

The commitment continues

The publication of this second edition of the Guide to the Best Fruit and Vegetables marks our renewed commitment to quality produce and invites consumers on a flavoursome tour of producers and distributors. The Guide looks at certified quality labels, fruit and vegetable types and varieties, designations of origin and maps of the Spanish regions showing the major growing districts.

Some fruit and vegetable producers are under the misapprehension that bars and restaurants and greengrocer customers are only interested in the price. As publishers of this Guide, our commitment is to those producers who know that not everything is the same in the shops.

In the foreword to the first edition of this Guide, we said «We have heard some say all fruit and vegetables are the same.» Today, we still feel embarrassed about people who think that way. Within one and the same species of fruit or vegetable, there is a staggering range of shapes, flavours, and colours, and sometimes dozens of varieties and cultivation methods. Many of these foods may seem the same, but they are really very different. The more you know about them, the more greengrocer's and supermarkets are able to pre-select what customers want. Fruit and vegetables are perceived and valued differently, just like cheeses and wines. This Guide, following on where the first edition left off, can help you discover a whole world of quality nuances in fruit and vegetables.

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As publishers of this Guide, we hope readers will, when eating out, choose restaurants offering innovative salads which customers can then make in their own homes, too. When served fish or meat at a restaurant, ask the chef not to bring out some boring garnish. Make them prepare a «half fruit and vegetables dish» - both healthy and delicious. For pudding, order plentiful portions of fresh fruit, as suggested by the promotional stickers in this Guide.





En 1997, Ediciones de Horticultura was one of the leading partners in the European Fruit & Veg project. Later, it founded the 5 Al Día association to promote fruit and vegetable consumption in Spain. The www.fruitveg.com website and this Guide, www.frutashortalizas.com, link to each other. The first and second editions of the Guide are distributed free in restaurant chains. Each book comes with a cover letter encouraging restaurants to widen their offering of salads, serve larger vegetable garnishes and use fruit in starters and puddings. If you would like to have the first edition of the Guide as well as this one, please ask us for a copy, which we shall send you free of charge except package and posting. (*)

(*) While stocks last.

For further information:

- www.fruitas-hortalizas.com
The website provides general information for consumers, chefs, greengrocers and producers, and figures that may be of use to wholesalers and supermarket chains.
- In the first edition of the Guide
- Fruits and vegetables are good for us - what is the evidence? Jenny Matthew, Fruit & Veg Project
- The «5 a day» message in different countries
- What's new in... health and nutrition benefits of fruit and vegetables. A book published in both Spanish- and English-language editions.



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