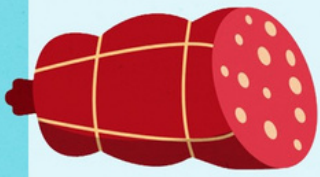
MYTHS & FACTS ABOUT FROZEN FOOD

MYTH: Fresh produce is the best way to eat "farm-to-table".

FACT:

Produce picked at the height of ripeness and then flash frozen locks in flavor and nutrition, whereas fresh produce can take weeks to travel from farm to store.

MYTH: Frozen foods have a lot of preservatives.



FACT:

Freezing is actually the best-known method of preserving food. The quick freezing process preserves the nutritional value, freshness and flavor without preservatives.

FACT:

Most seafood is frozen within hours of being caught, preserving more of its flavor and nutritional value than the "fresh" seafood found in markets!

MYTH: You can't eat frozen foods if you're dieting.

FACT:

Frozen produce allows access to nutritious produce year round. Plus, many frozen foods are pre-portioned to help you stay on track.

MYTH: Frozen food is high in sodium.

FACT:

In most cases, sodium is added to frozen food for taste, not as a preservative. Look for low sodium and pre-portioned options in the freezer aisle.

NFRA

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