



# Fresh is best!



Fresh fruit and vegetables not only taste better, they are better for you. As soon as they're picked, fruit and vegetables (many of which contain up to 80 percent of water) begin to lose moisture and their nutrients may deteriorate and lose flavour.

Like most plants, fruit and vegetables continue to respire, or produce energy, once they have been picked. To retain nutrients for longer, it's best to store fruit and vegetables at a temperature that allows the respiration to continue. This depends on the type of fruit or vegetable. For example, many vegetables are best stored in the fridge, but for some, such as potatoes, it's best to store them in a dark, cool place.

It's also important to handle fruit and vegetables carefully to avoid bruising, which can damage cells and harm the nutrients.

Most fresh fruit and vegetables are transported by refrigerated truck to a greengrocer or supermarket. This can take several days, and fruit and vegetables can spend one to three days on display before you buy them. So it's important that you store them in the best way.

To make sure you're eating fresh fruit and vegetables, you can also grow some of your own. Home-grown fruit and vegetables taste great, too.

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