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**HAVE A PLANT®
INFLUENCER TOOLKIT**
FALL 2024

Food Rooted In Feel-Good Flavor

**The Role Of Enjoyment In Creating
Fruit & Vegetable Cravings & Habits**

Share The Have A Plant® Love:
Ideas & Inspiration

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

Retail Rhythm:
Capturing Attention With Creative Fall
Food Promotions

Dial Up The Delicious:
Making The Flavors Of Fall More Flavorful

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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.



KATIE CALLIGARO
Director, Marketing & Communications
The Foundation for Fresh Produce

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. The sights, sounds and smells of the fall and the holiday season is a notable time to celebrate all of the glorious feasts that can be accomplished with delicious fruits and vegetables.

As we are working towards instilling habits that last a lifetime that incorporate more fruits and vegetables, let's give 'em something to talk about!

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

In this toolkit you will find a variety of science-based facts that arm you with reasons to focus on flavor this holiday season.

I also want to call your attention to the *What's In Season* section. That is one of the most frequently searched terms driving consumers to fruitsandveggies.org. If you want to get in with consumers, give them what they're looking for and highlight produce that's in season!

I love this time of year, celebrating the joys of the seasons with friends and family. The smells that take you back are the ones that we want to repeat, right? So hold onto those traditions, keep the flavors coming, and maybe even start new traditions with more fruits and veggies or a new spin on an old family favorite.

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

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

Cheers,

Katie Calligaro
Director, Marketing & Communications
The Foundation for Fresh Produce



Food Rooted In Feel-Good Flavor

The Role Of Enjoyment In Creating Fruit & Vegetable Cravings & Habits



BY JASON RIIS, Ph.D.
Founder at Behavioralize

There are certain foods that emanate from experiences, like family traditions of grilling veggie kabobs, burgers with grilled onions at summer barbeques or the sweet taste of juicy watermelon after a long day at the beach. These experiences cultivate cravings that leave us wanting more, and ultimately recreate the feelings those memories instilled in us.

When it comes to increasing fruit and vegetable consumption, parents can play on the emotional connection that comes with eating certain fruits and veggies by creating moments that trigger feelings or cravings. Those experiences will instill habits in children that could last a lifetime. Let's take a deeper dive from a behavioral science standpoint.

People tend to do things that they enjoy. That's obvious. What's less obvious is that the causality works in the other direction too. People will come to enjoy things that they do, even if they don't enjoy them at first. Both sides of this relationship are important for understanding fruit and vegetable consumption and for informing efforts to increase it.

We Repeat Things We Enjoy

People do things they enjoy, but the nuances of enjoyment have been discussed at least since the ancient Greeks. Fruit and vegetable consumption will be repeated if it produces a variety of positive sensory and emotional experiences.

Taste Is King

Let's not forget "taste is king". We all know this, and yet consumers often complain about the taste experiences of vegetables, and to a lesser extent, fruits. Because fruits and vegetables are healthy, we sometimes lower our taste expectations and assume that others should too, but for children it's hard to give up on taste. And children may experience taste differently than adults do.



Consumption increases when food tastes better. Juliana Cohen and her colleagues increased veggie consumption at a school cafeteria by hiring professional chefs to make the lunch veggies taste better. By providing low-income elementary and middle school students with chef-enhanced meals in a repeated, and long-term setting, they were able to almost double the percentage of students that selected and consumed vegetables.

We should encourage consumers to innovate and experiment to find things that they (and their children) actually like.

Take The Easy Route

Easy things are more likely to become habits because they are more likely to be repeated. This is often overlooked because easy is quite subjective. What is “easy” food preparation for an experienced chef is very different from what is easy for a young parent who themselves didn’t grow up cooking and who has very limited time and resources for food preparation. Things do get easier over time, but only once they are easy will they be repeated in a habit-like manner.

Easier Through Repetition

People often underestimate just how much better they can get at things with repetition. This is partly because they underestimate how much easier things get with repetition. Even something as simple as preparing instant soup or microwaving a frozen packaged entrée gets easier when you no longer have to read the 8-point font instructions. As things become easier through repetition, they then become even more likely to be repeated, because we are more likely to choose easy food preparation over less easy food preparation.

Eating fruits and vegetables needs to be enjoyed, or at least it needs to become effortless. Enjoyable and effortless things are more likely to be repeated. And things that get repeated are more likely to become enjoyed and effortless. Pro-Tip: find some fruit and vegetable preparations that will be sufficiently enjoyable and effortless even at the outset. Create experiences that are enjoyable and connect the moments with the food. Those are the preparations that are most likely to stick. #haveaplant



— UNWRAP THE HEALTH BENEFITS OF — Avocados this Holiday Season

The months surrounding the holidays often encompass periods of overindulgence in low-fiber and high-added sugar foods, reduced physical activity, and stress. However, the holidays present many opportunities to nourish with fruits and veggies that pack a punch and offer comfort.

A unique and versatile fruit, avocados can be enjoyed both savory and sweet and can be used in place of many other popular foods to help reduce the intake of calories, fat, saturated fat, sodium, and cholesterol. Swapped into favorite baked dishes or dips, a **50-gram serving of fresh avocado contains no cholesterol, no sodium, and 6 grams of good[®] unsaturated fat.**

Avocados are also a great fresh-fruit option to help boost fiber intake. Diets rich in healthy foods containing fiber, such as some vegetables and fruits, may reduce the risk of heart disease, obesity, and type 2 diabetes.

Looking for ways to help clients celebrate the holidays mindfully without sacrificing taste during the holidays? Implementing small steps like adding avocado to meals and snacks can help support long-term health benefits.



Get started today with your complimentary guide for savoring every bite this holiday season and beyond.

- ➔ Discover recipes curated for the holiday months for your cooking demos, cook-a-longs, or to share something nutritious and unique using avocados on your social!
- ➔ Share resources like meal plans and handouts to help clients practice mindful eating and learn the difference between natural and added sugars.
- ➔ Learn about the growing body of scientific evidence suggesting the role of avocado consumption on heart health, weight management, type 2 diabetes management and healthy living at any age.

avocados
LOVE ONE TODAY[®]
good source of fiber • naturally good fats

Avocados - Love One Today[®] is a leading source of the healthiest reasons and tastiest ways to enjoy fresh avocados. A science-based resource from the Hass Avocado Board, it provides turnkey solutions that make it easy for health and wellness professionals to stay on top of the latest fresh avocado research, access downloadable nutrition toolkits, recipes for all meal occasions, client resources, free accredited CPE opportunities and so much more.

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 on 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. *State Of The Plate: America's Fruit & Vegetable Consumption Trends, 2020*
3. <https://inspire.foodpairing.com/>



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 create content that tells a compelling story.



OCTOBER

Fabulous Fall Flavors

Celebrate fall and the feel-good flavors of seasonal faves. Whether you're cozying up with a blanket, heading out to enjoy the leaves or trick or treating, be sure to enjoy an autumn inspired plant-packed treat.

Additional Weekly Themes

What's In Season In Fall?

Your guide to what's in season and all the tips and recipes you need for creating awesome autumn inspired plant-packed snacks and meals.

Trick Or Treat Yourself With Fruits & Veggies

Cooler weather calls for something sweet and spicy in the kitchen, so put your apron on and whip up one of these fruit-filled treats.

Boards, Boos & Brews

Scare up a spooky good time with some frighteningly fun produce-packed entertaining inspo! Boo!

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 Taco Day

National Kale Day

National Pumpkin Seed Day

Southern Food Heritage Day

National Dessert Day

National Pasta Day



OCTOBER

Fabulous Fall Flavors

Promotion Ideas

Embrace The Fall Flavors

- Challenge retail employees to create eye-catching fall-themed produce displays in-store. Offer prizes for the most creative and engaging displays, encouraging customer interaction and photo sharing on social media.
- Create a social media video series showcasing creative ways to incorporate fall fruits and veggies into everyday meals. Provide a list of seasonal produce to inspire the content.
- Offer a mini fruit-forward fall dessert each week of the month in your dining halls or cafeteria. Get the staff involved by sharing some of their favorites.

Trick Or Treat Yourself

- Engage on social media with interactive polls asking followers to guess which sauces, dips, smoothies, etc. contain hidden vegetables. Share the results along with tips on how to replicate these recipes at home.
- Create recipe kits featuring fun and flavorful dips and sauces that can be paired with seasonal produce and simple recipes for customers to make at home. Include step-by-step instructions on how to make, store and enjoy each dip.
- Develop a special line of dressings and marinades made with seasonal vegetables like pumpkin vinaigrette, carrot ginger or beet-infused balsamic. Feature these in dishes on your menu and offer small bottles for customers to purchase and take home.

Halloween Fun!

- Host a cooking class for kids featuring “Mummy” stuffed bell peppers, “Witch’s Brew” vegetable soup, “Jack-o’-Lantern” fruit cups and other Halloween-themed recipes.
- Organize a themed dinner event with a menu featuring spooky dishes like “Bloody Beet Risotto,” “Goblin Green Pesto Pasta” and a mini “Pumpkin Patch” made from clementines.
- Host a social media contest with your followers where they carve spooky faces or designs into various fruits or vegetables like squash, bell peppers, zucchinis and apples. Offer a prize for the most creative entry.





NOVEMBER

GrateFALL November

We're grateful for a lot of things and fruits and veggies are two of them! Show your gratitude and gather around the table to celebrate the seasons' bounty with flavorful produce pairings. There's a seat at the table for everyone.

Additional Weekly Themes

Cookin' With Kids

What better way to keep the kiddos entertained AND eating their fruits and veggies while home for the holidays than to make it fun!

Flavorful Friendsgiving

Gather around the table and celebrate the seasons' bounty with flavorful produce pairings!

YESvember

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

Happy "Plants-Giving"

Join us for a celebration of the seasons' bounty with flavorful produce that will elevate your favorite Thanksgiving classics!

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
National Nachos Day
National Split Pea Soup Week
Apple Cider Day
Eat A Cranberry Day
National Cashew Day
National Parfait Day
National Cake Day



NOVEMBER

GrateFALL November

Promotion Ideas

A Friendsgiving Feast

- Share tips in your newsletter or on social media for making a home cozy and warm with fall produce for recipes and décor. Include DIY decorations using pumpkins, squash and gourds. Plus, share simple, comforting recipes for fall gatherings.
- Offer special catering packages for Friendsgiving events. Feature produce-centric main dishes or suggest various produce pairings that will enhance the flavors and nutritional value.
- Create in-store meal kits that include all the ingredients needed for a Friendsgiving feast. Partner with your e-commerce team to make this an offering on your website or app as well.

Say “Yes”

- Develop a tasting menu or create samples featuring a variety of menu items that incorporate lesser-known or underused produce for customers or students to try. Include fun facts, nutritional benefits or additional ways to enjoy all of these produce items.
- Launch a campaign encouraging shoppers to try new produce items each week. Choose specific produce for them to try, offer discounts, recipe ideas, preparation/storage tips to make it easy for customers to say “yes” to more produce.
- Post daily tips on social media for incorporating more fruits and vegetables into meals and snacks. Use infographics, short videos or carousel posts to share simple, practical advice — adding spinach to smoothies, using avocado as a spread, snacking on carrot sticks, etc.

Fall Family Time

- Create a social media campaign showing team members cooking their favorite recipes side-by-side with the family members who created them. Invite followers to participate by sharing their own nostalgic cooking sessions.
- Host an event where chefs re-imagine traditional family recipes with a plant-based twist. Have customers or students submit their family recipes in advance and feature selected dishes at the event.
- Host in-store cooking demonstrations to recreate family recipes with a boost of added produce.





DECEMBER

Joyful Holiday Flavors

Cheers to the holiday season! We've got you covered with all the fruit and veggie inspo you need for flavorful celebrating and memory-making.

Additional Weekly Themes

Rock The Cocktails

When it's time to toast, be the coolest host! These produce-packed cocktails and mocktails bring festive flavor and cheer for your next gathering.

Hack The Holidays

From holiday boards to plant-forward apps, we're all about keeping party planning easy and our spirits joyful this season.

Cozy Up For The Cold

Let's get ready for a cozy winter with comforting classics that are elevated with a boost of produce.

New Year #Goals: Have A Plant®

Get ready to start the New Year with a new 'tude. It's as easy as incorporating your favorite plants into daily meals and snacks. Let's get started!

National Food & Beverage Observances

Exotic Fruits Month

National Pear Month

Root Vegetables Month

Eat a Red Apple Day

National Green Bean Casserole Day

National Cookie Day

National Brownie Day

National Pastry Day

Lemon Cupcake Day

National Chocolate Covered Anything Day

National Oatmeal Muffin Day

National Date Nut Bread Day

National Pumpkin Pie Day

National Fruitcake Day



DECEMBER

Joyful Holiday Flavors

Promotion Ideas

Holly & Jolly

- Craft a campaign that shares daily festive recipes and dishes leading up to the holidays. Highlight the use of seasonal produce, tips for adding in more produce to holiday meals and include a printable recipe calendar.
- Create festive fruit-infused mocktails to be served each week of the month in the cafeteria or dining hall. Take it a step further and set up a DIY mocktail bar to get the students involved.
- Offer a cozy winter cooking class where participants learn to make comforting classics that are elevated with a boost of produce. Share recipe cards and other preparation tips for the seasonal produce used.

Holiday Hacks

- Host a workshop teaching participants how to create beautiful and delicious holiday snack boards. Provide hands-on instruction, recipe booklets and a tasting session at the end. Consider adding a wine pairing component to the event.
- Set up in-store displays with tips and tricks for a stress-free holiday. Include pamphlets with recipes and meal prep ideas, pre-cut or other convenience produce items, kitchen gadgets or cookware for easy prep and special promotions to encourage produce purchases.
- Show how to manage stress and stay joyful during the holiday season. Use your website or social media to share engaging graphics or videos with tips like meal prep shortcuts, mental health practices and easy cleaning hacks.

Have A Plant® In 2025

- Implement a wellness program or challenge that gets participants focusing on incorporating more fruits and veggies. Offer cooking classes, fitness activities and incentives for adding more produce, every time they eat.
- Create in-store kits with everything needed to start the new year with healthy, plant-forward meals. Include recipe cards, convenience produce items, meal prep containers and other items to help make it easy.
- When creating menu items for universities and schools, focus on the functional benefits of produce items. Call these out through signage or on social media to highlight the direct benefits student may receive from enjoying fruits and veggies.



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

Fabulous Fall Flavors

Celebrate the season with the best of fall's produce! 🍂 From crisp apples to hearty squash, autumn's bounty is packed with feel-good flavors. Whether you're cozying up at home or heading out to enjoy the leaves, bring the taste of fall to your plate. 🍏🍂 <https://bit.ly/3PAf5ss> #haveaplant

Hosting a fall gathering? Create a charcuterie board filled with seasonal produce, artisanal cheeses & fermented goodies. 🧀🍇🥒 Add some festive drinks to keep the vibe cozy & fun. What's your go-to board must-have? #haveaplant

Transform your favorite veggies into spooky snacks! Try making "ghostly" cauliflower bites 🧛 or "witch finger" carrot sticks 🥕 with a tasty dip. Get more Halloween themed ideas: <https://bit.ly/3W4Ze73> #haveaplant

NOVEMBER

GrateFALL November

We're so grateful for the vibrant fruits & veggies that make every meal special. 🥒 Gather around the table & celebrate the season's bounty with your loved ones. What's your favorite fall produce pairing? 🍁 #haveaplant

Pair your main dishes with delightful veggie sides! ✨ Think roasted carrots with a honey glaze or a fresh green bean almondine. Elevate your gathering with these delicious plant-forward ideas: <https://bit.ly/2TJG8n3> #haveaplant

🌟 YESvember is here! 🌟 This month, embrace the joy of all foods! Nourish your body with a balance of #plants, #protein, and delightful treats. Savor the moments with loved ones over delicious meals. Need inspiration? We've got tons of plant-powered ideas for you: <https://bit.ly/3zJy4Lb> #haveaplant

DECEMBER

Joyful Holiday Flavors

Create a DIY holiday cocktail bar with a variety of fruits, veggies & herbs. 🍷 Let your guests mix & match to create their perfect seasonal drink! 🎉 Get more festive beverage ideas: <https://bit.ly/3LinwW0> #haveaplant

Streamline your holiday prep with meal prep shortcuts & last-minute cleaning tricks. ✨ Keep your spirits joyful & your celebrations smooth with these stress-free holiday feast tips: <https://bit.ly/4cRI30A> #haveaplant







It's never too early to start planning your 2025 goals! Begin the new year by incorporating more fruits & veggies into your meals. Enjoy the benefits of a plant-forward diet & feel the difference! Share your favorite plant-based recipes with us & inspire others! 🌱 #haveaplant




Social Media Graphics — Click to download







Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!


Spice + Fruit Pairings

CLOVES		+		PEACHES
CINNAMON		+		APPLES
LEMON ZEST & NUTMEG		+		BLUEBERRIES

 fruitsandveggies.org

Herbs + Veggie Pairings

TARRAGON		+		CARROTS
GARLIC & THYME		+		BRUSSELS SPROUTS
PARSLEY & CHIVES		+		AVOCADO

 fruitsandveggies.org



Roasted Sweet Potatoes with Avocado, Almonds & Herbs

This fresh take on traditional roasted sweet potatoes is sure to add some vibrancy to your holiday table this year. Savory oven-roasted sweet potatoes are topped with creamy avocado, crunchy toasted almonds, fresh herbs and a zing of lemon zest for a perfectly-balanced, nutrient-packed delicious side dish.



Ingredients

For the sweet potatoes:

- 2 lbs. (approximately 2 large or 3-4 small) sweet potatoes, cut into 1-inch cubes
- 3 Tbsp. olive oil
- 1 tsp. garlic powder
- 1 tsp. onion powder
- 1 tsp. smoked paprika
- Salt and pepper to taste (optional)

For the topping:

- 1 ripe, fresh avocado, diced
- 1/4 cup chopped fresh herbs such as parsley, sage, thyme and/or rosemary
- 1/4 cup chopped unsalted roasted almonds
- Zest of 1 lemon
- Juice of 1/2 lemon
- 1 Tbsp. olive oil
- Salt and pepper to taste (optional)

Instructions

1. Preheat the oven to 400°F and line a baking sheet with parchment paper, set aside
2. Place the raw sweet potato cubes in a medium mixing bowl and toss them with the olive oil, garlic powder, onion powder, smoked paprika and salt and pepper (if using) until evenly coated.
3. Spread the sweet potato cubes in a single layer on the parchment-lined baking sheet. Bake at 400°F for 30 minutes, turning at least once during the cooking process.
4. Remove from oven, place the roasted sweet potatoes in a serving dish and layer on the toppings by first sprinkling with the roasted almonds, then fresh herbs, then avocado cubes, followed by drizzling the olive oil and lemon juice, and finishing with the lemon zest and a sprinkle of salt and pepper (if using).



What's In Season In Fall?

[Acorn Squash](#)

[Apples](#)

[Asian Pear](#)

[Avocado](#)

[Barbados Cherries](#)

[Black Crowberries](#)

[Black Salsify](#)

[Belgian Endive](#)

[Broccoli](#)

[Brussels Sprouts](#)

[Butter Lettuce](#)

[Buttercup Squash](#)

[Butternut Squash](#)

[Cactus Pear](#)

[Cape Gooseberries](#)

[Cardoon](#)

[Cauliflower](#)

[Chayote Squash](#)

[Chinese Long Beans](#)

[Crab Apples](#)

[Cranberries](#)

[Date Plum](#)

[Delicata Squash](#)

[Daikon Radish](#)

[Endive](#)

[Feijoa](#)

[Garlic](#)

[Ginger](#)

[Grapes](#)

[Guava](#)

[Hearts of Palm](#)

[Huckleberries](#)

[Jalapeno Peppers](#)

[Jerusalem Artichoke](#)

[Jujube](#)

[Key Limes](#)

[Kohlrabi](#)

[Kumquats](#)

[Muscadine Grapes](#)

[Mushrooms](#)

[Ong Choy Spinach](#)

[Passion Fruit](#)

[Pear](#)

[Persimmons](#)

[Pineapple](#)

[Pomegranate](#)

[Pumpkin](#)

[Quince](#)

[Radicchio](#)

[Sapote](#)

[Sunflower Kernels](#)

[Sweet Dumpling Squash](#)

[Sweet Potatoes](#)

[Swiss Chard](#)

[Turnips](#)

Seasonal Highlights

Swiss Chard



Select

Select chard with fresh green leaves; avoid those that are yellow or discolored.

Store

Store unwashed leaves in plastic bags in the crisper in the refrigerator for 2 to 3 days.

Serve

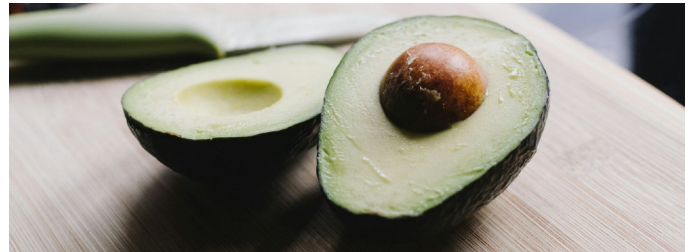
[Top 10 Ways to Enjoy Swiss Chard](#)

[Swiss Chard Sauté With Toasted Coconut](#)

[Sweet Potato & Black Bean Stew](#)

[One Pot Lentil Soup](#)

Avocado



Select

Color alone doesn't determine ripeness, but darker avocados may be riper than ones with lighter skin. Don't buy fruit with large indentations which indicate bruising. Place the avocado in the palm of your hand and squeeze lightly to avoid bruising. If it yields to gentle pressure, it's ripe and ready-to-eat. If not, it will be ripe in 2-3 days. If it feels mushy, it may be overripe.

Store

Firm, uncut avocados can be stored in the refrigerator up to 2 weeks. Ripe, uncut avocados can be stored in the refrigerator for up to a week. Refrigerated avocados continue to ripen but at a slower pace. To store a leftover avocado half leave the skin and pit, this will help limit the surface area exposed to air. Sprinkle with lemon or lime juice and place it in an air-tight container or tightly covered clear plastic wrap.

Serve

[Eating the Rainbow this Holiday Season](#)

[Avocado Holiday Tree Bites](#)

[Holiday Hass Avocado & Au Gratin Potatoes](#)

[Fruit-Sweetened Avocado Pumpkin Pie](#)



Capturing Attention With Creative Fall Food Promotions



BY ANNETTE MAGGI, MS, RDN, LD, FAND
The Foundation for Fresh Produce Retail Specialist

Retail has a cadence to its promotions, following holidays and seasonality. This annual repetition gives retail dietitians an opportunity to flex their creative muscle, overlaying trends with these cyclical promotional time frames to capture shoppers' attention.

As we head towards fall, it's likely you're planning against all the food occasions – tailgating events, Halloween parties, and holiday meals. But at the same time, more consumers than ever before will be looking for portion-controlled, nutrient-dense meals, driven by the number of individuals experiencing reduced appetite as a side effect of weight loss medications and heightened focus on Food as Medicine initiatives, with November as National Diabetes Month as a focus later this year.

Nothing fits better into the intersection of fall food occasions and demand for nutrient-dense meals than produce. Given the variety of vitamins and minerals as well as fiber that fruits and veggies contribute to meals along with the appeal of fall food flavors, they're the perfect option to pair with other nutrient-dense foods in meals that meet this shopper demand.

Some ideas for retail RDs to meet their shoppers at this interest intersection include:

- Offer virtual cooking classes on how to host hors d'oeuvre dinners instead of traditional holiday meals. Include protein and fiber pairings like dates stuffed with cheese, cranberry turkey meatballs, sweet potato toast with steak, roasted peppers, and arugula, or turkey-veggie spring rolls; shot glasses of squash or pumpkin soup; or a Japanese-inspired dip of miso, ground pork, and walnuts served with vegetables. Share insights with guests on preparations, like fried food, that can trigger nausea in guests on weight loss medication or how high carb foods like stuffing are ones that some guests will want to limit or avoid.
- Partner with your deli and foodservice teams to offer holiday meals tailored to shoppers who still want to enjoy seasonal food occasions but need smaller,



nutrition-packed portions. Provide these teams with a list of foods that may increase nausea or blood sugar and provide suggestions for meal combinations that still feature traditional holiday flavors but in more nutritious combinations and preparations.

- Pitch media segments on fruits and vegetables that can help with nausea – bananas, pears, apples, sweet potatoes.
- Create in-store promotions that focus on portion-controlled fruits and veggies that still allow shoppers to enjoy fall faves. Think Rockit Apples, delicata squash, or Brussels sprouts.
- Create easy meal formulas for combining fall produce with protein, a key nutrient for individuals with diabetes and those on weight loss medications. Create fun social videos showing equations for beet salad + air fried steak bites, cabbage + pork in egg role in a bowl recipes, leeks and peppers + eggs, or apples and cranberries + Greek yogurt.



Dial Up The Delicious

Making The Flavors Of Fall More Flavorful



BY CHEF JULIE ANDREWS, MS, RDN, CD, FAND
Cookbook Author | Chef & Food Media Expert | Food Photographer,
Food Stylist & Recipe Developer | Food Writer | Consultant
THE HEALTHY EPICUREAN

Fall is one of my favorite times of year to celebrate nature's bounty. Whether it's roasting a whole butternut squash, pureeing a creamy cauliflower soup or sautéing apples with cinnamon, there is so much to enjoy. When it comes to cooking with fruits and vegetables, there are many tricks of the culinary trade that will dig the most flavor out of each and every crop.

Taking a page out of Samin Nosrat's book *Salt Fat Acid Heat*, there are four general ways we can amp up the enjoyment of fruits and vegetables.

Salt

Salt is an important aspect of cooking. It brings out the natural flavor of whatever you're making and can enhance the other components of the dish. It can even enhance the texture of each ingredient! Even the smallest amount of salt can make a big difference. (Bonus - produce is naturally low in sodium so it's difficult to overdo it.)

There are also ingredients that can "mimic" salt, meaning they enhance and deepen flavor, so you can keep the amount of salt you add to a dish minimal while not sacrificing flavor. A few of these ingredients include citrus juices like lemon and lime, vinegar and MSG (think umami!).

One of my best tips for seasoning with salt and salt-like ingredients is to season throughout the cooking process. Take creamy tomato soup as an example - a pinch of salt while you're sautéing mirepoix, a dash of salt, along with numerous



spices and fresh and dried herbs, while you're cooking garlic, ginger and tomato paste, and another pinch of salt while you're stirring in your final ingredients, like canned San Marzano tomatoes, stock and a touch of pesto. Don't forget to add something acidic like lemon juice or balsamic vinegar to finish it off. And for other recipes that may benefit from a marinade, you can start the seasoning process even before you turn on the stove.

A few salty ingredients that can amplify a dish include soy sauce, anything brined (pickle, artichoke or olive juice, for example), anchovy, miso and Parmesan. Don't even get me started on how delicious Parmesan-roasted smashed potatoes are.



Fat

Whether it's extra virgin olive oil, avocado, eggs or full-fat yogurt, there are plenty of nutritious high-in-fat foods that provide benefits for both the enjoyment of food and helping us stay healthy, strong and satisfied. Fat not only enhances the flavor and texture of a dish but is imperative for the absorption of essential nutrients (I'm looking at you, fat-soluble vitamins A, D, E and K).

I use fat in the beginning step of almost everything I cook. Generally, it's extra-virgin olive oil as I'm sautéing vegetables, but it could also be in the form of a pat of butter to finish off a Brussels sprouts or broccoli pasta dish or by adding a bit of full-fat canned coconut milk to a pumpkin sauce or parsnip soup. Similarly to salt, you don't have to add a lot to benefit from the flavor and mouthfeel of fat.



Acid

You may not fancy bitter ingredients as-is, but I promise they are vital when it comes to amplifying the flavor and enjoyment of food. I'm talking citrus juices (lemon, lime, orange, grapefruit, and the list goes on), vinegars (such as balsamic, white wine, apple cider, red wine, etc.), tomatoes in all forms (canned, fresh, paste, dried), dairy products like yogurt and kefir, and anything that's been brined, like capers and olives.

I often use acidic ingredients to marinate and "finish off" a dish, as it's often one of the last ingredients I add before serving. I like to combine lemon juice, balsamic vinegar, olive oil, dried oregano and thyme, salt and black pepper as a marinade for Greek-inspired chicken thighs. I let the flavors marry for at least an hour, then combine and roast the chicken with fingerling potatoes, olives and dark leafy greens like collard, mustard and Swiss chard to make a fall-inspired one pot meal.

Acid is oft forgotten in cooking, but I promise you it's worth the bit of effort it takes to juice a lime, splash in some vinegar or finish with a dollop of Greek yogurt.

Heat

There are numerous cooking methods that enhance and amplify the eating experience. Think of the light charcoal flavor you get when grilling pears and pineapple, or the toasty, caramelized edges you get when roasting acorn squash, beets and red onion.

Sometimes cooking over low, slow heat is best in the case of a pot roast with freshly picked sweet potatoes and rutabaga. While other times, quick, intense heat is best, such as the case of searing a cabbage steak brushed with olive oil and sprinkled with dried rosemary. Sometimes both quick, intense heat and slow cooking is even better, such as in the case of a dish that's braised or seared then poached. You can also think of how important heat is when enjoying the crunchy edges of a freshly baked cranberry muffin.

In short, adding heat during the cooking process transforms any and all ingredients in a way that cannot be replicated.

As you're cooking this fall and into the holiday season, think about ways you can amplify your favorite fruit and veggie dishes by using these essentially delicious cooking techniques.





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