A TOOLKIT FOR STORE OWNERS

September 2013/Revised October 2018
A Toolkit for Store Owners

September 2013

Susan Beaton – Blue Cross & Blue Shield of Nebraska
Kelly Bouxsein – Alegent Creighton Health
Clarissa Christensen – Nebraska Department of Health and Human Services
Karen Hadley – Health Center Association of Nebraska
Sarah Schram – Douglas County Health Department
Deb Vander Plas – Community Health Partners

Acknowledgement:
This toolkit was made in partnership with the Great Plains Public Health Leadership Institute.

Special thanks to:
Buy Fresh Buy Local Nebraska
Douglas County Health Department
Great Plains Public Health Leadership Institute
Gretchen Swanson Center for Nutrition
Iowa Food Policy Council
JND Grocery
Nebraska Department of Agriculture –
   Nebraska Our Best To You
Nebraska Department of Health & Human Services
Locally sourced produce is a growing segment of the grocery industry. The upfront work necessary to successfully sell local produce in your store is worth the effort. Customers are not only willing to spend more for local products, but are also willing to shop at multiple stores to find the products they want.

Buying local produce can provide nearly three to five times more investment in our local economy for both the supplier and the retailer. By providing local food to your customers, you add value to your business by keeping food dollars circulating in your community, rather than sending them to distant corporations.

1 The Economic Impact of Locally Owned Businesses vs. Chains: A Case Study in Midcoast Maine Institute for Local Self-Reliance, September 2003
Here’s how purchasing local produce can impact you and your community:

You can play a key role in providing fresh, full-flavored, high-quality produce for the community residents around your store while promoting healthy eating practices for your customers.

- Local produce travels a shorter distance from the farm to your door. This means the:
  - Produce is fresher, making it closer to the peak of its nutritional value.
  - Produce is less likely to be treated with preservatives and other chemicals to sustain shelf-life.
  - Producers can select, grow and harvest crops to ensure peak qualities of freshness, nutrition and taste instead of giving priority to packing, shipping and shelf-life issues.

- You can develop a unique niche in your community and establish a competitive edge by offering local produce.
  - Offering fresh produce as an option to customers can provide a 25 to 50 percent profit margin for your business\(^2\).

- You can also help support small businesses (producers) who often times have long standing roots in the community.
- Keep more money in the community.
  - When you purchase local produce, more money stays within your community rather than going towards the producers’ production costs (such as: transportation, processing, packaging, refrigerating and marketing).

Purchasing from a local supplier returns 45 to 65 cents of each dollar spent back to the local economy\(^3\).

- Preserve the vital role of agriculture in our Midwest economy.
  - Help protect the environment because locally-grown produce saves energy, reduces pollution and reduces packaging, thus reducing the impact to the environment.

The Bottom Line:
Local Produce Matters and the investment will bring benefits for you, your customers, and your community.

What does “Local Produce” Mean?
There is no consensus on a definition of “local” in terms of how far produce travels between production and consumption. One good definition is any food produced in Nebraska or in a county adjacent to the state.

---


\(^3\) David Swenson, Iowa State University “Selected Measures of the Economic Values of Increased Fruit and Vegetable Production and Consumption in the Upper Midwest,” March 2010
Congratulations on your decision to invest in bringing local produce to your business and in making your neighborhood healthier. This toolkit will focus on four main steps to successfully sell local produce at your store!

1. Select the right producer for your store
2. Decide what local produce you will sell
3. Review the logistics of successfully selling local produce
4. Plan a strategy to promote and market the local produce

The sections that follow provide details, tips, and reminders to help ensure you are successful in selling local produce at your store.
**STEP 1: Finding The Right Producer Matters**

Finding the right producer for the needs of your store is important. Here are some tips:

- Don’t be afraid to “interview” producers.
- Ask if they will share their business plan with you or see if they have a business card.
- Ask if they work with other small retailers and whether you can contact them for a reference.

Consider the following producer options to find the right fit for you:

- **Wholesale distributor**: May offer a large variety and quantity of produce at a low price.
- **Farmer’s market**: Offers smaller quantities, the opportunity to know the grower and the opportunity to receive additional training on how to handle and promote the produce.
- **Community supported agriculture (CSA) programs**: Connects local farmers directly with community members by allowing participants to pay a low fee for regular deliveries of produce at a centralized location within the community. Your store might be a good fit to host a CSA program.

When searching for the right producer you must consider a variety of different things; how will you build your relationship, are there licensing/credibility issues, how will transportation be handled, and to what level will you formalizing your agreement? All of these topics will be covered in this section.

**The Bottom Line:**
As a store owner, it is important to ensure you are purchasing from a reputable producer. Check out [www.ourbesttoyou.nebraska.gov](http://www.ourbesttoyou.nebraska.gov) or [http://food.unl.edu/web/localfoods/home](http://food.unl.edu/web/localfoods/home) to find a list of producers in your area.

---

**Relationships Matter**

Building trust and a strong relationship with the producer will help ensure the business opportunity is most profitable for both parties involved. Remember to:

- Be honest about your needs.
- Be reliable and follow-up on your promises.
- Be professional in your interactions, you are both running a business.
- Think long-term

Producers are also looking for a long-term relationship so you can continue to sell local produce year after year and meet the needs of your customers. This helps build customer loyalty and supports the local agricultural economy.
Licensing and Credibility Matters
In Douglas County, a local producer does not need a health department permit to sell their whole, uncut produce to a retail grocery store. However, store owners do need to be sure that their food permits/licenses are current and up-to-date.

QUESTIONS - Contact the Douglas County Health Department at 402-444-4639. If you reside outside of Douglas County, see appendix A for a list of Nebraska’s County Health Departments.

Transportation Matters
Determining how the local produce will get to your store is one of the most important considerations to work out with the producer.

- Be upfront with the producer on your preferred method of transportation.
- Be sure to come to an agreement about how and when the produce will get to your store. Set-up a plan for communication for if and when there are problems with this arrangement.

Memorandum of Understanding
Selling local produce in your store is a collaborative effort between you and the producer. Together, you can determine what would be a marketable product, decide what the quality standards should be and do what it takes within reason to meet these requirements.

An MOU is one option to help avoid any potential problems, delays or miscommunications between you and the producer. A memorandum of understanding (MOU) can help sustain a successful partnership and ensure both parties are in agreement on expectations, timelines and compensation.

Items to consider when creating your MOU:
- Is this a one-time event or are you setting up a consistent business exchange?
- How much and how often will produce be provided?
- Is there a minimum requirement for the amount of produce that will be purchased?
- What is the timeline for receiving the produce?
- How will transportation of the produce occur?
- Who will set up/display produce?
- Is there a standard price that will be used for specific items or is price negotiable?
- Is there any specific signage that the producer would like displayed near the produce?
- Define quality of produce.

See Appendix B for a template of an MOU.

The Bottom Line:
Creating a solid relationship with the producer is essential to success. Be sure to discuss and finalize the details regarding transportation, frequency of transactions, ordering requirements, set-up, quality and pricing.
Step 2: Product Matters

It is important to determine early on what local produce you want to sell. Remember that produce stays fresh longer with careful purchasing and handling. Use the questions below to help determine what local produce you will sell:

- What kinds of local produce will sell well in my store?
  - Try surveying a small portion of your customers to see what kind of local produce they would like to see in the store.
- Make a list of local fruits and/or vegetables you would like to carry in your store and look for a producer that provides those specific items.
- Does the producer have a product list for the full season with a price list?
- Talk with your producer about what produce items he/she may be able to provide in bulk numbers – pass that cost savings onto your customers.
- How will produce change year round? It is important to change your selection when seasons change.
  - See appendix C to know when certain produce items are in season in Nebraska.

How much produce is reasonable to stock?  
TIP: Start with small amounts of new local produce to learn what sells best.
Understanding the logistics that go along with carrying local fresh produce is vital to your success. Safety, quality assurance, and pricing practices will all be discussed in this section of the toolkit.

**Safe Practice Matters**

Below are a few simple guidelines to follow when displaying produce:

- First in, first out: Display older produce in the front.
- Rotate your produce to maintain freshness.
- When unpacking local produce, remove spoiled items.
- Make sure you have a plan for marketing and promoting your new local produce (see Step 4)

FOR MORE INFORMATION:
Appendix D provides a fresh produce storage and temperature guide. Using this guide can help reduce produce spoilage/waste.

**The Bottom Line:**

Remember that some items (like apples, pears, oranges and peppers) can be displayed at room temperature. This may shorten their shelf-life so if you decide to display these items at room temperature, be sure to put them in the refrigerator at night.

**Quality Matters**

When purchasing local produce from a reputable producer, you should receive fresh quality produce. Below are a few tips on what to look for and to ensure you receive quality local produce.

- Examine produce, if possible, before agreeing to purchase the items.
- Look for any bruises or spoiled spots; tell the producer if you find these.
- Steer clear of fruits or vegetables that have a black core or the stem is soft.
- Fresh produce should smell fresh; produce that doesn’t smell good will not taste good.

**The Bottom Line:**

The quality of the produce you put in your store is important – it gives customers an impression of your store so be sure to discuss any issues that may arise regarding quality with the producers.

**Pricing Matters**

Price plays a vital role in determining the amount of produce a customer is willing and capable of purchasing. There are multiple ways to determine the sale price of the local produce you have purchased, including the examples below.
Use initial cost to determine sale price:
1. Start with what you paid for the product
2. Determine your markup

Example: You purchased 100 apples from a local producer for $40 and you want to double your profit. $40 x 2 = $80 / 100 apples = $0.80 per apple.

Use profit margin to determine sale price:
1. Start with the price you paid for the product
2. Determine your profit margin

Example: You purchased a case of zucchini for $15 from a local producer and want a 35 percent markup to determine the sale price. Assuming there are 40 zucchini in one case, $15/40 zucchini = $.38 / .65 = $.59 per zucchini

The Bottom Line:
Remember there is always the “produce double-up rule” – mark up produce 100 percent or just double your purchase price when determining sale price.

Offering fresh produce as an option to customers can provide a 25 to 50 percent profit margin for your business.

Aim for an average of a 40% profit margin for fresh produce.

Method Matters
Fruits and vegetables can be sold by different methods including by the weight, count or measure.
For example:
- Direct sale by weight: Apples – 50 cents per pound
- By weight in prepackaged form: two-pound package for $2 per package
- By count: Apples – six for $1; watermelon – $3 each
- By measure: Strawberries -- $2 per dry quart

Use a method of sale that fits your clientele. If your store receives a high volume of WIC fresh fruit and vegetable cash value vouchers and does not currently have a working scale available, it may be beneficial to use the “by count” or “by measure” method of sale.

The Bottom Line:
Make sure to base your decision on what equipment you have available as well as what will be the most user friendly for your customers.
**Promotion and Marketing Matters**

You are all set up to sell local produce in your store. It is important to also plan a strategy to share the messages about the benefits of local produce. See the tips and ideas below to successfully market your new local produce.

Share the message: Emphasize the freshness, quality and value of local produce.
- Freshness and quality will be the key selling points for local produce.
- Share messages about the added value of local produce through signs, flyers, or when you greet the customer.
- Remember the key messages that local produce is:
  - good for the farmer.
  - good for the community and local economy.
  - good for the environment.
  - a healthy choice for you and your family and taste great!

Include Point of Purchase Materials. This will help:
- Draw attention to the products.
- Communicate information about the product.

Examples of materials:
- Provide informational cards to customers that provide information on storing and preparing the produce item as well as a recipe that they can try (See Appendix E for produce information cards)
- Signs and/or labels to identify local produce (see Nebraska Our Best To You in Appendix F)
- Recipes that use the product
- Fact sheets/flyer highlighting the nutritional benefits of locally grown produce

Highlight the farm. This helps build a customer base by establishing relationships with the farmer.
- Include information that describes the farm and included growing practices with pictures.
- Invite the farmers to the store to meet the customers and hand out samples.

Host Promotional Events:
- Provide temporary price reductions: Run a discount on local produce (i.e., buy one, get one half off, or $0.50 off per pound of local produce).
- Use local produce for in-store tasting or food demonstrations.
- Market a seasonal meal that includes local produce as your meal of the week or month.
- Use the Healthy Neighborhood Store Healthy Reward Cards for local produce – buy 10 local produce items and get the 11th free.

**The Bottom Line:**
Don’t forget to promote the locally grown produce you have in your store!
Freshness and quality will be the key selling points for local produce.
Nebraska Our Best to You
The Nebraska Our Best to You provides resources to find farmer’s markets and local producers; as well the logo can be used in your store to help identify products made in Nebraska. Nebraska Our Best to You is sponsored by Nebraska Department of Agriculture to advance the availability and benefits of Nebraska’s local agricultural food products.

402-471-4876 or 800-422-6692 or http://www.ourbesttoyou.nebraska.gov

Buy Fresh Buy Local (BFBL) Food Guide
Buy Fresh Buy Local Nebraska creates is an excellent Food Guide to help locate growers in your community, understand your local food system and more. The BFBL Food Guide includes information on the following:

(402) 441-7180 or http://food.unl.edu/web/localfoods/home

Gretchen Swanson Center for Nutrition
The Center’s mission is to identify solutions and implement programs to address obesity, local food systems and food insecurity. They are an expert resource to help support local food initiatives.

http://food.unl.edu/buyfreshbuylocalnebraska
Appendix A

NEBRASKA HEALTH DEPARTMENTS

COUNTY HEALTH DEPARTMENTS

Clay County Health Department
Laurie Sheridan, Director
209 North Calvary Avenue Clay Center, NE 68933-1200
Phone: (402) 762-3571
Fax: (402) 762-3573
Email: claycohealth@windstream.net
Web site: www.claycounty.ne.gov
(Clay County/Clay Center)

Dakota County Health Department
Tiffany Hansen, Director
1601 Broadway Street/Box 155 Dakota City, NE 68731-5065
Phone: (402) 987-2164
Fax: (402) 987-2163
Email: tpaulson@dakotacountyne.org
Web site: www.dakotacountyne.org
(Dakota County/Dakota City)

Douglas County Health Department
Adi Pour, Director
1111 South 41st Street
Omaha, NE 68105-1803
Phone: (402) 444-7471
Fax: (402) 444-6267
Email: adi.pour@douglascounty-ne.gov
Web site: www.douglascountyhealth.com
(Douglas County/Omaha)

Polk County Health Department
Darla Winslow, Director
330 North State Street/Box 316
Osceola, NE 68651-5522
Phone: (402) 447-7471
Fax: (402) 447-7241
Email: darlawins@yahoo.com
Web site: https://polkcounty.nebraska.gov/county-offices/health-department
(Polk County/Osceola)

Red Willow County Health Department
Pamela Harsh, Director
1400 West 5th
McCook, NE 69001-2664
Phone: (308) 345-1790
Fax: (308) 345-1794
Email: rwchdpam@mccooknet.com
Web site: http://redwillowhealth.com
(Red Willow County/McCook)

Scotts Bluff County Health Department
Paulette Schnell, Director
1825 10th Street
Gering, NE 69341-2445
Phone: (308) 436-6636
Cell: (308) 631-6074
Fax: (308) 436-6638
Email: pschnell@scottsbluffcounty.org
Web site: www.scottsbluffcounty.org/health-department/health-department.html
(Scotts Bluff County/Gering)

CITY-COUNTY HEALTH DEPARTMENT

Lincoln-Lancaster County Health Department
Shavonna Lausterer, Health Director
3140 “N” Street
Lincoln, NE 68510-1523
Phone: (402) 441-8001
Email: slausterer@lincoln.ne.gov
Web site: www.lincoln.ne.gov/city/health
(Lancaster County/Lincoln)

DISTRICT HEALTH DEPARTMENTS

Central District Health Department
Teresa Anderson, Director
1137 South Locust Street Grand Island, NE 68801-6771
Phone: (308) 385-5175 x178
Toll Free: (877) 216-9092
Fax: (308) 385-5181
Email: tanderson@cdhd.ne.gov
Web site: www.cdhd.ne.gov
(Hall County/Grand Island, Hamilton County/Aurora, Merrick County/Central City)

East Central District Health Department
Will McInnis, Health Director & CEO
4321 41st Avenue/Box 1028
Columbus, NE 68602
Phone: (402) 562-8950
Fax: (402) 563-0544
Email: wmcinnis@ecdhd.ne.gov
Web site: http://ecdhd.ne.gov
(Boone County/Albion, Colfax County/Schuyler, Nance County/Fullerton, Platte County/Columbus)

Elkhorn Logan Valley Public Health Department
Gina Uhing, Director
Box 779
Wisner, NE 68791-0779
Phone: (402) 529-2233
Toll-Free: (877) 379-4400
LHD 24/7 Cell: (402) 841-8110
Fax: (402) 529-2211
Email: gina@elvphd.org
Web site: www.elvphd.org
(Burt County/Tekamah, Cuming County/West Point, Madison County/Madison, Stanton County/Stanton)

Four Corners Health Department
Laura McDougall, Executive Director
2101 North Lincoln Avenue
Loup Basin Public Health Department
Chuck Cone, Director
934 "I" Street/Box 995
Burwell, NE 68823-0995
Phone: (308) 346-5795
toll free: (866) 522-5795
Cell: (308) 214-1066
Fax: (308) 346-9106
Email: ccone@nctc.net
Web site: www.loupbasinhealth.com
(Blaine County/Brewster, Custer County/Broken Bow,
Garfield County/Burwell, Greeley County/Greeley, Howard
County/St Paul, Loup County/Taylor, Sherman County/Loup
City, Valley County/Ord, Wheeler County/Bartlett)

North Central District Health Department
Roger Wiese, Director
422 East Douglas Street O'Neill, NE 68763-1852
Phone: (402) 336-2406
toll free: (877) 336-2406
Cell: (402) 340-3086
Fax: (402) 336-1768
Email: roger@ncdhd.ne.gov
Web site: www.ncdhd.ne.gov
(Antelope County/Neligh, Boyd County/Butte, Brown County/
Ainsworth, Cherry County/Valentine, Holt County/O'Neill,
Keya Paha County/Springview, Knox County/Center, Pierce
County/Pierce, Rock County/Bartlett)

Northeast Nebraska Public Health Department
Julie Rother, Director
215 North Pearl Street Wayne, NE 68787-1975
Phone: (402) 375-2200
Fax: (402) 375-2201
Email: phndirector@nnphd.org
Web site: www.nnphd.org
(Cedar County/Hartington, Dixon County/Ponca, Thurston
County/Pender, Wayne County/Wayne)

Panhandle Public Health District
Kim Engel, Director
808 Box Butte Avenue Box 337
Hemingford, NE 69348-9700
Phone: (308) 487-3600
Cell: (308) 760-2415
Fax: (308) 487-3682
Email: kengel@pphd.org
Web site: www.pphd.org
(Banner County/Harrisburg, Box Butte County/Alliance,
Cheyenne County/Sidney, Dawes County/Chadron, Deuel
County/Chappell, Garden County/Oskosh, Grant
County/Hyannis, Kimball County/Kimball, Morrill County/
Bridgeport, Scotts Bluff County/Gering, Sheridan County/
Rushville, Sioux County/Harrison)

Public Health Solutions District Health Department
Kim Buser, Health Director
995 East Highway 33/Suite 1
Crete, NE 68333-2551
Phone: (402) 826-6691
Fax: (402) 826-4101
Email: kbuser@phsneb.org
Web site: http://phsneb.org
(Fillmore County/Geneva, Gage County/Beatrice,
Jefferson County/Fairbury, Saline County/Wilber, Thayer
County/Hebron)

Sarpy/Cass Health Department
Sarah Schram, Health Director
701 Olson Drive/Suite 101
Papillion, NE 68046-4797
Phone: (402) 339-4334 ext 6978;
toll free: (800) 645-0134
Fax: (402) 339-4235
Email: sschram@sarpycasshealth.com
Web site: www.sarpycasshealthdepartment.org
(Cass County/Plattsmouth, Sarpy County/Papillion)

South Heartland District Health Department
Michele Bever, Executive Director
606 North Minnesota/Suite 2
Hastings, NE 68901-5256
Phone: (402) 462-6211
Toll Free: (877) 238-7595
Fax: (402) 462-6219
Email: michele.bever@shdhd.org
Web site: http://southheartlandhealth.org
(Adams County/Hastings, Clay County/Clay Center,
Nuckolls County/Nelson, Webster County/Red Cloud)

Southeast District Health Department
Kevin Cluskey, Director
2511 Schneider Avenue
Auburn, NE 68305-3054
Phone: (402) 274-3993
Toll Free: (877) 777-0424;
Cell: (402) 274-8158
Fax: (402) 274-3967
Email: kevin@sedhd.org
Web site: www.sedhd.org
(Johnson County/Tecumseh, Nemaha County/Auburn,
Otoe County/Nebraska City, Pawnee County/Pawnee
City, Richardson County/Falls City)

Southwest Nebraska Public Health Department
Myra Stoney, Director
404 West 10th Street/P O Box 1235 McCook, NE 69001-
2911
Phone: (308) 345-4223
Cell: (308) 340-2642
Fax: (308) 345-4289
Email: director@swhealth.ne.gov
Web site: www.swhealth.ne.gov
(Chase County/Imperial, Dundy County/Benkelman, Frontier County/Stockville, Furnas County/Beaver City, Hayes County/Hayes Center, Hitchcock County/Trenton, Keith County/ Ogallala, Perkins County/Grant, Red Willow/McCook)

Three Rivers Public Health Department
Terra Uthing, Director
2400 North Lincoln Street Fremont, NE 68025-2461
Phone: (402) 727-5396
Toll Free: (866) 727-5396;
Cell: (402) 317-8841
Fax: (402) 727-5399
Email: terra@3rphd.org
Web site: https://threeriverspublichealth.org
(Dodge County/Fremont, Saunders County/Wahoo, Washington County/Blair)

Two Rivers Public Health Department
Jeremy Eschliman, Director
701 4th Avenue/Suite 1
Holdrege, NE 68949-2255
Phone: (308) 995-4778
Toll Free: (888) 669-7154;
Cell: (308) 999-7093
Fax: (308) 995-4073
Email: jeschliman@trphd.org
Web site: http://trphd.org
(Buffalo County/Kearney, Dawson County/Lexington, Franklin County/Franklin, Gosper County/Elwood, Harlan County/Alma, Kearney County/Minden, Phelps County/Holdrege)

West Central District Health Department
Shannon Vanderheiden, Director
111 N Dewey/Suite A
North Platte, NE 69103-5439
Phone: (308) 696-1201
Cell: (308) 520-0158
Fax: (308) 696-1204
Email: vanderheidens@wcdhd.org
Web site: http://wcdhd.org
(Arthur County/Arthur, Hooker County/Mullen, Lincoln County/North Platte, Logan County/Stapleton, McPherson County/Tryon, Thomas County/Thedford)

NOTE: After each county name is the county seat.
Appendix B

Memorandum of Understanding
between
Name of Store Owner, Store Name (“Store”)
And
Name of Producer (“Producer”)

Purpose and Scope of MOU
a. The purpose of this Memorandum of Understanding (MOU) is to clearly identify the roles and responsibilities of “Store Owner” and “Producer” as they relate to providing locally grown fresh produce for sale at ________________ (Fill in Name of Store).

MOU Term
a. The term of this MOU Agreement is the period within which the project responsibilities of this agreement shall be performed. The term commences – ____________ (Date) and terminates ____________ (Date).

Store Responsibilities
a. Store owner shall undertake the following activities during the duration of the MOU term:
   i. Provide producer with weekly produce requests at least 24 hours prior to the designated delivery/pick-up date.
   ii. Review and approve all produce that is provided to the store.
   iii. Provide adequate space for the promotion of local produce.
   iv. Promptly reimburse allowable expenses according to the terms and conditions set forth in this MOU according to the described schedule.
   v. Adherence to the responsibilities and compensation sections of this MOU.

Producer Responsibilities
a. Producer shall undertake the following activities during the duration of the MOU term:
   i. Provide weekly produce requests to Store on designated delivery dates.
   ii. Provide store owner a minimum of 24 hour notice of deviations from specific delivery dates or produce requests.
   iii. Adherence to the responsibilities and compensation sections of this MOU.
**Compensation**

a. The Store shall reimburse the Producer the pre-designated amount for the requested produce.
b. Outlined below is the weekly produce request and pre-designated amounts for each item.

<table>
<thead>
<tr>
<th>Produce Item</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Modification and Termination**

a. This agreement may be cancelled or terminated without cause by either party by giving (30) calendar days advance written notice to the other party. Such notification shall state the effective date of termination or cancellation and include any final performance and/or payment invoicing instructions/requirements.
b. Any and all amendments must be made in writing and must be agreed to and executed by the parties before becoming effective.

**Effective Date and Signature**

This MOU shall be effective upon the signature of Store and Producer authorized officials. It shall be in force from [Start Date] to [End Date]. Both parties indicate agreement with this MOU by their signatures.

Signatures and dates

<table>
<thead>
<tr>
<th>[Authorized signature from Store]</th>
<th>[Authorized signature from Producer]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Name of Store | Name of Producer

Date | Date
### Fruit & Vegetable Availability Chart

<table>
<thead>
<tr>
<th></th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asparagus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blackberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabbage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrots</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cucumbers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eggplant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garlic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Beans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gourds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Herbs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lettuce</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muskmelon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peppers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potatoes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pumpkins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raspberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhubarb</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spinach</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squash Summer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squash Winter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strawberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweet Corn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomatoes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turnips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radishes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watermelon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zucchini</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Storing Fresh Fruits and Vegetables for Best Flavor

## Store in the refrigerator

<table>
<thead>
<tr>
<th>FRUIT</th>
<th>STORED IN</th>
<th>VEGETABLES</th>
<th>STORED IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples (more than 7 days)</td>
<td>Berries</td>
<td>Belgian Endive</td>
<td>Radishes</td>
</tr>
<tr>
<td>Apricots</td>
<td>Cherries</td>
<td>Broccoli</td>
<td>Spinach</td>
</tr>
<tr>
<td>Asian pears</td>
<td>Cut Fruit</td>
<td>Asparagus</td>
<td>Sprouts</td>
</tr>
<tr>
<td></td>
<td>Figs</td>
<td>Brussels Sprouts</td>
<td>Summer Squashes</td>
</tr>
<tr>
<td></td>
<td>Grapes</td>
<td>Green Beans</td>
<td>Peas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Boots</td>
<td>Sweet Corn</td>
</tr>
</tbody>
</table>

1. Place fruits and vegetables in separate, perforated plastic bags.
2. Use within 1-3 days for maximum flavor and freshness.
3. Store each group in different produce drawers in the refrigerator to minimize the detrimental effects of ethylene produced by the fruits on the vegetables.

## Ripen on the counter first, then refrigerate

<table>
<thead>
<tr>
<th>AVOCADOS</th>
<th>KIWI</th>
<th>NECTARINES</th>
<th>PEACHES</th>
<th>Pears</th>
<th>PLUMS</th>
<th>PLUMCOTS</th>
</tr>
</thead>
</table>

1. To prevent moisture loss, store fruits and vegetables separately in a paper bag, perforated plastic bag, or ripening bowl on the counter away from sunlight. Ripening fruit in a bowl or paper bag can be enhanced by placing an apple with the fruit to be ripened.
2. After ripening, store in refrigerator and use within 1-3 days.

## Store only at room temperature

<table>
<thead>
<tr>
<th>FRUIT</th>
<th>STORED IN</th>
<th>VEGETABLES</th>
<th>STORED IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples (fewer than 7 days)</td>
<td>Citrus fruits</td>
<td>Garlic*</td>
<td>Tomatoes</td>
</tr>
<tr>
<td>Bananas</td>
<td>Mangoes</td>
<td>Ginger</td>
<td>Winter Squashes</td>
</tr>
<tr>
<td></td>
<td>Melons</td>
<td>Cucumbers*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Papayas</td>
<td>Jicama</td>
<td>Pumpkins</td>
</tr>
</tbody>
</table>
| | | Plantain | *
| | | Pomegranates | Eggplant* |

1. Many fruits and vegetables should only be stored at room temperature. Refrigeration can cause cold damage or prevent them from ripening to good flavor and texture. For example, pink tomatoes ripen to a better taste and red color if they are left at room temperature. In the refrigerator, they do not turn red, and even red tomatoes kept in the refrigerator lose their flavor.
2. Keep away from direct sunlight.

*Store garlic, onions, potatoes, and sweet potatoes in a well-ventilated area in the pantry.
*Cucumbers, eggplant, and peppers can be refrigerated for 1-3 days if they are used soon after removing from the refrigerator.

## Cleaning Your Produce

Always keep produce separate from raw meat, poultry, and seafood. Never use detergent or bleach to wash produce. Instead, rinse produce under running tap water immediately prior to use, including those with skins and rinds that are not eaten. Washing too far in advance removes some of nature’s natural preservatives. However, head lettuce or leafy greens remain crisper when washed right away and then refrigerated. Packaged fruits and vegetables labeled “ready-to-eat,” “washed,” or “triple washed” need not be washed. Refrigerate all cut, peeled, or cooked fruits and vegetables within 2 hours.

For information on how to store other fruits and vegetables go to FruitsAndVeggiesMoreMatters.org

Source: UC Davis Postharvest Technology

© 2012 Produce for Better Health Foundation.
Arugula

The aromatic salad green that has a hot and peppery flavor. Also known as rocket, roquette, rugula and rucola. Arugula has elongated dark green leaves that resemble an oak leaf.


Prepare: Wash and dry carefully by blotting with a paper towel right before using. Boil greens for 3-5 minutes or steam for 8-10 minutes. Color will brighten as it cooks. Color will darken and fade when overcooked.

Serve: baby greens work well in sauté and large greens can be added at the end of the cooking time in stir-fry.

Arugula Recipe

Strawberry and Arugula Salad Recipe

Ingredients:
- 4 cups baby arugula or other spring greens
- 1 cup strawberries, sliced
- 2 ounces Parmesan cheese, shaved (about ½ cup)
- Salt and pepper, to taste
- 2 tbsp aged (richer) balsamic vinegar
- 1 tbsp extra virgin olive oil

Directions:
Combine arugula, strawberries, cheese, salt and pepper in a salad bowl. Toss gently and serve at once. For variety, add toasted hazelnuts or try goat cheese in place of Parmesan. Serves 2.

enjoy!

Asparagus

Store: Asparagus should be refrigerated right away. Wrap asparagus in a damp cloth and store in refrigerator drawer or stand up in a glass or pitcher with a small amount of water if not using right away. Flavor will lessen each day not eaten. To freeze: blanch and cool immediately in ice water. Drain well and pack in plastic freezer bags or containers. Use within 8 months.

Prepare: Wash well under warm water. Snap or cut off the woody bottom part of the stalk before eating or cooking. Asparagus does not need to be peeled, however you can use a vegetable peeler to peel the skin from the stalk, especially towards the base.

Serve: Can be baked, roasted, boiled, sautéed, microwaved, steamed or eaten raw.

Asparagus is a member of the lily family and under ideal conditions can grow 10 inches in a 24 hour period.

Asparagus Recipe

Roasted Asparagus

Ingredients:
2 lbs fresh asparagus
Good olive oil
Kosher salt, plus extra for sprinkling
Freshly ground black pepper

Prep Time: 10 min
Cook Time: 25 min
Serves: 8

Directions:
Preheat the oven to 400°F. Break off the tough ends of the asparagus and peel them if they are thick. Place asparagus on a baking sheet, drizzle with olive oil, then toss to coat asparagus completely. Spread asparagus in a single layer and sprinkle liberally with salt and pepper. Roast asparagus for 25 minutes, until tender but still crisp.

enjoy!

Source 2005, Ina Garten, All Rights Reserved
Beets Recipe

**Pickled Beets**

**Ingredients:**
- 2 c. drained, sliced or whole beets, (reserve 1/3 c. liquid)
- 1/3 c. sugar
- 1/3 c. reserved beet liquid or water
- 1/3 c. vinegar
- 1 tsp. pickling spice (optional)

**Directions:**
In medium saucepan, combine drained beets, sugar, liquid and vinegar. Tie pickling spice in piece of cheesecloth or paper towel. Add to beets. Cook until mixture comes to a boil, stirring occasionally. Cool and remove pickling spice before serving.

Yield: 2 cups pickled beets. Leftovers will keep several weeks in refrigerator.

Source: Printed from Cooks.com
http://www.cooks.com/rec/doc/0,1650,153170-227197,00.html

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.

---

Beets

Is most well known as the red or purple root vegetable. However, the leaf vegetable or is known as chard.

NOTE: To remove beet stains: wet your hands and rub your hands with salt.

**Store:** Store beets without tops in individual plastic bags in the coolest part of the refrigerator. These should last up to one week. The greens should be eaten as soon as possible.

**Prepare:** Wash and scrub the beets before cooking. Beets peel best after cooking, so be sure to wear disposable gloves to minimize stains on hands.

**Serve:** Can be eaten raw, baked, steamed, pickled, and served as a condiment or alongside soups and entrees.
Broccoli

Broccoli has large flower heads, usually green in color, arranged in a treelike fashion on branches sprouting from a thick, edible stalk.

**Store:** Store broccoli unwashed in open plastic bag and place in the refrigerator crisper for only 2-3 days. Broccoli stored in water will lose water soluble nutrients.

**Prepare:** Wash broccoli by rinsing under cool water. Trim off just the end of each stalk. The entire remaining stalk is edible and nutritious. Cut the florets into uniform pieces for even cooking.

**Serve:** Broccoli can be steamed, boiled or eaten raw with or without a dip. The best way to cook broccoli is to steam, cook in the microwave or stir-fry with a little broth or water. Cooked broccoli should be tender enough so that it can be pierced with a sharp knife, and still remain crisp and bright green in color.

---

**Broccoli Recipe**

**Broccoli with Lemon**

**Ingredients:**
1 bunch broccoli
1/4 cup butter
1/2 cup fresh lemon juice, abut 2 small to medium lemons

Serves 4.

**Directions:**
Trim outer leaves off broccoli and remove tough ends. Wash broccoli well. Cut slits in stalks more than 1 inch in thickness. Cook broccoli in a small amount of boiling salted water for 12 to 15 minutes, just until crisp-tender. In a small sauce pan, melt butter; add lemon juice. Mix well; pour over hot broccoli just before serving.

**enjoy!**
Cabbage

**Store:** Store cabbage tightly wrapped in plastic and place in refrigerator crisper for up to a week. Discard any discolored or wilted outer leaves and tough stalks before cooking or eating.

**Prepare:** Do not wash cabbage until you are ready to use it. Avoid slicing or shredding cabbage in advance. This will cause it to lose some of its vitamin C content. If you must prepare it an hour or more in advance before cooking, place it in a plastic bag, seal tightly, and refrigerate.

**Serve:** Can be thinly sliced and eaten raw in salads or lightly cooked. Overcooked cabbage may produce a strong odor or flavor.

Types of cabbage: Head cabbages: Savoy or curly cabbage; Green Cabbage; Red Cabbage; Stalks and leaves: Napa cabbage and Bok Choy

---

**Cabbage Recipe**

**Sweet and Sour Cabbage Wedges**

**Ingredients:**
- 2 tablespoons olive oil
- ½ head green cabbage, quartered through the core
- ½ cup cider vinegar
- 1 ½ cup water
- 2 tablespoons sugar
- Coarse salt and ground pepper

Serves 4; Prep time: 5 minutes; Total time: 25 minutes

**Directions:**
- Start by putting olive oil in a pan (skillet can be used) over medium heat. Then add the cabbage and cook it until it’s golden brown. Around 3 minutes per each side. Then add vinegar, sugar and 1½ cups of water. Bring to a simmer.
- Cook the cabbage until it is tender. Test with a fork. Cook about 12 to 15 minutes then serve with salt and pepper or soy sauce.

**Source:**

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.
Carrots

Store: Cut off the green tops. The tops are edible but rob the carrot of moisture and nutritional value during storage. Undamaged carrots will last 2-4 weeks in the refrigerator.

To freeze: Blanch for 3 minutes, rinse in cold water to stop cooking process. Drain and pack into zip-lock bags.

Prepare: Scrub carrot with a vegetable brush under cool running water to remove dirt. Peeling will lose some of the nutrients. Cut into pennies, strips, or shred.

Serve: Carrots can be eaten raw, alone, with dip or served in salads. Carrots loose very little nutritional value during cooking. Can be steamed, roasted, tossed in with meat as it cooks or added to soups, stews and casseroles.

Carrots are an excellent source of vitamin A, which is necessary for healthy eyesight, skin, growth, and resisting infection.

Carrots Recipe

Easy Brown Sugar Glazed Carrots

Ingredients:
- 16 ounces baby carrots
- 2 tablespoons butter
- 1/3 cup brown sugar, packed
- 1 cup water
- 1 dash salt
- Pepper, to taste

Carrots are cooked with brown sugar and butter, resulting in a sweet, flavorful brown sugar glaze. Serves 4 to 6.

Directions:
In a medium saucepan, combine the baby carrots with remaining ingredients. Stir to blend ingredients. Bring to a boil over high heat. Reduce heat to medium and continue boiling (uncovered) for about 20 to 25 minutes, or until carrots are tender and the liquid has evaporated.

Source:
http://southernfood.about.com/od/carrots/r/b161012a.htm?p=1

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.
Chili peppers are used to spice up dishes. The interior veins or ribs of a pepper carry their heat, not the seeds as most commonly thought. Yellowish orange color veins indicate they are hot.

Chili Pepper

Store: Refrigerate peppers in the drawer unwashed for 1-2 weeks. To freeze peppers: Wash and dry peppers, cut into bite size pieces and place in an air tight container or zip-lock freezer bag. Peppers can also be dried.

Prepare: Use rubber gloves to protect your hands from burning, stinging, and irritation caused by chili peppers. Wash peppers right before using them. Pat dry with paper towels. Cut peppers in half and scrape out stems, seeds, and veins with the tip of a knife. Cut into strips or dice. When finished, remove and throw away your gloves. Always wash your hands thoroughly with soap and water after handling chili peppers, even if you have worn gloves.

Serve: Both sweet and hot peppers are delicious raw, grilled, or just added to recipes. Add peppers to soups, stews, omelets, quiches, casseroles, or a stir-fry.

Chili Pepper Recipe

Chili Salsa

Ingredients:
- 2 14 oz. cans whole tomatoes, with juice (I use Hunts or Del Monte)
- 2-4 jalapenos (depending on how hot you like it)
- 2-3 tbsp. cilantro leaves (fresh)
- 4 green onions, chopped
- 2 cloves garlic

Directions:
Boil jalapenos in water until they turn color and soften (about 7 – 10 minutes.) Slice off stems, cut in pieces and place in blender or food processor. Add cilantro leaves, onions and garlic to blender and “chop” until fine. Add 2 cans whole tomatoes (with juice) to blender and blend for 5-10 seconds (more or less, depending on how chunky or smooth you want the salsa.)

Salsa will keep at least a week if refrigerated.

enjoy!

Source: Chili Salsa

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.
Collard Greens

Store: Wrap unwashed collard greens in a damp paper towel. Store in a plastic bag in the vegetable drawer of the refrigerator.

Prepare: Wash collards under cold running water or rinse in cold water, replacing the water several times. Remove the stems and central vein.

Serve: Collard greens can be boiled, blanched, sautéed, or roasted.

Known as the tree-cabbage or nonheading cabbage.

Collard Greens Recipe

Ingredients:
- 2 lbs collard greens, tough stems discarded, leaves chopped
- 2 Tbsp medium onion, chopped
- 1 large garlic clove, minced
- 2 teaspoons bacon fat
- 2 Tbsp olive oil
- 2 Tbsp dark sesame oil
- Chili pepper flakes, a pinch
- Salt, a couple pinches
- Sugar, a couple pinches

Serves 4

Directions:
1. Use a large skillet with a tight fitting cover. Melt bacon fat and heat olive oil on medium heat. Sauté onion until transparent, a couple of minutes. Add garlic and and sauté until fragrant, about 20 seconds.

2. Mix in the greens, sesame oil, chili pepper flakes, salt, and sugar. Cover and cook until tender, 8-10 minutes.

Serve with barbecue sauce.

Source: Simply Recipes
http://simplyrecipes.com/recipes/collard_greens/
**Corn**

Corn grows in "ears". Kernels grow in rows protected by silk like threads called corn silk and covered by a husk.

**Store:** Refrigerate immediately with husks on and use as soon as possible. To freeze: blanch on or off the cob for 3-5 minutes, rinse under colder water to stop the cooking process. Place in freezer bags and put in freezer.

**Prepare:** Husk the corn just before using. Cut off any brown or insect eaten areas. Under cold running water rub the ear in a circular motion to remove the silk or scrub with a stiff vegetable brush.

**Serve:** Corn on the cob can be boiled for 6-10 minutes or roasted on the grill with the husk on for 20 minutes. Corn can also be steamed or even microwaved.

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.

---

**Corn Recipe**

How to cook fresh corn on the cob

**Ingredients:**
- Corn on the cob
- Butter (optional)
- Salt (optional)
- Pepper (optional)

**Directions:**

**Husk and rinse ears of corn and place into a large stock pot.**

Add about 4-5 inches of water to the bottom of the pot, and cover with a tight-fitting lid.

Heat until the water is at a good boil, and then time for 6-10 minutes.

Season with butter, salt, and pepper.

enjoy!

Source:
http://www.tammysrecipes.com/node/2999
Cucumber

“Cool as a cucumber” The inner temperature of a cucumber can be up to 20 degrees cooler than the outside air.

Store: Store in the refrigerator drawer for up to one week. Cucumbers do not like excessive cold. Use leftovers as soon as possible as cut cucumbers will deteriorate quickly.

Prepare: Wash cucumber to remove dirt. Cucumbers do not need to be peeled unless it is waxed or not organic. Seeding a cucumber is optional. To seed a cucumber cut in half lengthwise and scrape out seeds with the tip of spoon.

Serve: Cut or slice and eat raw or with dip, place into green salads or use in your sandwich. Pureed or grated cucumbers can be used in a chilled vegetable soup stock. Run a fork down the cucumber making sure to break the skin and cut into slices to add a decorative touch.

Cucumber Recipe

Ingredients:
1 cucumber, peeled and sliced
1 tablespoon coarsely chopped fresh dill
Salt and pepper
3 to 4 tablespoons rice vinegar, unseasoned, or cider vinegar

Directions:
Combine all ingredients in a bowl; cover and refrigerate until ready to serve.
For best flavor, chill this salad for at least 2 hours before serving

Prep Time: 5 minutes
Serves 2 to 4, but can be doubled or tripled quite easily.

enjoy!

Source:
http://southernfood.about.com/od/cucumbers/r/r70622f.htm?p=1
Eggplant

Store: Eggplant does not store well so use immediately for best flavor. If you must store them, wrap them in plastic and store for 1-2 days in the refrigerator. To freeze: wash, blanch or steam, peel if desired and place in freezer bags and place in freezer.

Prepare: Wash the eggplant just before using it. Cutting depends on how you plan to cook it. To bake a whole eggplant, poke the skin several times with a fork. Cut into slices to fry an eggplant or cut into thick lengthwise slices to broil.

Serve: Eggplant can be baked, grilled, steamed, or sautéed. Serve with tomatoes, onions, garlic and cheese. Eggplant is always cooked! Undercooked eggplant can have a chewy texture. Overcooked eggplant is just very soft. Eggplant is bitter and fibrous raw.

Eggplant Recipe

Easy Baked Low Calorie Parmesan

Ingredients:
- 1 eggplant
- Diced canned tomatoes in water
- Extra virgin olive oil
- Low fat mozzarella cheese
- Grated or diced garlic
- Salt and pepper

Directions:
For easy cleanup, line baking pan with foil and wipe with olive oil. Add garlic, oil, and salt and pepper to the diced tomatoes. Slice eggplant into 1/4 inch slices, or as thinly as possible. Place first layer of eggplant into baking dish. Place a layer of diced tomatoes and top with sliced mozzarella cheese. Continue layering eggplant, sauce and mozzarella until you have 2 or 3 layers. Bake in a 350°F oven for 30-40 min or until cooked through. Top with grated Parmesan cheese, if desired.

Enjoy!
Green Beans

Store: Refrigerate unwashed beans in plastic bag for 7-10 days. May be frozen for long term storage. Blanch in boiling water for two minutes, rinse in cold water to stop cooking process and pack into an airtight container to freeze.

Serve: Steam or simmer in boiling water for 5-10 minutes. Beans should brighten and become tender, not soft or mushy. Use in stir-frys, casseroles, soups or alone.

Prepare: Wash right before using. Cut or snap off both ends of the bean right before cooking. Beans retain more nutrients if cooked uncut.

Green Bean Recipe

Ingredients:
1 lb. fresh green beans
(snap ends and break in half)
1 large sweet onion, sliced
2-3 cloves garlic, minced
½ stick butter
¼ cup water
1 tbsp. sweet basil

Directions:
Sauté onions and garlic in ¼ stick butter.
Add green beans and remaining butter.
Add water. Reduce heat to low. Add basil.
Simmer until green beans are tender. Add more water or butter, if needed. Salt and pepper to taste.

enjoy!

Source:
http://www.cookes.com/recipe/0,1750,157188-249198,00.html
Kale

Has a mild cabbage flavor.

Store: Store unwashed kale in a plastic bag in the coldest section of refrigerator for no more than 3 days. Flavor will become much stronger if stored longer.

Kale freezes well and becomes sweeter and more flavorful after being exposed to frost.

Prepare: Wash under cool running water. Remove leaves from center stalk before use. Stalk can be eaten.

Serve: When kale is roasted it becomes crispy and salty-like French fries. Leaves can be added to salads or soup. Is a good substitute for spinach.

Kale Recipe

Ingredients:
- 6-8 cups chopped fresh kale, hard stems removed
- 2 Tbsp. olive oil
- 1 tsp. apple cider vinegar
- 1/2 tsp. kosher salt or sea salt

Prep Time: 5 minutes
Cook Time: 20 minutes
Total Time: 25 minutes

Directions:

Place a rack on the lowest shelf of your oven. Preheat oven to 350°F.

Spread kale out on a sturdy baking sheet. Drizzle with olive oil and apple cider vinegar. Toss to coat completely.

Place on the lowest rack of the oven and bake for 10 minutes. Remove from oven and stir so that kale can get crispy all over. Bake another 8 to 12 minutes or until kale is crispy. It should be just lightly browned and crispy to the touch.

If kale still bends, rather than crackles when you touch it, it isn’t done yet. Return it to the oven. Turn down the heat if it is getting too brown. Continue cooking until crispy.

enjoy!

Source:
http://kidscooking.about.com/od/sidedishes/r/crispykale.htm?p=1
Store: Store leaves that are firm and green for only a couple of days. Cut off leaves and store unwashed bulbs in refrigerator for several weeks. Kohlrabi can be stored longer if placed in sealed plastic bags.

Prepare: Wash under cool running water right before cooking or eating. Trim the stem. Kohlrabi bulbs can be sliced, cut into quarters, cubes or julienne strips and steamed until crisp-tender.

Serve: Peel and slice and serve raw. Can be boiled, microwaved, steamed, roasted or stir-fried. When cooked and cold, it may be served with oil-vinegar dressing or mayonnaise. Leaves of young plants may be eaten raw in salads.

Kohlrabi, or cabbage turnip, is a purplish-white vegetable grown primarily for its swollen root, which has a pleasing, nutty flavor.

Kohlrabi Recipe

Kohlrabi Salad

Ingredients:
- 4 medium-sized kohlrabies
- Salt
- ½ cup sliced radishes
- 1/3 cup salad dressing
- 2 tablespoons cider vinegar
- ½ teaspoon sugar
- Salt, pepper to taste
- Crisp lettuce leaves, washed and dried
- ½ cup grated carrots

Directions:
- Cut off tops and pare thick kohlrabi stems. Slice and cook kohlrabi in a little boiling water, covered, until just tender, about 15 minutes. Drain and cool. Combine with radishes in a serving dish. Mix salad dressing, vinegar, mustard, and sugar. Season with salt and pepper and add to vegetables.
- Refrigerate 1 hour or longer to blend flavors. Serve on lettuce leaves, garnished with carrots.


This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.
Mustard Greens

Store: Store unwashed greens in plastic bags in the crisper drawer of the refrigerator for up to 3 days. Wrap in moist paper towels for longer storage up to 5 days. Flavor may intensify during the longer 5 day storage. To freeze mustard greens: blanch by placing greens in boiling water for 3 minutes. Remove and place in ice water or under cold running water until cooled. Remove and drain. Place cold greens in zip-lock bags or freezer containers. Squeeze out as much air as possible and freeze for up to 1 year at 0 degrees F or below. Freezing is the best way to store.

Serve: Young leaves (4-5 inches long) are mild flavored and can be eaten raw in salads. Older leaves taste better when prepared as cooked greens. Avoid leaves that are yellow or have seeds or yellow flowers attached.

Prepare: Wash greens, trim ends and cut into 1 inch pieces or leave whole.

Mustard Greens Recipe

Ingredients:
½ cup thinly sliced onions
2 cloves garlic, minced
1 Tbsp olive oil
1 lb mustard greens, washed and torn into large pieces
2 to 3 Tbsp chicken broth or vegetable broth (vegetarian option)
¼ teaspoon salt
¼ teaspoon pepper
¼ teaspoon dark sesame oil

Directions:
In a large sauté pan, sauté onions in olive oil over medium heat until the onions begin to brown and caramelize, about 5 to 10 minutes.

Add the mustard greens and broth and cook until the mustard greens are just barely wilted. Toss with sesame oil. Season with salt and pepper.

Serves 4

Source: http://simplyrecipes.com/recipes/mustard_greens-print/
Okra

Store: To store place dry unwashed okra in a perforated plastic bag and refrigerate in the warmest area of the refrigerator. Use as quickly as possible because Okra does not store well. When ridges and tips start to turn dark it must be used or tossed.

Prepare: Do not wash until ready to use or it will become slimy. The more it is cut the more slimier it becomes. Do not cook in pans made of iron, copper, or brass as the okra will turn black from the chemical properties.

Serve: Okra is excellent sautéed or fried. It is commonly used to thicken soups and stews because of its sticky core. It can also be steamed, boiled, pickled or stir-fried whole.

Okra Recipe

Roasted Okra

Ingredients:
18 Fresh okra pods, sliced 1/3 inch thick
1 tablespoon olive oil
2 teaspoons kosher salt, to taste
2 teaspoons black pepper, to taste

Prep Time: 5 minutes
Ready In: 20 minutes
Cook Time: 15 Minutes
Servings: 3

Directions:
Preheat oven to 425°F.
Arrange the okra slices in one layer on a foil lined cookie sheet. Drizzle with olive oil and sprinkle with salt and pepper. Bake in the preheated oven for 10 to 15 minutes.
A potato plant is a leafy vegetable. It has a thick uneven shaped plant stem (tuber) that grows under ground. This edible tuber is also called a potato. Potatoes have a thin skin that is usually red, yellow, or brown.

### Store:
Refrigerate if not used within 2-3 days. Use within 1-2 weeks.

### Prepare:
Scrub under cool running water with a vegetable brush. Remove any “eyes”. Cut away any green areas on a potato. Cut off any black spots and wash thoroughly. Peeling will take away many of the nutrients.

### Serve:
Can be baked, boiled then mashed, pureed or eaten in chunks, steamed, or added to soups or stews. Prick holes all over whole potatoes to release pressure as they cook. Potatoes can be cut into various shapes and sizes for cooking (ie. Shredded, strips for French fries, chunked, etc.)

---

### Potatoes Recipe
**Twice-Baked Mashed Potatoes**

**Ingredients:**
- ½ cup chopped onion
- 1 cup shredded Cheddar cheese, divided
- ¼ cup chopped green pepper
- ¼ cup crumbled cooked bacon
- 1 tbsp vegetable oil
- 1 tsp salt
- 4 cups mashed potatoes
- ½ tsp pepper
  (prepared with milk & butter)

**Directions:**
In a small skillet, sauté onion and green pepper in oil until tender. In a large bowl, combine the onion mixture, mashed potatoes, ¼ cup cheese, bacon, salt and pepper. Spoon into a greased 2 qt. baking dish. Sprinkle with remaining cheese. Bake, uncovered, at 350°F for 20-25 minutes or until cheese is melted.

**Prep Time:** 10 minutes  
**Cook Time:** 20 minutes  
**Ready in 30 minutes**  
**Servings:** 6

Source: [Allrecipes.com/Recipe-Tools/PrintRecipe.aspx?RecipeID=116676&orig=details&s]
Radish

Store: Store leaves separate from roots for 2-3 days. Roots can be stored in a plastic bag for up to 2 weeks in the refrigerator crisper.

Prepare: Use a stiff vegetable brush and scrub radishes under cold running water. Trim off damaged areas, do not peel.

Serve: Can be eaten raw on a sandwich or in a salad. Bake or roast with other root vegetables or with meats to absorb the flavors. Use in soups and stews as you would a turnip.

Radish Recipe

Radish and Parsley Salad with Lemon

Ingredients:
About 10 medium or 12 small red radishes, scrubbed
3 large ribs celery, ends trimmed, peeled
1 cup tightly packed fresh flat-leaf parsley leaves
1 Tbs. fresh lemon juice; more to taste
¼ tsp. kosher salt; more to taste
2 Tbs. extra-virgin olive oil
Freshly ground black pepper

Try this salad with red globe, icicle, or watermelon radishes.
Serves 2-3

Directions
Trim the root and stem end of the radishes. Cut in half lengthwise and then slice them 1/8 inch thick (about 1 1/4 cups). Slice the celery crosswise 1/8 inch thick. Combine the sliced radishes, sliced celery, and parsley leaves in a medium bowl. Add the lemon juice, salt, and olive oil; toss well. Add several generous grinds of black pepper, taste and adjust seasonings, and serve.

Source: Amy Albert
http://www.finecooking.com/recipes/radish_parsley_salad.aspx

Enjoy!
**Snow Peas**

A variety of pea eaten whole in its pod while still unripe.

**Store:** Use as soon as possible. Refrigerate in a plastic bag for 4-5 days. To freeze, blanch for 2 minutes, rinse in cool water to stop cooking process and place in plastic bags. Frozen peas will loose their crunch.

**Prepare:** Snip off the stem end and pull away the string that runs down the side of the pod.

**Serve:** Snow peas can be eaten raw with or with out dip and added to salads. Snow peas can also be added to stir-frys, steamed, simmered or sautéed alone or with other veggies and/or meats. Add pea pods in the last few minutes of cooking time.

---

**Snow Peas Recipe**

**Garlic Snow Peas Recipe**

**Ingredients**

- 2 cups fresh snow peas (washed, dried, and trimmed)
- 1-2 Tbsp sesame oil
- 3 minced garlic cloves
- Salt & Pepper

Serves 4

**Directions:**

Heat wok or frying pan on medium-high heat. Add oil. Add peas when oil is hot. About 1 minute after stir frying add garlic and seasoning. Quick fry just till bright green and still crisp. Cooking time is an estimate - do not over cook or peas will turn a dull green and go limp. Remove and serve while hot.

*Source: [http://www.recipezaar.com/recipe/print?id-152251](http://www.recipezaar.com/recipe/print?id-152251)*
Spinach

Store: Store spinach in a damp towel or plastic bag in the refrigerator for up to a week. To freeze, blanch for 1-2 minutes and rinse in cold water to stop the cooking process, drain well and pack in airtight plastic bags and freeze for up to 8 months.

Serve: Spinach can be eaten raw or leaves cooked until just wilted by placing in a sauce pan with the leaves still wet from washing, cover and cook 3-4 minutes over medium high heat, press down on leaves to remove water and drain. Add spinach last minute to soups, stir-frys or sautés.

Prepare: Wash spinach several times under cool water remove any dirt residue. Pat dry with a towel or spin dry to eat raw or leave wet to cook in sauce pan.

An edible flowing plant with broad, spade-shaped, jaded leaves and undamaged stems.

Spinach Recipe

Spinach and Red Pepper Sauté

Ingredients:
1 tablespoon olive oil
2 teaspoons butter
2 medium red bell peppers, seeded and cut into strips
2 garlic cloves, very thinly sliced
1 pinch crushed red pepper flakes
8 cups fresh rinsed spinach
1/4 teaspoon salt, or to taste

Spinach is sautéed with red bell peppers, garlic, and seasonings.

Directions:
In large skillet, heat olive oil and butter over medium heat. Add bell peppers, garlic, and pepper flakes. Cook stirring frequently for about 4 minutes.
Add rinsed (undried) spinach to the skillet. Sprinkle with salt. Increase heat to medium-high and cook, stirring occasionally, for 3 minutes or until vegetables are tender.

enjoy!

Source: Diana Rattray, About.com Guide
http://southernfood.about.com/od/turnipgreens/r/200311b.htm?p=1

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.
Squash

Store: Place unwashed squash in plastic bag and store in refrigerator drawer for up to a week.

Prepare: Wash squash under cold water right before you are ready to cook or eat. Do not peel for full nutritional benefits of this vegetable.

Serve: Can be eaten raw, broiled, steamed, fried, grilled, sautéed, or stir-fried.

Steam small squash whole, cut in half lengthwise or in larger chunks anywhere from 5-15 minutes to preserve texture. Check tenderness with a fork. Grill squash in half lengthwise (face-down) or cut into chunks for shish-ka-bobs.

Squash are fleshy vegetables protected by a hard rind. They belong to the plant family that includes melon and cucumbers.

Squash Recipe

Ingredients:
- 1-2 tbsp butter or olive oil
- 1/3 cup chopped onion
- 3 medium summer squash (yellow)
- Salt and Pepper

Directions:
Melt butter in heavy, deep-sided skillet. Coarsely chop onion and add to the skillet. Sauté onion over medium-low heat for five minutes, stirring occasionally. Onions should be soft and transparent, but not browned on the edges. While the onion is cooking, slice the summer squash in ¼ inch slices and then quarter the slices (about 4 cups of sliced squash). Add squash to skillet with onion and season with salt and pepper. Cook squash and onion over low heat for 15-20 minutes, stirring occasionally. Squash should be soft but not mushy.

Adjust the seasonings and serve as a tasty part of a simple, summer meal.

enjoy!

Source:
http://www.bukisa.com/articles/130181_easy-and-delicious-summer-squash-
Swiss Chard

Store: Store unwashed leaves for 2-3 days in perforated bags and place in refrigerator. Stalks can be stored longer if separated from the leaves.

To freeze Swiss Chard place in freezer bag and place in freezer.

Prepare: To cook the stalks, trim 2 inches or so from the root end and remove any tough strings.

Flavor is mildly sweet yet slightly bitter (similar to beets), and has large green leaves with ribs running throughout. The leaves can be smooth or curly and are attached to fleshy, crunchy white, red or yellow celery-like stalks.

Serve: Can be eaten raw, sautéed, steamed or simmered. Can be used in place of spinach in a recipe.

Swiss Chard Recipe

Ingredients:
1 to 2 pounds Swiss chard, thoroughly washed and drained
2 to 4 tablespoons olive oil (2 tablespoons per pound of chard)
2 cloves of garlic, minced
Salt
Ground black pepper

Directions:
Remove leaves of chard from their stems; chop stems into bite-sized pieces.
Stack or roll the leaves together and slice them into smaller strips using a sharp knife.

Heat a skillet over medium-high heat. Place olive oil, chopped chard stems and minced garlic in skillet and sauté 4 to 6 minutes.

Add the chard leaves a bunch at a time as you stir. Once all the leaves are in the skillet, cover with a lid and allow to cook for another 4 to 6 minutes, or until the greens look wilted.

Remove the lid. Turn heat to high and continue cooking approximately 2 more minutes, or until all liquid has evaporated.

Season with salt and pepper to taste, and serve.

enjoy!

Source:
http://ezinearticles.com/?How-To-Cook-Swiss-Chard&id-352325
Tomatillo

Store: Store at room temperature with husks on for up to 2 weeks. For longer storage: refrigerate in husks but not in plastic bags. To freeze: remove the papery husks, clean and place in freezer bags.

Prepare: Remove husk and wash with soap and water to remove the film left by the husk. Dry and use. Tomatillos are not usually seeded for use.

Serve: Can be used raw in salsas or salads or cooked for sauces or in stir-fries.

Are small fruits (used as a vegetable) enclosed in a husk. Relative of the tomato. Provides tart flavor in Mexican green sauces.

Tomatillo Recipe

Green Tomatillo Sauce

Ingredients:
1 med onion finely chopped
2 tbsp salad oil
¼ cup finely chopped blanched almonds (optional)
2 cans (10 oz. each) tomatillos
1 tbsp minced cilantro
3 tbsp minced green chilies
2 cups regular strength chicken broth

Directions:
Put all in a blender and blend until fairly fine. Place in pan on stove and simmer until sauce has thickened and reduced to 2 ½ cups. This sauce should not be too spicy.

enjoy!

Source:
http://www.cooks.com/rec/doc/0,1615,159190-250197.html
Tomato

Tomatoes are member of the fruit family, but they are served and prepared as vegetables.

Store: Tomatoes will ripen when placed in a warm area. Tomatoes freeze well. To freeze whole, core tomatoes, place on a cookie sheet and freeze. When solid, place in freezer bag and place back in freezer. Salsa, sauces, and purees also freeze well.

Serve: Tomatoes are versatile. Sauté, bake, broil, or grill them - and most of all, eat them raw!

Prepare: Wash tomatoes under cold water. If you wish to remove skins, dunk whole tomatoes in boiling water for 15 – 30 minutes seconds, remove with slotted spoon.

This training is supported by a grant from the Nebraska Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of NDHHS.

Tomato Recipe

Baked Parmesan Tomatoes

Ingredients:
- 4 tomatoes, halved horizontally
- ¼ cup freshly grated Parmesan cheese
- 1 teaspoon chopped fresh oregano
- ¼ teaspoon salt
- Freshly ground pepper, to taste
- 4 teaspoons extra-virgin olive oil

Directions:
- Preheat oven to 450°F.
- Place tomatoes cut-side up on a baking sheet. Top with Parmesan, oregano, salt and pepper. Drizzle with oil. Bake until the tomatoes are tender, about 15 minutes.

Preparation Time: 5 minutes Level: Easy
Cook Time: 20 minutes Serves: 4

Try sandwiching them between slices of your favorite whole-wheat country bread.

enjoy!

Source:
http://www.lifescript.com/Body/Food/Recipes/EatingWell/B/Baked_Parmesan_Tomatoes
**Turnip**

*Turnips are a root vegetable from the cabbage family. The greens can be eaten as well.*

**Store:** Remove leaves and place unwashed turnips in a plastic bag and store in the refrigerator for up to two weeks or a cool, dry, dark place for up to 7 days.

**Prepare:** Trim the stem end and any hairy roots. Wash and peel right before cooking or eating. Can be eaten raw.

**Serve:** Peel and slice and serve raw. Can be boiled, microwaved, steamed, roasted or stir fried.

---

**Turnip Recipe**

**Southern Turnip Supreme**

*Cook until the bouillion cube dissolves, about 1 minute. Stir in the turnips, onion and garlic, return to a boil, and cook the mixture until the turnips are tender, about 10 minutes. Reduce the heat to a simmer and cook until most of the liquid has been evaporated, 10 to 15 minutes more. Lightly stir in the sour cream to coat the turnips. Sprinkle with salt and pepper, and top with shredded Cheddar cheese and parsley.*

**Ingredients:**
- 1 cube vegetable bouillon
- 1 cup water
- 3 cups peeled, cubed turnips
- ¼ cup minced onion
- 2 cloves garlic, minced
- Salt and black pepper to taste
- 1 ½ Tbsp sour cream
- ½ cup shredded sharp white Cheddar cheese
- Chopped fresh parsley for garnish (optional)

**Directions:**
Place the vegetable bouillon cube into a saucepan with the water and bring to a boil over high heat.

**enjoy!**

Zucchini

Store: Store unwashed zucchini in a plastic bag and place in the refrigerator drawer for up to a week.

Prepare: Wash right before cooking. Trim off stem end and cut in half lengthwise for grilling; or cut into chunks for shish-ka-bobs.

Serve: Raw, broiled, steamed, fried, grilled, sautéed, or stir-fried

Zucchinis are fleshy vegetables protected with a hard rind. The skins can be eaten and are where much of the nutritional benefits are.

**Zucchini Recipe**

**Zucchini, Tomato and Provolone Bake**

**Ingredients**
- 1 pound zucchini squash
- 1 pound plum tomatoes, cut into ¼ inch slices
- ¼ cup prepared pesto
- 8 slices Sargento sliced reduced sodium Provolone cheese

**Directions**
Wash zucchini but do not dry. Cut crosswise into ¼ inch thick slices; place in a microwave-safe casserole dish.

Cover with lid. Cook in microwave oven 3 to 4 minutes or until crisp-tender. Drain in colander; rinse with cold water to stop cooking. Transfer to clean kitchen towel or paper towels to dry. Toss zucchini with pesto sauce and pepper. Sprinkle ½ cup breadcrumbs in bottom of 8 or 9-inch baking dish. Spoon half of zucchini mixture evenly over crumbs. Arrange half of tomato slices over zucchini; top with 4 slices cheese. Repeat layering with remaining zucchini mixture, tomatoes, cheese and breadcrumbs.

Bake in a preheated 375°F oven 25 to 30 minutes or until golden brown.

Source:
Submitted by Sargento

enjoy!