with new spices or pairing a fruit or vegetable with something else you already know and love, there are many ways to get creative so that the eating experience is more enjoyable. After all, when something tastes good, you're going to want to eat it again!

In this toolkit you will find science-based facts that support a variety of reasons to focus on flavor this holiday season. There are insights from PBH experts, including our own *President & CEO*, Wendy Reinhardt Kapsak, MS, RDN who explores how we can tap into our senses to create experiences that want to be repeated. *PBH Culinary & Foodservice Specialist*, Amy Myrdal Miller, MS, RDN, FAND offers specific cooking techniques and ways to boost aromas and flavors that will have people coming back for more! *Annette Maggi*, MS, RDN, LD, FAND, *PBH Retail Specialist*, offers three unique ideas to implement at retail to get shoppers to choose fruits and veggies first, including an idea to shine a spotlight on unfamiliar produce.

We hope you feel inspired and ready to share all of the seasonal flavors with our sample social media posts, monthly themes, images and ideas to prompt you in your communications to consumers.

Accordingly, I wanted to call your attention to the *What's In Season* section. According to Google Analytics, that is one of the most frequently searched terms directly driving consumers to fruitsandveggies.org. If you want to connect with consumers, give them what they're looking for and highlight produce that's in season! Fall is also a great time to champion a variety of produce, including canned, frozen, dried and 100% juice.

We thank you for all you do each and everyday to promote, share and encourage consumers to eat more fruits and vegetables for better health and happiness. Cheers to the flavors of fall and nature's bounty to carry us through memorable, delicious and flavorful feasts this holiday season!

Cheers,

A handwritten signature in black ink that reads "Katie M. Calligaro".

Katie Calligaro
PBH Marketing & Communications Director

Dial Up The Delicious

Fall In Love With The Flavor Of Fruits & Veggies



BY WENDY REINHARDT KAPSAK, MS, RDN
PBH PRESIDENT & CEO

Taste is often listed as the top reason we choose the foods and beverages we consume most often. When we love how something tastes — or more precisely, when we love the flavor, or maybe even crave it, — we will seek it out frequently for meals and snacks.



The Flavor Factor

Taste and flavor are not synonymous. Taste refers to our sense of taste, which has five elements: sweet, sour, bitter, salty, and umami. Flavor is much more complex; it involves all our senses.

Think about a ripe nectarine. When you look at it you may appreciate the beautiful orange hue with perhaps a red blush. Your fingers may notice the smooth skin compared to the faint fuzz of its cousin, the peach. As you bring it up to your mouth, your nose will notice alluring aromas. As you bite into it, you'll feel the release of sweet nectarine juice on your palate. As you chew it, you'll appreciate the smooth silky texture of the flesh.

While we may not always have such an all-encompassing and mindful moment with a peach, doing so occasionally can help you appreciate all the facets of flavor.

All our senses are important elements of creating flavor, but the most important is our sense of smell. Sensory scientists estimate that 80% of our impressions of flavor are driven by our sense of smell, which makes aroma an essential element for falling in love with the flavor of fruits and veggies.

Quotes For You To Use

“All our senses are important elements of creating flavor, but the most important is our sense of smell. Sensory scientists estimate that 80% of our impressions of flavor are driven by our sense of smell, which makes aroma an essential element for falling in love with the flavor of fruits and veggies.”

- Wendy Reinhardt Kapsak, MS, RDN,
PBH President & CEO

“Aged dairy products and fermented foods are umami-rich ingredients that will boost flavor. Topping roasted veggies with freshly grated Parmesan cheese, adding chopped kimchi to a whole grain and vegetable salad, or adding a dash of soy sauce to sauteed vegetables will make those dishes even more delicious.”

- Amy Myrdal Miller, MS, RDN, FAND
PBH Culinary & Foodservice Specialist

“Fruit and vegetable consumption will be repeated if it produces a variety of positive sensory and emotional experiences ... Let's not forget, 'taste is king'.”

- Dr. Jason Riis,
PBH Chief Behavioral Scientist

Create Alluring Aromas

There are many ways to create alluring aromas in fruits and vegetables. The first shows the power of Mother Nature when it comes to fruit. Ripe fruits contain more aromatic flavor compounds, designed to tempt us. If you bring home fruit like slightly green bananas or stone fruits like apricots, peaches, plums, or nectarines that may need a bit more ripening to develop greater aroma, you can use the time-honored trick of placing them in a bowl or bag with an apple. Apples produce ethylene gas, a natural substance that promotes ripening in other fruit. Just don't leave them in the bag too long or they may get overripe, which has a negative effect on texture; a day or so should do the trick.

Another way to enhance aroma is to use heat to release the compounds that create alluring aromas. A baked apple will release more aromas than a raw apple. Likewise, a cooked carrot will potentially tempt you with comforting carrot aromas more than a raw one.

Speaking of carrots, roasting vegetables is another great way to boost aroma and overall flavor. Roasting takes advantage of an amazing process called the Maillard or browning reaction. When amino acids and sugars in vegetables and other foods transform during roasting, they create fantastic flavors.

One final way to enhance aromas is to use spices when preparing fruits and veggies. You can add spice blends like tajin (a blend of ground chiles and dried lime zest) to fresh fruit like melons and apples to enhance their aromas.

Fresh spices can have a powerful flavor impact. If you buy whole spices and grind them at home right before using them, you'll get the most flavor from spices like cumin, coriander, even black pepper. Consider this "spicy" hack: You can use a coffee grinder to grind your spices. You can clean the grinder by grinding a few tablespoons of white rice in it so it doesn't have a negative impact on the flavor of your coffee.

And if you're like me and you don't have time for grinding spices, consider buying them in smaller amounts so you can use them before they lose their luscious flavors!

At the end of the day, we want everyone to eat and ENJOY more fruits and vegetables – the plants that people aren't eating enough of. And if spicing them up with fresh spices, cooking techniques or even a few ripening hacks get us closer, that is what we're all about! #haveaplant



Key Consumer Messages

When we think something is delicious, that perception is not only based on our sense of taste, but also on what we can see, touch, hear and smell.

If you're trying to eat more fruits and vegetables, focus on flavor! If something is delicious you're going to want to eat it again.

Spicy ingredients contain a compound called capsaicin that heightens our perception of sodium in food. Using spicy ingredients is a great way to boost flavor.

All our senses are important elements of creating flavor, but the most important is our sense of smell.

Use umami-rich ingredients such as mushrooms, tomato paste, Parmesan cheese or soy sauce to boost savory flavors in fruits and veggies.

Use aromatic ingredients such as garlic, onion, herbs and spices to boost flavor perceptions.

Research & Insights



Sensory scientists estimate that 80% of our perception of flavor in foods and beverages come from the volatile aromatic compounds that create aromas.¹



Relative to other foods, fruits are chosen more frequently for healthfulness, routine and availability; vegetables are chosen more frequently based for healthfulness and availability. “Favorites” and “Cravings” present opportunities for improvement.²



A perfect flavor pairing is created when two ingredients share one or more aroma compound, like apples and peanut butter. A “flavor bridge”, an ingredient that shares flavor molecules with the other two ingredients, can also be used to create a successful pairing such as using beef to bridge between garlic and strawberries.³

REFERENCES:

1. Spence, C. *Just how much of what we taste derives from the sense of smell?* *Flavour* 4, 30 (2015). <https://doi.org/10.1186/s13411-015-0040-2>
2. PBH *State Of The Plate: America's Fruit & Vegetable Consumption Trends, 2020*
3. <https://inspire.foodpairing.com/>



PEANUT PROS

CERTIFICATION PROGRAM



National Peanut Board

At the National Peanut Board (NPB), we're committed to fueling your knowledge about the nutritional benefits of peanuts and the role they play in helping all Americans reach their health, wellness and fitness goals. With that, we are pleased to offer a brand-new continuing education program for registered dietitians called, [The Peanut Pros Certification Program](#).

The program consists of eight, fifteen-minute, on-demand webinar modules that you can view at your own preference and pace.

This fresh, new content covering many trending topics is led by NPB nutrition specialists and features a respected guest-speaker line-up. This program introduces relevant material to help support registered dietitians of all practice areas across any patient, client or consumer need.

Registered dietitians can view any number of these modules, but those who complete all eight 15-minute modules will receive 2 CPEUs, earn the status of being "Peanut Pro Certified" and receive a shareable badge for embedding on websites, blogs or social media, and become eligible to access prizes, exclusive events and activities, including a spot on an upcoming peanut farm tour!

4 New Modules Coming this Summer!

Share The Have A Plant® Love: Ideas & Inspiration

As we get ready to enjoy the flavors of fall, we wanted to share our Editorial Calendar plans to help inspire content to share on your own channels. These themes were designed to help break through the clutter and serve as a guidepost to help create content that tells a compelling story.



OCTOBER

Flavorful Feasts With Fruits & Veggies

Ring in the holiday cheer with fruits and veggies! We'll focus on flavor and fun to keep our spirits high with flavorful feasts and feel-good eats.

Additional Weekly Themes

Pumpkin Spice & Everything Nice

Cooler weather calls for something warm in the kitchen.

What's In Season In Fall?

Your guide to which fruits and veggies are in season as well as what to do with them!

Peculiar Produce

Peculiar produce is trendy for Halloween – but have no fear. The spookiest fruits and veggies can add fun to your feasts!

Promotion Ideas

Show Some Produce Love To Everyone!

While scares and sweets are the star of the show during Halloween, set up a spook-tacular snack bar featuring all shapes and sizes of produce. Unique looking produce offers the same amazing flavors as more traditional looking plants, so even the spookiest fruits and veggies – ends and scraps included – can be part of your feasts!

Boards & Boos

Who says #spookyszn is just for kids?! At your next get-together, serve up a charcuterie board filled with tasty meats, cheeses, fresh and dried fruits and veggies, jams, nuts and more! Then kick back with a boos-filled beverage that packs a plant punch! These two party staples go hand in hand and are sure to be a festive way to Have A Plant®.

Creative Cozy Casseroles

Inspire consumers with innovative casserole recipes that are plant-filled! Liven up the family's classic chicken & rice casserole with a bag of frozen veggies or put a modern casserole twist on a fan favorite – like a stuffed mushroom or French onion casserole! Let's get creative!

National Food & Beverage Observances

American Cheese Month
National Apple Month
National Chili Month
National Dessert Month
National Pasta Month
National Pickled Peppers Month
National Pizza Month
National Pork Month
National Fruit at Work Day (Oct. 4)
National Taco Day (Oct. 4)
National Kale Day (Oct. 5)
National Pumpkin Seed Day (Oct. 5)
Southern Food Heritage Day (Oct. 11)
National Dessert Day (Oct. 14)
National Pasta Day (Oct. 17)
National Chocolate Day (Oct. 28)



NOVEMBER

Flavorful Friendsgiving

Some things go better together – think turkey and cranberry sauce or string beans with toasted almonds. Gather around the table, celebrate the seasons’ bounty with flavorful produce pairings and elevate your favorite Thanksgiving classics from everyday to gourmet!

Additional Weekly Themes

Fall Flavors To Boost Your Mood

Taste the rainbow – and boost your mood – with flavorful fruits and veggies of all colors.

Make NO-venber YES-venber

All foods can fit this holiday season so give yourself permission to bake a cake and eat it too!

Happy “Plants-Giving”

Spice up your fruits and veggies with these fresh ideas for using seasonings, pairings and techniques to make them even more delicious!

Promotion Ideas

Give Yourself Permission

Write yourself a permission slip or small note of acceptance to remind yourself that all foods can fit this holiday season. Focus on what makes you feel good, both mentally and physically, as well as the memory-making experiences around the table. Keep this reminder handy! Challenge your clients/followers to do the same!

Rewind & Reflect

Come up with a handful of feel-good conversation starters. Place the slips of paper in a jar and pass it around the table! Some ideas could be: share your favorite memory you have with someone at the table, what’s the kindest thing someone at the table has done for you, describe your funniest moment you’ve had with the person to your left. You might even ask what’s your favorite holiday dish, or favorite fruit or veggie!

Dynamic Duos

Encourage consumers to get creative with produce pairings this Thanksgiving. Provide recipes with traditional combos and daring new duos that will liven up the table! Spice up your sweet potatoes with sriracha and lime, shred up some brussels sprouts for latkes, mix up a pomegranate glaze for your turkey!

Fun With Fondue!

Host an interactive cook along showing how to create a fantastic fondue board for guests. Mix and match sweet and savory options by paring veggies with melty cheese or Alfredo and fruits with chocolate or a creamy dip.

National Food & Beverage Observances

- Banana Pudding Lovers Month
- National Fun with Fondue Month
- National Peanut Butter Lovers Month
- National Pepper Month
- National Raisin Bread Month
- National Roasting Month
- National Stuffing Month
- National Spinach and Squash Month
- National Cinnamon Day (Nov. 1)
- National Nachos Day (Nov. 6)
- National Split Pea Soup Week (Nov. 13)
- Apple Cider Day (Nov. 18)
- Eat A Cranberry Day (Nov. 23)
- National Cashew Day (Nov. 23)
- National Parfait Day (Nov. 25)
- National Cake Day (Nov. 26)



DECEMBER

Vibin' With Fruits & Veggies This Holiday

It's the most wonderful time of the year! Keep yourself hyped up for the holiday season with fruits and veggies. We've got you covered for the ultimate end-of-year celebration!

Additional Weekly Themes

Rock The Cocktails

It's time to toast! Be the coolest host with cocktails and mocktails featuring fruits, veggies and 100% juice.

Turn The Beet Around

Let's talk about how we can make new fruit and veggie habits delicious, easy and achievable.

Get Ready To Party!

Whether you're hanging with the fam or having a party with friends, we have ideas that'll entertain them all!

Promotion Ideas

Host A Cocktail Competition

Ring in the New Year with a fun challenge! Each guest is tasked with mixing up a totally unique cocktail. The plant-possibilities are endless! Seasonal favorites, like cranberries, citrus and pomegranate or tropical escapes like mango, pineapple and guava can provide fun flavor foundations.

Vibing With Fruits & Veggies

Just because it's cold outside, doesn't mean we have to forget about the vibrant colors, flavors and fun fruits and veggies provide! In addition to promoting seasonal, fresh produce based on location, encourage consumers to shop all parts of the store and stock up on shelf-stable and longer-lasting produce. Show consumers what they can make with these produce staples with a cooking demo. Canned, frozen, dried, and juice are perfect year-round ways to #haveaplant.

Take Some Time For You

Once the holiday hustle and bustle settles down, take a few moments for YOU! Reflect on the past year and note all the ups and downs. Take a couple more minutes to jot down any plant-entions you have for the year ahead. Focus less on all the tasks you "need to do" and more on how you want to be and feel!

National Food & Beverage Observances

National Pear Month

Root Vegetables Month

Exotic Fruits Month

Eat a Red Apple Day (Dec. 1)

National Green Bean Casserole Day (Dec. 3)

National Cookie Day (Dec. 4)

National Brownie Day (Dec. 8)

National Pastry Day (Dec. 9)

National Ice Cream Day (Dec. 13)

Lemon Cupcake Day (Dec. 15)

National Chocolate Covered Anything Day (Dec. 16)

National Oatmeal Muffin Day (Dec. 19)

National Date Nut Bread Day (Dec. 22)

National Pumpkin Pie Day (Dec. 25)

National Fruitcake Day (Dec. 27)

Sample Social Media Posts • #haveaplant

This social content is designed to help you easily share the fruit and veggie love – eating more plants is delicious and fun!

OCTOBER: Pumpkin Spice & Everything Nice

It's cozy, baked-good season! Pump up your fall baking recipes with a little #plant love. Challenge yourself to include all forms of produce in your upcoming baking sesh - #pears, #applecider, #driedcranberries, #cannedpumpkin, the possibilities are endless! 🥞 What are you whipping up in the kitchen? Share in the comments below! #haveaplant <https://bit.ly/2Gu6hz4>

#spooky 🎃, #pumpkinspice 🍂, and everything nice – makes for a delectable trio! By making snack time fun, adults and kiddos alike will be dying to dig in. These Halloween tricks & treats are sure to send a shiver down your spine, all while filling you up with feel-good flavor! #haveaplant <https://bit.ly/3zWaZTA>

This fall bounty is packed with feel-good flavor and smart satisfaction! 🍂 What will be on your plate this #season? Autumn #soups & #stews 🍲, cozy #casseroles, and sweet #treats 🥞 are sure to make an appearance on ours! #haveaplant and gather inspiration for your fall plate here: <https://bit.ly/3QzQxOz>

NOVEMBER: Flavorful Friendsgiving

Tap into all your senses this season to truly enjoy the feel-good flavors of fall! 🍂 Whether it's a classic combo of #nuts & #apples or the unique twist of savory #cheese & #pears, produce pairings will steal the show at your next holiday get-together. <https://bit.ly/3O9r9xy#haveaplant>

Let's have our pie and eat it too! 🥞 Say YES this November to all foods. When you fuel and feed your body with #plants, #protein, and #sweettreats you're better able to enjoy the people you're with and the feel-good flavors that come with all of that! 🍂 Share what foods you're saying YES to this fall in the comments below. #haveaplant <https://bit.ly/3zMAze0>

Are you Team #MashedPotatoes 🍠 or Team #SweetPotatoCasserole 🍲?! Either way, you can sit with us! Gather your favorite #fruits & #veggies for your Friendsgiving Feast. Let's focus on fantastic flavor, seasonings & sauces, and creative cooking strategies to #haveaplant this holiday season: <https://bit.ly/3HvSl1q>

DECEMBER: Vibin' With Fruits & Veggies This Holiday

#DYK that when #fruits and #veggies are served first, they are more likely to be eaten? So, let's turn the #beet around and serve delicious #plantpowered appetizers, sip on a pre-breakfast #juice, or chomp on a #produce snack plate to end the year #prioritizingplants! 🍷 See how you can close out 2022 and head into the New Year making conscious consumption choices. <https://bit.ly/3tMt174> #haveaplant

Let's get ready to party with #plants! 🍷 Get inspired to make feel-good, flavorful #cocktails & #mocktails to ring in the New Year! Feature #juice, #jams, #herbs, #fruits & #veggies as your #plantiful base topped with bubbling seltzers, wines, or your mixer of choice. Share what drink you'll be mixing up in the comments below! <https://bit.ly/3xCJpbu> #haveaplant

Just because it's chilly, doesn't mean we can't enjoy the vibrant colors, flavors, and fun that #fruits & #veggies provide! Shop for seasonal, fresh #produce, and stock up on canned 🥫, frozen, dried, and juice 🥤 so you always have a #plantastic option on hand. All are perfect year-round ways to #haveaplant! 🍷 <https://bit.ly/3bcw6J>

Social Media Graphics — Click to download

Instagram & Facebook



Twitter



Infographic

Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!

Flavorful Fall Pairings

When you fuel & feed your body with plants, protein, and sweet treats you're better able to enjoy the people you're with and all the feel-good flavors!

Fabulous Fall Yogurt Bowl



Vanilla Greek Yogurt



Frozen Berries



Granola



Ground Cinnamon

Cozy Autumn Grain Bowl



Brown Rice



Kale or Greens



Canned Beans



Sweet Potato



Dried Cranberries



Vinaigrette

Pear-fect Snack Plate



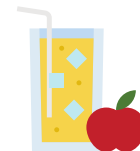
Cheese



Pear



Mixed Nuts



100% Juice

The Holiday Feast!



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What's In Season In Fall?

Acorn Squash	Butternut Squash	Daikon Radish	Jujube	Pomegranate
Apples	Cactus Pear	Endive	Key Limes	Pumpkin
Asian Pear	Cape Gooseberries	Feijoa	Kohlrabi	Quince
Barbados Cherries	Cardoon	Garlic	Kumquats	Radicchio
Black Crowberries	Cauliflower	Ginger	Muscadine Grapes	Sapote
Black Salsify	Chayote Squash	Grapes	Mushrooms	Sharon Fruit
Belgian Endive	Chinese Long Beans	Guava	Ong Choy Spinach	Sunflower Kernels
Broccoli	Crab Apples	Hearts of Palm	Passion Fruit	Sweet Dumpling Squash
Brussels Sprouts	Cranberries	Huckleberries	Pear	Sweet Potatoes
Butter Lettuce	Date Plum	Jalapeno Peppers	Persimmons	Swiss Chard
Buttercup Squash	Delicata Squash	Jerusalem Artichoke	Pineapple	Turnips

Seasonal Highlight: Belgian Endive



Select

Choose Belgian endives that are covered to prevent light exposure and that have tight leaves and a crisp, solid head.

Store

Refrigerate belgian endives in the crisper section and use within 2 weeks.

Serve

[Tangy Cherry Brussels Sprouts Slaw](#)

[Mandarins & Beet Holiday Salad](#)

Seasonal Highlight: Cranberries



Select

If selecting fresh, choose cranberries that are firm and not shriveled or decayed. Canned, frozen and dried cranberries are also great for various uses and recipes and can save time and money, depending on what you are using them for.

Store

Refrigerate cranberries for up to 2 months or freeze for future use.

Serve

[Top 10 Ways to Enjoy Cranberries](#)

[Christmas Cranberry Sour](#)

[Walnut & Fruit Energy Bites](#)

[Festive Cranberry Guacamole](#)

Focus On Feel-Good Flavor For Fall Inspiration



BY ANNETTE MAGGI, MS, RDN, LD, FAND
PBH RETAIL SPECIALIST

Retail follows a consistent promotional schedule each year to meet shoppers' seasonal and holiday needs from the biggest football game of the year to July 4th celebrations to Hanukkah. It's both a blessing and a curse for retail dietitians as you work to align with your retailer's goals and objectives while providing new inspiration to your shoppers. As you begin planning fourth quarter programs and services, consider these ideas to accomplish both goals.

Root Camp Master Class Series

Carrots and potatoes in a host of colors, sweet potatoes and yams, turnips and parsnips, beets, and onions and shallots offer amazing flavor for fall comfort foods at tailgating or season end sports parties, neighborhood Halloween cookouts and bonfires, and flavorful Friendsgiving celebrations. As consumers have gotten more comfortable in the kitchen over the last few years, many of your shoppers are likely ready to take it to the next level with a master cooking class. Plan segments on root vegetable soups, roasted root vegetable sandwiches and proteins that pair well with root vegetables. Extend the Root Camp concept in-store by working with your produce department to offer bundled root vegetables as a part of your fresh cut program and the deli department on promoting roasted root vegetables as a seasonal feature.

Fruit Dessert Promotion

Fall offers fruit dessert staples like apple crumbles and pumpkin pie, but there's an opportunity to delight your shoppers with new concepts. Grape focaccia offers the sweetness of fruit paired with savory spices like rosemary and can be served as an appetizer or dessert. Poached pears are gluten free and elegant at the same time, a perfect addition to Thanksgiving or Christmas dinners. Loaded apple slices are perfect finger food desserts at kids' Halloween parties. Build a landing page on your retailer's e-commerce site filled with fruit dessert recipes (shoppable, of course) and promote through banner ads, social posts and intercom messages.

Shine A Spotlight On Unfamiliar Options

One way to encourage higher purchases from the produce department ideally resulting in more fruit and veggie consumption is to introduce shoppers to unfamiliar options. The Fall season offers many choices, including Romanesco (a cousin to broccoli), daikon (a winter radish used in Asian dishes), and rambutan (a common snack in Asia). Additionally, suggest new ways to use fall favorites, such as pumpkin ravioli, chocolate fruit dips made from avocados or chickpeas, or juiced carrots or celery as cocktail mixers. Create a series in social media, recipe merchandising displays in-store, or TikTok tastings to engage your shoppers on these concepts.



Tips For Creating Fantastic Fruit & Veggie Flavor



BY AMY MYRDAL MILLER MS, RDN, FAND
CULINARY & FOODSERVICE SPECIALIST

Flavors in foods come from just two sources: the ingredients themselves and the techniques applied to them. Knowing how the two sources interact can have a profound effect on your ability to create flavors. Here are some tips to guide you and those you serve on your quest for greater flavor, enhanced food enjoyment, increased fruit and vegetable consumption and better health.

Use Spicy Ingredients To Boost Overall Flavor

Did you know that produce items like jalapeño, serrano, and habanero chili peppers contain a compound called capsaicin that heightens our perception of sodium in food? Using spicy ingredients to boost flavor is a wise way to boost flavor before grabbing the saltshaker. Keep in mind there are processed versions of jalapeño peppers, for example, like fire roasted diced green chiles that offer the same flavor benefit as fresh as well as convenience. No chopping required! While the canned products do contribute some sodium, the amounts are typically very low. This is in contrast to the sodium contributed by buffalo wing sauces or other bottled hot sauces; I recommend people compare brands to find the ones with the least added sodium.

Use Umami-rich Ingredients To Boost Savory Flavors

Umami is one of five taste sensations along with sweet, sour, salty, and bitter. It describes the savory flavors or deliciousness of foods.

Umami taste perceptions come from three compounds: glutamate, inosinate, and guanylate. While these compounds on their own contribute umami properties to foods, their interactions have a powerful synergistic effect when combined in a single dish. Glutamate is found in many vegetables like mushrooms, especially dried shiitake mushrooms, tomatoes and processed tomato products, especially sun-dried tomatoes, and other vegetables like green peas, garlic, and potatoes. Inosinate is found in seafood, eggs, meat, and poultry. Guanylate is the rarest of the three compounds.



The Umami Information Center website currently lists just four foods in their database that contain guanylate. They are nori (the seaweed used to wrap sushi rolls), dried tomatoes, dried shiitake mushrooms and enoki mushrooms.

Aged dairy products and fermented foods are also umami-rich ingredients that will boost flavor. Topping roasted veggies with freshly grated Parmesan cheese, adding chopped kimchi to a whole grain and vegetable salad, or adding a dash of soy sauce to sauteed vegetables will make those dishes even more delicious.

Finely Dice Or Purée Foods To Change Flavor

Garlic is an example of an ingredient whose flavor changes dramatically depending on the technique applied to it. A bulb or whole clove of garlic will emit very little aroma while a clove that has been cut in half will start to emit alluring garlic aromas. Finely mincing garlic will lead to greater flavor because more volatile aromatic compounds will be released from the cells into the air. This will have an impact on the flavor of the final dish with garlic.

Likewise, puréeing a food like steamed broccoli will burst the cells and create creamy textures with consistent flavor in each spoonful. Instead of people reacting to the more bitter flavor in broccoli crowns they will experience a sweeter, creamier flavor.

Use Aromatic Ingredients To Boost Flavor Perceptions

Aromatic ingredients are called “aromatics” because of the aromas they emit during preparation and/or cooking. Examples from the produce category include onions, scallions (or green onions), garlic, ginger, celery, leeks, and citrus zest or peel. Using more of these ingredients in savory dishes creates layers of flavors and complexity that make foods more appealing.

Spices and herbs are also considered aromatics. Buying whole spices and grinding them with a coffee grinder (cleaned with dry rice after grinding) or a mortar & pestle will offer more flavor than using a ground spice that’s been stored in your cabinet for more than a year. For herbs, fresh is typically the option that will provide more flavor, but some dried herbs like dried rosemary will pack a power punch of aroma when added to a simmering dish like soup or risotto.

Sharing these tips with the people you serve is another step toward our collective goal of increasing fruit and vegetable consumption. Cheers to all your work to motivate people to Have A Plant®!

**Experts estimate
80% of our
perception of
flavor in foods
and beverages
come from the
volatile aromatic
compounds that
create aromas.**



African Peanut Stew



Ingredients

- 1 tablespoon olive oil
- 1/2 cup of chopped onion
- 1 tablespoon garlic, minced
- 1 tablespoon fresh ginger, minced (grated)
- 2 teaspoon cumin
- 3 tablespoons tomato paste
- 2.5 cups sweet potato, cubed, raw
- 1/2 cup unsweetened creamy peanut butter
- 4 cups vegetable/chicken broth
- 1/2 cup cooked frozen chopped spinach, thawed, drained of excess water
- 1 ½ tablespoon lime juice, freshly squeezed (about 1 ½ limes)
- 4 ounces roasted peanuts
- Cilantro as garnish

Instructions

1. In a large pot over medium heat, warm the olive oil. Add the onion, garlic, and ginger. After 2 minutes, add cumin and continue to cook for 2 more minutes. Stir together and cook until onion is translucent (about 5 minutes total).
2. Add the tomato paste and stir until well distributed in onion mixture. Add the peanut butter and vegetable broth. Stir together then bring to a boil. Add sweet potato. Reduce heat to medium-low, cover and cook for 15-20 minutes or until sweet potatoes are tender, stirring occasionally to prevent sticking.
3. Add the chopped spinach to the pot, stir, then continue to cook for another 15 minutes. Using the back of the spoon, mash some of the sweet potato to help thicken the broth. Boil uncovered for 5 minutes. Stir in lime juice and peanuts right before service. Top with roasted peanuts and cilantro. Serve warm over steamed brown rice.

Recipe and photo courtesy of The National Peanut Board

Pear Pom Fizz



Ingredients

- 1-liter lemon-flavored sparkling water, chilled
- 1 lemon, juiced
- 6 ounces 100% pear juice
- 6 ounces 100% pomegranate juice
- 6 dashes bitters
- 6 fresh mint leaves
- 6 tablespoons pomegranate arils
- Lemon or pear slices or fresh mint for garnish

Instructions

1. In a large pitcher combine the sparkling water, lemon, pear, and pomegranate juices and bitters. Stir well.
2. Place a mint leaf in the bottom of each glass.
3. Using a muddler or spoon, smash the mint into the bottom of each glass to release the oils.
4. Put 1 tablespoon pomegranate arils in each glass.
5. Fill each glass with ice cubes and fill with fizz.
6. Garnish with any combination of thinly sliced lemon, pear or fresh mint. Enjoy!

Recipe courtesy of Ashley Quadros, MS, RDN, CD



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