

Healthy Versatile Available Year Round ...

Best of all, *Delicious*

cranberries

Because it's all about the taste

Ask a group of people to list every factor they can think of that influences food choices. Mood, time, convenience, cost, intolerances, traditions, seasonality, advertising, location and many other things will come into play. The biggest driver of all? **Taste.**

Regardless of life stage, food philosophy or health goals, **everyone shares the desire to eat food that tastes great.**

Fortunately, many of the most delicious foods available are also naturally very healthy. Nutrient-dense fruits and vegetables picked at their peak of ripeness are mighty tasty. Enjoying an abundance of fresh fruits and vegetables is crucial for optimal health – they should cover half the plate in most meals. Eating a wide variety of foods, flavours and textures is also important to prevent getting tired of healthy food and because no single food provides every nutrient needed for optimal well-being.

A British Columbia jewel available year-round

Gorgeous ruby red cranberries grown in BC, are an affordable, local food with tremendous potential on our plates. They add disease-fighting nutrients, natural appetizing colour, great taste and texture variety. Trouble is, we forget they're available year round and often limit enjoyment to the Thanksgiving or Christmas season. No sugar added fresh cranberries are available between mid-September and early November. This is a perfect time to stock up. There's no prep needed. Simply pop a few bags into the freezer. Rinse them later before using. Year round, cranberries are available in no sugar added frozen as well as canned, dried and juice options.

A Handful of Dried Cranberries for Taste and Texture Variety

Dried cranberries are a naturally brightly coloured easy addition to baked goods such as lemon loaves, banana muffins or oatmeal cookies. They offer great variety when used as a topper on a bowl of warm oatmeal, yogurt, in a trail mix or along with rice or leafy greens in a salad. Because cranberries are naturally very tart tasting, dried cranberries are sweetened with sugar. Eaten in smart portions and as part of well-balanced meals and snacks they can be enjoyed worry-free for powerful health benefits including fibre, antioxidant nutrients and vitamin C. It's critical to know that not all sugar-sweetened foods are equal. Some, like cranberries, offer tremendous nourishment value. Others merely provide empty calories. Here's a quick example:

Sweet, Chewy Snack	Calories	Sugar (g)	Fibre (g)
1 chocolate bar	250-400	25-45	0
¼ cup jelly beans	400	80	0
¼ cup chocolate chips	320	36	0
¼ cup raisins	130	24	1
1/4 cup Dried Cranberries	130	29	3

Refreshing Cranberry Mint Slaw 8 servings

A cool, crunchy side that's perfect with grilled fish or a burger.

3 cups	green or red cabbage, finely chopped	750 mL
2 cups	fresh kale, stems removed, chopped	500 mL
2	carrots, coarsely grated	2
¼ cup	thinly sliced red onion	60 mL
½ cup	dried cranberries	125 mL
½ cup	chopped fresh mint	125 mL
	juice of 1 fresh lime	
¼ cup	canola or olive oil	60 mL
1 tbsp	honey	15 mL
	salt and freshly ground pepper, to taste	
2 tbsp	toasted pumpkin seeds	60 mL

In a large bowl, combine cabbage, kale, carrots, onion, cranberries and mint. In a small container with a lid, shake together lime juice, oil and honey. Season to taste with salt and pepper. Drizzle dressing over slaw and toss well to combine. If time allows, let slaw rest in the fridge for an hour or more before serving for flavours to mellow. Just before serving, sprinkle with pumpkin seeds.



Per serving: 131 calories
12 g carbohydrate
2.5 g fibre
27 mg sodium
9 g fat
2.5 g protein