

Get Frosty



Why Frozen Fruit can be good:

Frozen Fruits offer the same nutritional value as fresh produce since they are frozen at their peak ripeness from being picked. Making use of frozen fruits can be a time a saver as it is already pre-washed and cut. Consuming frozen fruits can also help reduce food waste as you are typically only eating the portion size of what you know will be consumed and not over preparing foods.



[Overnight Oats w Berries](#)



[Strawberry Rhubarb Smoothie](#)

How to Safely Enjoy Frozen Fruits and Vegetables

It's important to follow preparation and cooking instructions on frozen foods and to understand the difference between frozen fruits and frozen vegetables.



Frozen Fruits

Frozen fruits don't bear cooking instructions because they are best enjoyed right out of the bag.



Frozen Vegetables

Need to be cooked according to package cooking instructions for safety and quality.

Both frozen fruit and frozen vegetable manufacturers follow stringent food safety practices.

Frozen Fruits

- ✓ High Acidity
- ✓ Sugar Content

Most frozen fruits may naturally prevent or reduce the growth of potentially harmful bacteria.

Frozen Vegetables

- ✓ Lower Acidity
- ✓ Lower Sugar Content

Frozen vegetables may not prevent growth of potentially harmful bacteria. **Always follow the package cooking instructions to guarantee your frozen vegetables are safe to eat.**

Note: This cooking step is especially important for consumers who fall in vulnerable populations (pregnant women, infants, elderly and immunocompromised).

Consumers should feel confident in enjoying the convenience, nutrition and safety of frozen produce.

FARM TO FREEZER

Frozen Fruits

- HARVEST:** Fruits are picked at the peak of ripeness.
- WASH:** Directly from the field, frozen fruits are cleaned, washed (depending on the type of fruit) and prepared for freezing.
- FREEZE:** Flash frozen within hours of harvest, locking in key vitamins and minerals.
- PACKAGE:** Conveniently packaged allowing for consumers to use right out of the bag.

Frozen Vegetables

- HARVEST:** Vegetables are picked at the peak of ripeness.
- WASH:** Directly from the field, frozen vegetables are thoroughly cleaned and washed.
- BLANCH:** Most frozen vegetables are blanched meaning they are put in hot water or steam for a short time. This heat step serves to enhance the taste, crispiness and shelf life of the final product.
- FREEZE:** Flash frozen within hours of harvest, locking in key vitamins and minerals.
- PACKAGE:** Conveniently packaged for use with validated cooking instructions. Consumers must follow these on-package cooking instructions to ensure safe consumption and to enjoy optimal flavor and texture.

What do you call a sad strawberry?



[Blueberry Pumpkin Pie Dip](#)



[Autumn Spiced Blueberry Chia Jam](#)



[Feta, Blueberry and Thyme Crescent Rolls](#)