

MIS-AP.200



Plate it up!

Kentucky Proud

Sun ripened tomatoes, juicy peaches, crunchy cucumbers, crisp lettuce and tart apples — Kentucky produces an abundance of fresh fruits and vegetables that not only are delicious but also nutritious!

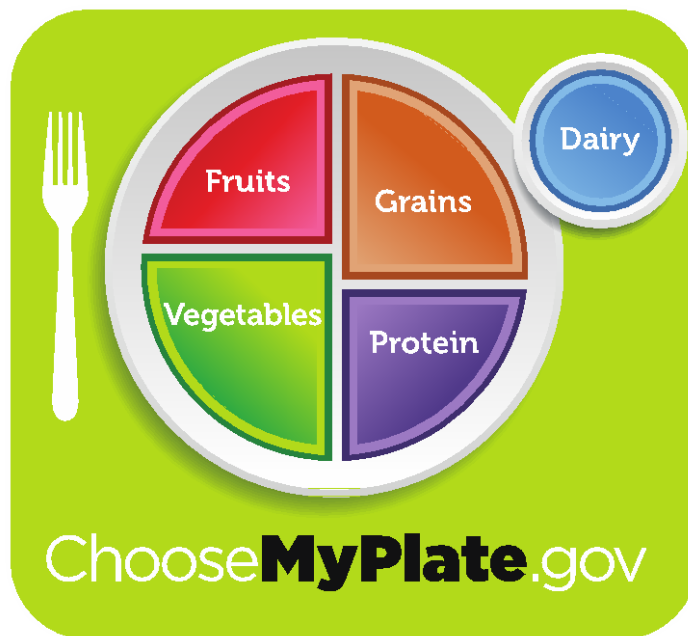
Kentucky consumers have many options when it comes to accessing fresh produce. Many grow their own gardens and share their bounty with neighbors and friends. Others shop at farmers markets, roadside stands or utilize you-pick operations. Several grocery stores or convenient marts also feature local, seasonally grown foods. For some consumers, nothing tastes better than fresh vegetables or fruits picked at their prime and prepared within a few hours.

Fresh fruits and vegetables play a key role in balanced nutrition providing vitamins, nutrients and fiber needed to maintain a healthy weight. According to the United States Department of Agriculture's nutrition guidelines, MyPlate, fill half your plate with fruits and vegetables. Find out more at www.choosemyplate.gov

Many consumers look for ways to add variety to family meals with new recipes and new ways to use fresh produce. Farmers markets also feature a diverse variety of foods. Consumers look for ways to use foods that they are not accustomed to preparing.

To assist consumers, the Kentucky Family and Consumer Sciences program developed Plate it up! Kentucky Proud: The primary goals of the program are to:

- Increase consumer awareness of the "Kentucky Proud" brand benefits
- Increase consumer purchase and preparation of locally grown and value added foods
- Reduce obesity rates by targeting increased consumption of fruits and vegetables
- Develop seasonal educational curriculum resources to enhance Kentucky Cooperative Extension Service nutrition education programming



Through a partnership with the Kentucky Department of Agriculture, the University of Kentucky, School of Human Environmental Sciences and the University of Kentucky Cooperative Extension Service, nutritious and good tasting recipes are developed and marketed to consumers throughout the Commonwealth. The recipes and product information highlight locally grown fruits and vegetables, which contribute to the stability of local food systems for healthier family lifestyles.

How does the partnership work?

The Kentucky Department of Agriculture has been instrumental in securing funding through USDA grants aimed at consumer education of specialty crops. KDA promotes the recipes through their Kentucky Proud recipe database at www.kyproud.com.

Students and instructors in experimental foods classes in the School of Human Environmental Sciences modify recipes and provide technical analysis related to nutritional content. Students also provide research on the value of sampling prepared recipes among consumers in relation to use and purchase of featured fruits and vegetables. This occurs at displays at local farmers markets and with focus groups in counties throughout Kentucky.

The Cooperative Extension Service provides overall facilitation and project development. A committee of county extension agents for Family and Consumer Sciences, nutrition associates and other partner representatives, work closely with the recipe development process. Based on the Kentucky produce availability chart, three to four recipes are selected and published for each season. Marketing pieces are developed to promote the featured produce and recipe.

Be on the lookout for the Plate it up! Kentucky Proud logo. Whether it is spring, summer, fall or winter, you can Plate it up! Kentucky Proud, with delicious recipes that put a new twist on your favorite Kentucky Proud foods.

If you grow your own garden, contact your local Extension office for information on soil testing and ask for publication, ID-128 *Home Vegetable Gardening in Kentucky*. Also, pick up the latest Plate it up! Kentucky Proud recipe cards and discover colorful recipes that taste great and are good for you. Plate it up! Kentucky Proud cards contain a recipe with nutritional analysis and valuable information on the featured produce, nutrition facts, selection, storage and preparation.

Reference: Laura Stephenson, Plate It Up! Kentucky Proud presentation, NEAFCS, Columbus, Ohio, 2012.

Jennifer Bridge, BS
Meade County Extension Agent for Family and Consumer Sciences

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