

# Enjoy the freshness, flavor and excellence of Kentucky Proud Produce

It really makes a difference when you purchase locally grown fruits and vegetables. You provide your family with garden fresh taste and quality, while also helping the community by keeping your food dollars close to home.



## Colorful Eating

Color-code your shopping and be on your way to better health. Each color group of produce offers different phytochemicals, antioxidants and nutrients that help you stay healthy in a variety of ways.



### Get the blues (and purples)

*Brain/memory, healthy aging, urinary tract*

#### Fruits

- Blackberries
- Blueberries
- Grapes
- Plums

#### Vegetables

- Eggplant
- Kohlrabi
- Purple asparagus
- Purple cabbage
- Purple carrots
- Purple peppers

### Great greens

*Vision, bones, teeth*

#### Fruits

- Apples
- Grapes
- Paw paws
- Pears

#### Vegetables

- Asparagus
- Beans
- Broccoli
- Brussel sprouts
- Cabbage
- Cucumbers
- Kohlrabi
- Leafy greens
- Lettuce
- Okra
- Onions (green)
- Peas
- Peppers
- Zucchini

### Wonderful whites

*Heart, maintain healthy cholesterol*

#### Fruits

- Pears (brown)
- White peaches

#### Vegetables

- Cauliflower
- Kohlrabi
- Onions
- Potatoes
- White corn

### Outstanding oranges (and yellows)

*Vision, immune system, heart*

#### Fruits

- Cantaloupe
- Peaches
- Yellow apples
- Yellow pears
- Yellow watermelon

#### Vegetables

- Carrots
- Corn
- Golden potatoes
- Peppers
- Pumpkins
- Squash
- Sweet potatoes
- Yellow tomatoes

### Radiant reds

*Heart, urinary tract, brain/memory*

#### Fruits

- Apples
- Grapes
- Pears
- Raspberries
- Strawberries
- Watermelons

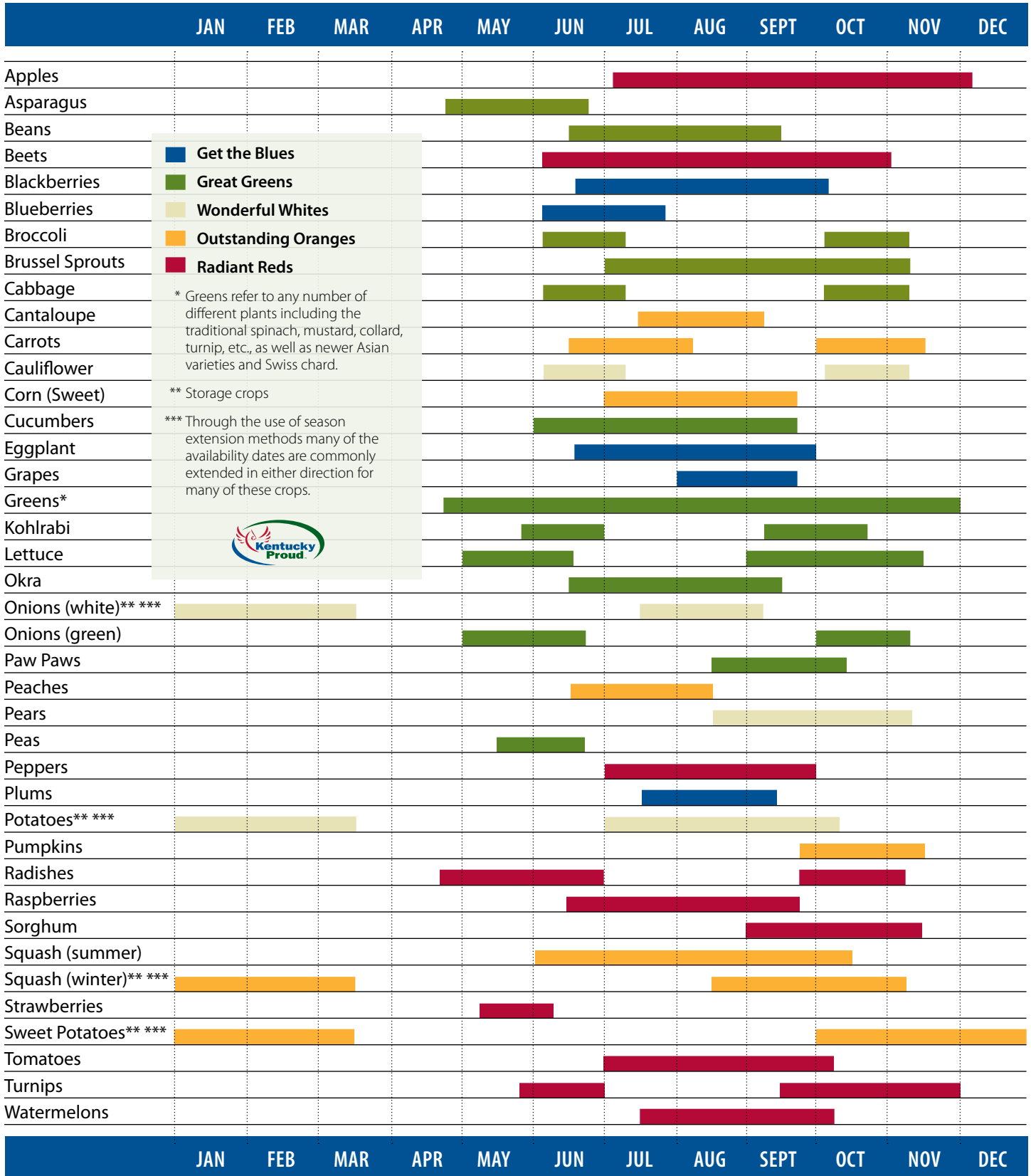
#### Vegetables

- Beets
- Radishes
- Red peppers
- Sorghum
- Tomatoes
- Turnips



# Kentucky Proud Produce Availability

Buying Kentucky Proud is easy. Look for the label at your grocery store, farmers' market, or roadside stand. Our secret ingredient is the hard work and dedication of Kentucky's farm families. Find out why "Nothing else is close."



- Get the Blues
- Great Greens
- Wonderful Whites
- Outstanding Oranges
- Radiant Reds

\* Greens refer to any number of different plants including the traditional spinach, mustard, collard, turnip, etc., as well as newer Asian varieties and Swiss chard.

\*\* Storage crops

\*\*\* Through the use of season extension methods many of the availability dates are commonly extended in either direction for many of these crops.

