

Easy to Use

Picking

Pick by pinching the stem of the berry between your thumb and forefinger. This will prevent damage to both the fruit and the plant. Leaving the caps on will help your strawberries last longer.



Berries will not ripen after they are picked (like bananas do). Look for berries that are plump, firm, and well colored.

Storing

Strawberries are best when picked and eaten in the same day! To keep them longer, store them in your refrigerator. Arrange the berries in a shallow container, separating out any damaged berries. Cover them loosely, and keep at 35 degrees for best results. Do not remove the caps or wash the berries until you are ready to use them.

Freezing Strawberries

Whole berries: Place one layer of washed, capped berries on a cookie sheet and freeze until firm. Package in freezer bags.

Sliced berries: Slice berries in halves or quarters. Add 1/2 cup sugar (or less to taste) per quart of berries. Stir and allow the mixture to stand until sugar dissolves (about 15 minutes). Pack the fruit and juice into freezer bags or containers. Leave 1/4 inch headspace for pint containers. Sugar is not necessary for freezing but will help preserve color and texture. Frozen strawberries work well in many fresh strawberry recipes. Consider the amount of sugar used in freezing and adjust recipe accordingly.



Strawberry Measurements

1 quart of strawberries equals approximately:
5 cups whole berries
4 cups sliced berries
3½ cups pureed berries
1¼ to 1½ pounds
1½ to 2 quarts are needed for a 9" pie
5 pounds of berries = about 3 to 4 quarts
1 cup sliced fresh strawberries = one 10 oz. package of frozen strawberries.
Always bring home extra, you are sure to nibble!

Nutritious & Healthful



Strawberries are low in fat, free of cholesterol, and sodium-free. They are also a good source of vitamin C, potassium, and manganese. A 1-cup serving size of strawberries has only 46 calories and more vitamin C than a medium orange. Strawberries are also rich in antioxidant compounds such as anthocyanin, quercetin, resveratrol, and ellagic acid. Studies indicate that these compounds found in strawberries may help reduce the risk of heart disease, cancer, hypertension, and Parkinson's disease and reduce some of the cognitive declines of aging. There is also evidence that strawberries have properties that may assist with weight loss and with diabetes control. Frozen strawberries retain all the nutritional benefits of fresh strawberries.

When you choose strawberries, you enjoy great flavor and support your health!

Fresh & Local

Whether you pick your own, buy at a farm stand, or find them at the store, choose locally grown NC strawberries in season. You'll know where your fruit comes from – just down the road. With their uncompromising flavor, fragrance, and freshness, nothing beats NC strawberries.



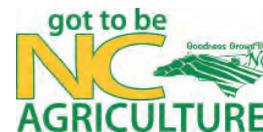
When are local strawberries ripe?

Harvest generally starts in the southeastern Coastal Plain in early April, in the Piedmont mid-to late April, and in western North Carolina May. Depending on weather, most farms pick from 6 to 8 weeks. Cool spring weather prolongs the season, while hot weather, especially in May, shuts it down. May is considered the main season and is "strawberry month" in North Carolina.

To find local farms that offer pick-your-own and ready-to-eat strawberries, visit

www.ncstrawberry.com

This brochure is published by the NC Strawberry Association, which works to support strawberry farms and promote locally grown strawberries.



Just Ripe for You



www.ncstrawberry.com

Delicious Recipes

Strawberry-Almond Cream Tart

Kristina Harris, Raleigh, NC, first place winner of the NC 2010 Strawberry Recipe Contest

Crust:

- 36 honey graham crackers (9 sheets)
- 2 Tbsp. sugar
- 2 Tbsp. butter, melted
- 4 tsp. water

Preheat oven to 350 degrees. Use parchment paper to line bottom of a 9-inch tart pan with removable base. To prepare crust, place crackers in food processor; process until crumbly. Add sugar, butter, and water. Stir just until moist. Place cracker mixture in tart pan, pressing into bottom and up sides of pan to 3/4 inch. Bake for 10 minutes or until lightly browned. Cool on a wire rack.

Filling:

- 2/3 cup (5 ounces) cream cheese
- 1/4 cup sugar
- 1/2 tsp. vanilla extract
- 1/4 tsp. almond extract

Combine cream cheese, 1/4 cup sugar and extracts in a medium bowl; stir until smooth. Spread cream cheese mixture evenly over bottom of tart shell.

Topping:

- 5 cups small fresh strawberries, hulled and divided
- 1/3 cup sugar
- 1/2 Tbsp. cornstarch
- 1 Tbsp. fresh lemon juice
- 2 Tbsp. sliced almonds, toasted

Place 1 cup of strawberries in food processor and process until smooth. Combine strawberry puree, 1/3 cup sugar and cornstarch in a small saucepan over medium heat; stir with a whisk. Bring to a boil, stirring constantly. Reduce heat to low; cook one minute. Remove glaze from heat. Cool to room temperature, stirring occasionally.

Combine the remaining 4 cups strawberries and lemon juice; toss to coat. Arrange berries in a circular



pattern over filling. Spoon glaze evenly over the berries. Sprinkle almonds around edge. Chill 3 hours before serving.

Yield: 8 servings

Source: *Cooking Light* magazine

Sunrise Salsa

By Chef M. Johnson, Johnson & Johnson, Raleigh, NC. *The Strawberry Project* (www.ncstrawberry.com)

- 1/4 tsp. onion seasoning
- 1/4 tsp. pepper
- 1/4 tsp. salt
- 1/4 tsp. sugar or sugar substitute
- 1 lime, zest and juice of
- 4 cups vegetables oil
- 1 carrot, cut into fine strips
- 1 small jicama, cut into fine strips
- 1/2 red pepper, cut into fine strips
- 1/2 yellow pepper, cut into fine strips
- 2 cups North Carolina strawberries, quartered
- 1/4 cup black olives, pitted and sliced
- 1 red chili pepper, cut into fine dice
- 1/2 tsp. chopped cilantro

Place the Cajun seasoning, red pepper flakes, cumin, sugar into a bowl, add the zest and juice of the 2 limes. Whisk in the oil.

Add the remaining ingredients and mix together well, place into the refrigerator to infuse the flavors for about 1 hour before serving. Serve as a side dish or with pan roasted fish. *4-6 servings*

Freezer Strawberry Jam

- 2 cups washed, crushed strawberries (start with about 1 quart whole berries)
- 4 cups sugar
- 3/4 cup water
- 1 box powdered fruit pectin (1 3/4 oz.)



Place crushed berries into a large bowl. Add the sugar to the fruit, mix well, and let stand for 10 minutes. Mix water and pectin in a small saucepan, bring the mixture to a boil, and boil for 1 minute, stirring constantly. Remove from heat and stir the pectin mixture into the fruit. Continue stirring for 3 minutes. Quickly into sterilized and frozen jars, leaving 1/2 inch of headspace. Seal immediately with sterilized lids. Let stand at room temperature for 24 hours. Refrigerate or freeze. Make 6 to six 8-ounce jars.

Sensational Strawberry Pie

- 3 Tbsp. cornstarch
- 3 Tbsp. strawberry Jello powder mix
- 1 cup sugar
- 1 cup water
- 1 graham cracker crust
- 1 quart fresh strawberries
- Whipped cream or whipped topping

Fill the pie crust with fresh strawberries. In a saucepan, mix cornstarch, powdered Jello mix, and sugar. Add water and stir. Heat until thick over low heat. Pour the mixture over the fresh strawberries. Refrigerate. Serve topped with whipped cream or whipped topping.

Source: Buckwheat Farm, Apex, NC



Strawberry Bread

- 3 cups all-purpose flour
- 2 cups sugar
- 1 tsp. baking soda
- 1 tsp. salt
- 1/2 tsp. cinnamon
- 4 eggs, beaten
- 1/2 cup oil
- 2-1/2 cups strawberries, chopped very fine (or use frozen, sliced strawberries)



Combine flour, sugar, soda, salt, and cinnamon in a large bowl. In a separate bowl, stir together remaining ingredients. Make a well in the center of the dry ingredients, add wet ingredients, and stir until smooth. Spoon into two greased and floured loaf pans (9 x 5 x 3). Bake at 350 degrees for 1 hour. Source: Ingram's Strawberries, High Point, NC.

SAMPLE

Connect with Strawberries

FREE North Carolina Strawberry Farms iPhone Locator App.

Just go to the App Store on your iPhone and download today!



For more than 200 other strawberry recipes visit www.ncstrawberry.com



Like us at NC Strawberry

Strawberries go great with pancakes, cereal, ice cream, yogurt, salads, smoothies and much more!