



GUIDE
OF THE BEST
FRUITS
VEGETABLES



A track record with the finest flavours



Spain is a country full of flavours. Each of its regions has its own distinctive agricultural produce. This Guide, aimed at consumers, intends to help readers discover the wealth of possibilities – Valencian citrus fruit, Malaga custard apples, Almería tomatoes, Bierzo red peppers and Calahorra cauliflower fill every corner of Spain with life. With this GUIDE, you can set off on a tour packed with flavours and colours, getting to know producers, trademarks, packagers, certified quality, fruit and vegetable varieties, designations of origin and maps of producing regions and major market-garden towns.

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 greengrocers and supermarkets are able to pre-select what customers want. Fruit and vegetables are perceived and valued differently, just like cheeses and wines. This third edition of the Guide, following on from the first two editions, can help you discover a whole world of quality nuances in fruit and vegetables.

Times change, and so do consumers. Today, they are better informed and more demanding than ever. As publishers of this Guide, our commitment is to those producers who know that not everything is the same in the shops. We think consumers will ask them when and where a given fruit was picked, or ask



Sea moderno
pidanos verduras!
son frescas,
nutritivas,
muy sabrosas!



Aquí...
pida frutas!
son frescas,
nutritivas,
buenísimas



In 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 four 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 earlier editions of the Guide as well as this one, please ask us for copies, which we shall send you free of charge except package and posting (*)

(*) While stocks last.

their greengrocer how to ripen a green fruit. Taking an interest in producers' different labels and the names of varieties is a good way of looking after both flavour and budget. This Guide aims to persuade people not to buy bulk products that are not suitably labelled and identified. Would you buy water, wine, milk or yoghurt in bulk?

This GUIDE identifies the source of each product, the conditions under which it is grown, and its specific features. Using this GUIDE, you will know where and when to find Spain's freshest and most delicious fruit and vegetables. Enjoy!

For further information:

- www.frutas-hortalizas.com
The website provides general information for consumers, chefs, greengrocers and producers, and figures that may be of use to wholesalers and restaurant and supermarket chains.
- The first, second and third editions of this 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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