

FROZEN PRODUCE

FACTS



Food that is harvested or processed, then immediately frozen



During the freezing process, vitamins and minerals are "locked in." Helps frozen produce stay as nutritious as fresh.

PROS



May have more vitamin C, lutein, beta-carotene and antioxidants than fresh produce refrigerated at home longer than 5 days.

CONS



You may not like the taste or texture of frozen food. Lose the health benefits of frozen produce if you buy packages with stuff added to it, like sauces, cheeses or salt.

MUNCH ON THIS

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FROZEN OR FRESH?

When choosing between fresh food or frozen, 78% of shoppers choose fresh these days. Some believe it's healthier and tastier. But most experts say frozen and fresh have similar amounts of nutrients.

FRESH PRODUCE

FACTS



Food that often goes right from farm to produce aisle



Freshly picked vegetables contain the most vitamins and minerals. Start losing vitamins within 24-48 hours after being picked.

PROS



May have a better taste and texture. May have slightly more nutrients than frozen, depending on when you eat it after it's picked.

CONS



Fresh produce usually starts losing vitamin content after 5 days in a kitchen refrigerator. Fresh food is more likely to get contaminated with salmonella. May get bruised or broken on way to the store.