



CHOICES'

Monthly Newsletter | August 2019

Focus on Farmers

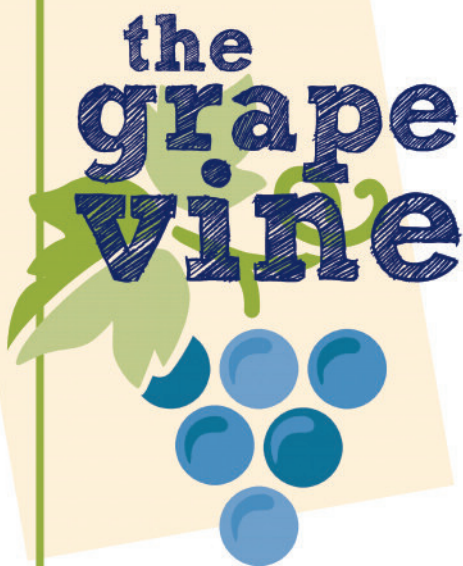
Supporting Heart & Stroke

The Dish on **Field Tomatoes**

Why Go More Plant Based?

IF UNDELIVERABLE PLEASE DELIVER TO: CHOICES MARKETS 8188 River Way, Delta BC, Canada V4G 1K5





What Produce is in Season?

BC is home to some of the greatest fresh produce in the world! So what's in season this month for those of us who love to eat local?

August Veggies	August Fruits
Artichokes, Beets, Broccoli	Apples, Apricots
Cabbage, Carrots, Cauliflower, Corn	Blackberries, Blueberries, Cherries
Cucumber, Fennel, Garlic, Kale	Pears, Plums, Peaches
Potatoes, Radish, Shallots, Spinach, Summer Squash	Nectarines, Strawberries
Tomatoes, Zucchini	

Plant Sales

Each spring Choices donates a portion of the proceeds we generate from our weekend bedding plant sales to local schools. By growing your own garden, you're helping us fundraise for local youth. How great is that? This year, we raised over \$6000 that we're happy to donate to schools in the communities that you live in.



Be Proud!



Choices will be supporting pride festivities in Vancouver by selling our delicious rainbow sprinkle cupcakes. Purchase a rainbow cupcake between August 1st and 7th at any Choices location and we'll donate \$1 from the sale to Saige Food Bank.

CLICK

This Italian Day on Commercial Drive we supported the great people of CLICK with a by donation BBQ. CLICK is a local organization dedicated to helping disadvantaged inner city children have access to programs that enrich their lives. We were able to raise \$5000 in a single day thanks to your donations!

ENTER TO WIN

Win a Year's Supply of Cleaning Products

Courtesy of
V.I.P Soap Products Ltd. and EchoClean

One lucky Choices customer will win an amazing prize pack from V.I.P. Soap Products and EchoClean. The prize is one year of laundry detergent. Approximate value of each pack is \$600.

EchoClean is the next generation in all-natural cleaning solutions developed especially for the discerning customer. Made in BC since 1951, V.I.P. Soap produces biodegradable, non-toxic, plant-based cleaning products. A healthier choice for you, your family and the environment.

Skill Testing Question:

$(56 - 18) \times (25 - 13) =$ _____

Name: _____

Phone Number: _____

Choices Location: _____

Contest open from August 1 to 31, 2019. One entry per person. All entries must have the skill testing question answered correctly to be valid. Employees of Choices Markets and their family members are not eligible. The prize must be accepted as awarded, no substitutions will be made, cash or otherwise. No cash value if prize is not claimed or used fully. Winners consent to the release of their names (and photo when applicable) by Choices Markets for publicity purposes.

Entries can be dropped off at any Choices location. There can be no repeat winners for throughout 2019.



Donate to the Canadian Heart & Stroke Foundation August 1 to 14



The Heart & Stroke Foundation is one of Canada's most respected charitable organizations. From August 1 to 14, we'll be collecting \$1 donations at our tills. You can help us support the Heart & Stroke Foundation in their efforts to promote research and prevention for heart and stroke related diseases.

**Together, we can do more to
prevent heart disease
and stroke.**



FARMER FOCUS

Here at Choices, we believe in supporting our local farmers. They're the heroes who grow the fresh, delicious food we put on our plates. Let's meet two of our farmer friends so that you can know a little more about the people who work hard to bring food from farm to table!

Little Creek Organics



In 1995, Donna Denison bottled the first batch of Little Creek Dressing on her family farm – Little Creek Gardens. More than two decades later, the dressing is still made with care in small batches.

The Little Creek property has been in the Denison family since 1947. Donna, her husband Dale, and son Jubi moved to the land in 1984 to farm organic vegetables. Ten years later, looking for a way to work from home while she raised her twin daughters, Donna decided to try bottling the salad dressing she had always served with the organic greens from the farm.

Donna developed each dressing recipe using high-quality, organic ingredients paired with handcrafted vinegars to create unique, artisan flavours. As well, all the dressings are now certified organic, vegan, GMO-free, and produced using renewably-sourced energy.



Green Dirt Farms



The Wolfe family chose farming because they wanted to spend more time together as a family. So in 2012, when their oldest was two, they found a patch of land to lease in the wild & rugged region of Lillooet. The warm & dry summers make it an ideal area for organic farming. Plus it's a quiet community with vast outdoor spaces that make it a great place for raising kids.

Over the years the Green Dirt farm model has evolved into growing garlic & baby salad greens for distribution in BC & Alberta grocery stores. Green Dirt wants the food they grow to be something they feel good about feeding to their family, so they've chosen to grow organically. They're committed to the stewardship of the

land and believe being certified organic allows them to communicate a commitment to health & sustainability. Furthermore, they've chosen to grow Veganically – meaning they use only plant-based fertilizers to avoid any potential contaminants from commercial organic fertilizers.



AUGUST 1-15 ONLY

club specials

NEW!
Lower Prices

Coconut Bliss Non Dairy Frozen Dessert

Assorted Varieties



5⁹⁹

473ml

Enjoy dessert
without the dairy.

Deebee's Organic Fruit Freezies

Assorted Varieties



5⁹⁹

12 Pack

As healthy as a frozen
treat can get!

Choices Vegan Sprouted Cookies

Assorted Varieties



4⁹⁹

312g

Chewy, soft and filled
with wholesome
ingredients including
inulin, a dietary fibre.

Riviera Petit Organic Yogurt & Goat Yogurt

Assorted Varieties



5⁴⁹

4 Pack

An excellent source of calcium, protein
and vitamin D.

Fresh is Best Tortilla Chips and Salsa Assorted Varieties



4⁹⁹

325g Chips, 375ml Salsa

Hand cut and crispy, perfect freshness for
your nachos and more.

Solo GI Energy Bars Assorted Varieties



1⁹⁹

50g

The perfect bar for sustained energy
throughout the day.

Gardein Meat Alternatives Assorted Varieties



4⁴⁹

225g - 390g

Your favourite
meals, just
made meatless!

Sunrise Soyganic Tofu Assorted Varieties



1⁷⁹

Medium Firm

2⁷⁹

Firm or Extra Firm

Made in Vancouver for freshness and quality.

Silver Hills Organic Sprouted Power Tortillas Assorted Varieties



3⁹⁹

225g

Fresh, rollable
organic wraps made
with sprouted grains
for a healthy boost.

Nutiva Organic Refined Coconut Oil or Organic Extra Virgin Coconut Oil



Assorted Varieties

9⁹⁹

Refined

15⁹⁹

Extra Virgin

860ML

Nourishing superfoods for keeping your
kitchen healthy.

Maison Orphee Condiments and Dressings



Assorted Varieties

2⁹⁹

Mustard

3⁴⁹

Dressing

250ml

Only the best cold pressed oils go in to our
dressings and condiments.

VIP Liquid Laundry Detergent



Assorted Varieties

6⁴⁹

2.95L

Locally made from
sustainable ingredients.

AUGUST 16-31 ONLY

club specials

NEW!
Lower Prices

Choices Organic Milk Assorted Varieties



4⁶⁹ 2L

Fresh and pure organic milk from Fraser Valley dairy cows.

Choices Organic Cheese Assorted Varieties



7⁴⁹ 235g

It's just not a cheeseburger without our melty, delicious cheese.

Choices Extra Virgin Olive Oil Assorted Varieties



5⁹⁹ 500ml
10⁹⁹ 1L

Premium oil for all your cooking needs.

Choices Organic Rice Cakes Assorted Varieties



3⁴⁹ 185g

Our organic rice cakes were one of our first best sellers and are still a snacking classic!

Choices Small Batch Salsa Assorted Varieties



5⁴⁹ 750ml

The mouth of the jar is extra big for dipping!

Choices Gourmet Pasta Sauce Assorted Varieties



6⁹⁹ 750ml

Our sauce is hand cooked in small batches for the greatest in flavour.

Kettle Foods Chips Assorted Varieties



2⁴⁹ 170-220g

Authentic flavours made using only real food ingredients.

Antoinette's Dips and Salsa Assorted Varieties



4⁹⁹ Salsa
5⁹⁹ Dip 500ml

Freshly made in the Kootenay's and uniquely delicious!

Yves Meatless Products Assorted Varieties



2⁷⁹
to
5⁹⁹

Get plant based with your grilling with these great Yves products.

Seventh Generation Liquid Laundry, Bleach and Fabric Softeners Assorted Varieties



6⁹⁹ 1.47L 2x Concentrate
12⁹⁹ 2.96L 2x Concentrate
12⁹⁹ 1.47L 4x Concentrate

Join us in nurturing the health of the next seven generations, and beyond.

Nature's Path Eco Pac Cereals Assorted Varieties



7⁹⁹ 650g - 907g

These larger bags of cereal are perfect for families.

Liberte Organic Yogurt and Kefir Assorted Varieties



3⁴⁹ Yogurt 650g - 750g
3⁹⁹ Kefir 1L

Creamy, delicious and rich, just as a yogurt should be.

Why go more plant-based?

A half century ago, vegetarian and vegan diets were viewed with concern by health professionals. In decades since, these have been the focus of vast amounts of research. Today, a dietary shift in the direction of plant foods is regarded as a very positive step by knowledgeable dietitians, MDs, nutritional scientists and by a growing number of the general public. Why the shift?



Reduced risk of chronic disease:

Two areas of well-designed research centred on health conscious individuals with different dietary patterns, all of whom were in good health at the beginning of the study and who were followed for many years, are shown below. In North America, the Adventist Health Study-2 (AHS-2) included 96,000 participants. In the UK, the EPIC-Oxford study included 65,000 participants. Compared with health-conscious non-vegetarians (some of whom had meat as little as once a week), below are the rates of disease of a) those who included dairy (lacto) and eggs (ovo) but no flesh foods, and b) vegans who consumed no animal products.

Healthful foods:

Plant foods are concentrated sources of fibre, powerfully protective phytochemicals, antioxidants and anti-inflammatory compounds consistently linked with favourable health outcomes. Plants provide all the protein, minerals, essential fats and carbohydrates that fuel our brain. The plant world gives us every nutrient we need apart from B12, which always originates from bacteria in anyone's diet.

When we leave out meat, we eliminate Neu5Gc (linked with cancer) pro-oxidants such as heme iron. We reduce our intake of saturated fat and avoid the carnitine that is transformed into trimethylamine N-oxide (TMAO), in both cases reducing our risk of cardiovascular disease.

Care about the environment:

Until fairly recently, those who viewed themselves as environmentalists entirely ignored the even more potentially effective action of shifting their own dietary choice. However, since the UN's Environment Programme's (UNEP) international panel of sustainable resource management and the National Academy of Sciences recommended a global shift to a plant-based diet, many are taking notice and action.

Compassion for animals:

Most people would not stand for a dog or beautiful wild bird being abused. Yet pigs (smarter than dogs) and chickens (even "free-range") lead lives that would outrage many. By becoming vegetarian, we stop supporting the use of animals as food.

Going plant-based is economical and even delicious:

Whether you choose meat-free Mondays or are entirely plant-based all week, you can save some serious cash. Granted, there is a bit of an adjustment time and one needs to explore new sections of the supermarket, learn a few kitchen skills and seek out different restaurants. But because vegan food preparation is a peak interest for many chefs and very tasty plant-based protein sources have been developed, making a change is an inviting adventure. Check out www.meetup.com/MeatlessMeetup and www.happycow.net and have fun with it!



Vesanto Melina is a Vancouver dietitian and co-author of the award winning *Becoming Vegan: Comprehensive Edition* and *Becoming Vegan: Express Edition*

Eating for the Planet

By Pamela Fergusson, RD PhD

Q
A

What can I do to eat a more environmentally-friendly diet?

Try these tips for a greener kitchen:

Eat more plants

Plant-based diets have lower greenhouse gas emissions, a lower water footprint, make better use of our land resources, and help to protect wild species from extinction.

Support your local growers

Buying local and in-season fruits and vegetables will decrease the number of miles that your food travels. This is also a way to support your local farmers and your local economy. In the summer we have a bounty of fruits and vegetables to choose from, and in the winter we can look for foods that keep well in winter storage like cabbage, apples and sweet potatoes, and select frozen fruits and veggies.

Reduce food waste

The average Canadian household throws away 140 kg of food each year, at a cost of more than \$1000. All that food waste also comes at a high cost to the environment. A little meal planning and meal prep can go a long way to reducing

food waste. Shopping with a list will help you to avoid impulse purchases. Remember that most prepped meals can be stored in the refrigerator for up to 5 days, so don't hesitate to prep ahead for the week! Date and freeze anything you won't be using right away.

Reduce packaging

The zero waste movement is gaining popularity across Canada and there are so many tips to help you reduce your packaging waste in the kitchen. Buying in bulk is a great start, especially for beans, lentils, grains, teas, spices and baking essentials. Bringing your own shopping bags and produce bags is another good way to reduce single-use plastics.



Pamela Fergusson is a Registered Dietitian with a PhD in nutrition, and over 15 years of experience with changing lives through better nutrition. She has worked as a lecturer in nutrition at the Liverpool School of Tropical Medicine, UK and Ryerson University, Canada.

The Principles of Intuitive Eating

By Zara Neukom, BSc FNH

The fundamentals of intuitive eating were developed by Registered Dietitians, Evelyn Tribole and Elyse Resch in the early 90's. There is a growing body of research indicating that intuitive eaters have a better relationship with their bodies and food, they show increased measures of self-esteem, and engage in more healthful behaviors. This is important information because tuning into our body's signals is such a critical part of a healthy and balanced lifestyle. So, what's the goal of this practice? To embrace a natural and intuitive approach to eating, where food becomes about health, joy, and pleasure.

The Ten Principles of Intuitive Eating

1. **Reject the diet mentality** – Let go of food rules. Focus on what feels good for you and your body.
2. **Honour your hunger** – Get curious about your first true hunger signals and fuel yourself properly.
3. **Make peace with food** – Give yourself unconditional permission to eat.
4. **Challenge the food police** – Food has no moral agenda: remind yourself that you are not good or bad for the food you eat.
5. **Respect your fullness** – Listen to the body signals that tell you that you are no longer hungry.
6. **Discover satisfaction** – When we re-discover the pleasure of eating we also discover our true satiety and satisfaction signals.
7. **Honour your feelings without using food** – Find ways to comfort, nurture, distract, and resolve your issues without using food.
8. **Accept your body** – Honour your genetic blueprint and respect your body. Treat it with love and kindness.
9. **Exercise and feel the difference** – Get active and shift your focus from how it feels to move your body rather than punishment for something you ate.
10. **Honour your health** – Make food choices that honour your health and taste buds while making you feel well.



Meat



Venison:

Venison is the most widely consumed variety of wild game. New Zealand farmed venison offers a leaner option for red meat that is low in saturated fat while being a good source of protein, iron, and other vitamins and minerals. Because the majority of venison from New Zealand is grass fed, the ratio of omega-6 to omega-3 fats is also more favourable. Venison can be cooked like regular steak, roasted, or made into a stew or chili.

Are you looking for healthy variety in your diet? Let the Choices Nutrition Team help.

Each month in our stores you'll find green labels on certain products, indicating our Dietitians' Top Choices.

Grocery Gossip

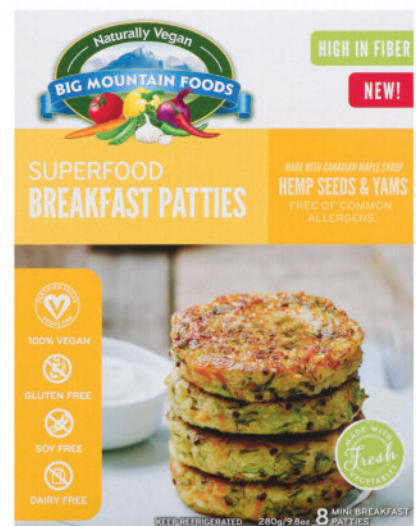
Little Creek Dressing:

Made locally in BC, Little Creek Dressing is vegan, organic, GMO-free, and free of added sugars and emulsifiers. Additionally, these are low in sodium. The company is committed to creating nutritious foods that support healthy living and a healthy planet. The unique artisan flavours of each dressing are mouthwatering and versatile, being ideal to use in numerous dishes. Aside from adding Little Creek Dressing to your salad, try them in Buddha bowls, flatbreads, wraps, sandwiches, bean salads, noodle salads, pasta dishes, and as dips for French fries.



Big Mountain Veggie Patties:

If you're in search of a vegan soy-free and wheat-free veggie burger, look no further than Big Mountain Veggie Patties. Made from wholesome ingredients like split peas, green peas, sunflower seeds, carrots, and chia seeds, they are also high in protein and a source of healthy omega-3 fats. Additionally, they are free from artificial preservatives and lower in sodium than many store-bought veggie burgers. Because they are pre-cooked, you can heat them quickly in the microwave, pan-fry them lightly, or grill them up. You can also use them to replace ground beef in several dishes, such as chili, stew, or Bolognese sauce.



Wellness Centre



New Roots Organic Fermented Beet Root Powder:

Beets are exceptional sources of dietary nitrates and antioxidants. Dietary nitrates have been shown to improve athletic performance and increase blood flow, an effect that is also valuable for individuals suffering from medical conditions that affect circulation and tissue oxygenation, such as emphysema, heart disease, and high blood pressure. Because they also support circulation in the brain, they may provide protection against dementia. Beet root helps to strengthen the kidneys, lymphatic system, spleen, liver, and gallbladder, as well as digestive health. New Roots's Fermented Beet Root Powder is GMO free and organic, making it effortless to reap the benefits of beets on a daily basis. The process of fermentation eliminates the naturally occurring sugar present and enhances the bioavailability of the nutrients present. Add this powder to water, smoothies, fruit juice, yogurts, baked goods, dips, soups, and stews! It is best used post-workout.

Choice Produce Picks



Blueârries:

A true superfood, blueberries contain nearly ten times the antioxidants of other fruits and vegetables. Numerous studies show that they help to protect against cancer, boost the immune system, and support liver and brain health. The best part is that it is easy to include them in our daily diet due to their versatility and natural sweetness. While they are delicious on their own, you can add them to your oatmeal or cereal, yogurt, salads, smoothies and desserts for added flavour and nutrition.



TASTY TOP CHOICES RECIPE

Blueârry Chia Jam

- 2 cups of blueberries, fresh or frozen
- 1-2 tablespoons lemon juice, to taste
- 1-2 tablespoons sweetener of choice (e.g. honey, maple syrup, coconut nectar, date paste), to taste
- 2 tablespoons chia seeds

In a saucepan, cook the fruit on medium heat until it starts to soften and become syrupy.

Take off heat. Stir in the desired sweetener, lemon juice and chia seeds.

Let sit for around 10-15 minutes or until thickened. Add more chia seeds for a thicker consistency. (Start with 1 teaspoon at a time)

Once cooled, transfer to an air-tight container and store in the fridge for about 2 weeks or freeze for up to 3 months.

AUGUST 1-15 ONLY

wellness centre

NEW!
Lower Prices

Lorna Vanderhaeghe
ADRENAsmart



23⁹⁹

90 caps

42⁹⁹

180 caps

Normalizes cortisol, our stress hormone, to balance mood and reduce stress.

Lorna Vanderhaeghe
IRONsmart



24⁹⁹

250ml

16⁴⁹

60 caps

21⁹⁹

90 caps

IRONsmart stops hair loss, peeling fingernails and boosts energy.

Lorna Vanderhaeghe
MULTIsmart



31⁴⁹

180 caps

This formula contains the most absorbable forms of nutrients, including selenomethionine.



Organika
Mylk Latte

Assorted Varieties

21⁴⁹

110g

Delicious mixed with non-dairy milk substitutes. We recommend almond or oat milk! Enjoy it in smoothie bowls or baking as a nutritious alternative to food dye.



New Roots
Vitamin E8

15⁹⁹

60 caps

29⁹⁹

120 caps

Contains all 8 forms of Vitamin E, for superior antioxidant protection.

Purica Pure MSM Powder



8⁹⁹

300g

Makes cells more permeable, allowing nutrients to pass through the cell walls more easily while efficiently transporting metabolic waste out of the cells.

Purica Aztec Nopal



12⁹⁹

250g

Eliminates sugar cravings and aids digestion.

Natural Factors Magnesium



Berry or Fruit Flavour

17⁹⁹

250g

Stress-Relax Magnesium Citrate Powder is an effective way to meet the body's daily magnesium requirements.



Purple Frog Air
Fresheners

2⁹⁹

hangers

4⁴⁹

15ml

9⁴⁹

150ml

These natural insect repellents and outdoor skin care have you covered for anything nature throws your way.

Nelson Naturals Toothpaste
and Crush & Brush

Assorted Varieties



20%
Off

Assorted Sizes

Crush & Brush Toothpaste Tablets are mess-free, convenient, portable and perfectly portioned.

NewCo BroccoGen10
Sulforaphane



30⁴⁹

60 caps

45⁹⁹

120 caps

55⁹⁹

180 caps

Super Antioxidant – Live life to the fullest!

More
Savings
instore!

AUGUST 16-31 ONLY

wellness centre

NEW!
Lower Prices



Salus Floradix and Floravit Formula

22⁴⁹ 250ml
38⁹⁹ 500ml
50⁴⁹ 700ml

Safe, low dose, liquid iron supplement is formulated for easy absorption and assimilation, and is gentle on the digestive tract. It helps to prevent iron deficiency in adults, adolescents and pregnant and breastfeeding women. Assists the formation of red blood cells and their proper functions.

Flora CircuVein



21⁴⁹
60 caps

Clinically proven to alleviate symptoms of varicose veins / chronic venous insufficiency.

Natural Factors Fruit and Plant Extracts



Assorted Varieties
20% Off
Assorted Sizes

High potency compound extracted from the skins of red grapes grown in the Okanagan Valley.

Natural Factors Curcumin Supplements



Assorted Varieties
20% Off
Assorted Sizes

This formula includes Theracurmin™, the #1 absorbed form of curcumin.

Flora Probiotics Assorted Varieties



20% Off
Assorted Sizes

Adult Probiotic Blend of live probiotic strains developed to survive the stomach acids and provide the foundation for optimal digestion.

Amazing Grass Green Superfoods Proteins & Greens



Assorted Varieties
20% Off
Assorted Sizes

Our plant-based proteins are USDA Organic, Gluten-Free, Non-GMO and Vegan.

Ultima Replenisher Electrolytes



1⁴⁹ singles
28⁹⁹ tubs (96-102g)

Sweetened naturally with organic stevia leaf extract and no sugar, carbs or calories.

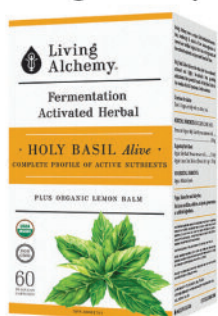
Herban Cowboy Deodorants



Assorted Varieties
7⁴⁹ 80g stick
8⁹⁹ 80g spray

No animal ingredients, no phthalates, aluminum and paraben free, non-greasy and goes on clear and dries quickly.

Living Alchemy Holy



Basil Alive
29⁹⁹
60caps

Holy basil helps calm frazzled nerves and improves mental clarity and focus.

Goddess Garden Suncare, Bracelets & Essential Oil Blends



Assorted Varieties
20% Off
Assorted Sizes

Stay safe in the sun! Our mineral sunscreen is reef safe and free from chemicals.

Everyone Body Care, Hand Soaps and Baby Care



Assorted Varieties
20% Off
Assorted Sizes

Our hand soaps feature a gentle coconut base, organic aloe and other botanicals.

wellness centre month long specials

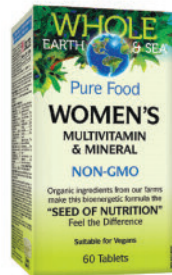
Whole Earth & Sea Organic



Greens
54⁹⁹ 390-438g
Protein & Greens
57⁹⁹ 640-710g

100% fermented and certified organic formula providing 21 g of quality plant protein in every serving.

Whole Earth & Sea Vitamins and Supplements Assorted Varieties



20% Off
Assorted Sizes
The 100% organic, non-GMO, nutrient-rich plants grown on Natural Factors farms are harvested at their peak.

Whole Earth & Sea Marine DHA Vegan Omega-3



15⁹⁹ 30 caps
Extracted from specially selected Schizochytrium microalgae, this omega-3 oil is an excellent vegan alternative to fish oil supplements.



Organika Enhanced Collagen



Assorted Varieties
20% Off
Assorted Sizes

Perfect for your night time tea to relax and restore: it contains Collagen Peptides, Magnesium Bisglycinate and L-theanine.



BioSil Supplements
Assorted Varieties
25% Off
Assorted Sizes

Specifically formulated to help nourish your body's 3 beauty proteins.

Natural Calm Magnesium



25⁹⁹ 226g
43⁹⁹ 454g

More Savings instore!

Natural Calm is the better-tasting, better-absorbing, best-loved magnesium drink.

SISU Kids Vitamins and Supplements

Assorted Varieties



20% Off
Assorted Sizes

Chewy multivitamin treats kids will love.



Nuun
Assorted Varieties

7⁹⁹ 10 tbs

With our simple, self-dissolving, sugar-free electrolyte tab, we revolutionized the sports drink forever.



All Good Suncare
Assorted Varieties

15⁴⁹ 89ml
21⁹⁹ 177ml Spray

80 Minute Water Resistant. Non-nano zinc only.

Andalou CannaCell & Men's Bodycare

Assorted Varieties



20% Off
Assorted Sizes

This high performance, fortifying hair care is formulated especially for men with CannaCell® antioxidants.



Oneka Hair Care
Assorted Varieties

11⁹⁹ 500ml

Effective, eco and socially responsible brand, made in Canada with organic plants grown on our family farm.

the Dish

On Field Tomatoes



Summer's in full swing, and with the long warm days you'll find the production of field tomatoes is at its peak. You might be wondering what the big deal about field tomatoes is. You can get tomatoes year round, after all. Well, hot house tomatoes are great in that they allow us to have fresh tomatoes way earlier than nature would normally allow us, and keep enjoying them well into the fall. Field tomatoes have a much shorter growing span, and usually only have one harvest per plant, but the quality and taste of a field tomato make them one of the best delicacies summer has to offer.



Hot house tomatoes are great in that they are often uniform in shape and size and share nearly identical characteristics. However, these fruits are often far wetter and watery than their field grown counterparts. When it comes to flavour, taste and texture, field grown tomatoes are really in a league of their own. Pro chefs and home kitchen cooks alike need to take advantage of this summer bounty while they can. A simple fresh slice of field tomato with a drizzle of olive oil, salt and pepper, is a magical experience. Take it up another notch with freshly picked basil, balsamic vinegar and fresh mozzarella or burrata to make a to-die-for caprese salad.

We should also make sure we try and preserve the summer love through the winter the best way we can. Plum tomatoes like Roma or, if you can find them, San Marzano tomatoes work great when making your own canned tomatoes or tomato sauce. Stuff those jars to the brim with tomato goodness. If your goal is to make some delicious tomato sauce to last you through the winter and you can't find the varieties listed above, classic Beefsteak or Oxheart tomatoes will do nicely. Just remember that they are more watery. When canning, always find a reliable recipe to prevent spoilage and potential foodborne illnesses.

Got enough sauce for your pizza and pasta? Great, but don't stop now. Take your favourite recipe for fresh salsa or bruschetta and preserve them in your canning jars for summer freshness all year round. Keep at it by making some delicious soups and freeze them for hearty meals in the colder winter months. Why not try experimenting with your own signature ketchup blend? Customize it to your own personal taste with fresh herbs and spices.

Cherry tomatoes are another summer gem. They tend to have a higher acidity, keep that in mind if using them as a base for your canning and sauces. I have vivid childhood memories of long cherry tomato vines hanging in the cellars and kitchen corners of my youth. For months they extended the flavour of summer as the little golden spheres were picked on by one, sliced, diced and chopped into recipes (or maybe just popped whole into your mouth for a juicy squirt).

No matter how you slice it, field tomatoes are one of the best ways to enjoy summer deliciousness all year round.



Looking to try Chef Antonio's globally inspired creations? You can try them every day at the Choices Deli! Perfect for a quick lunch or take them home for dinner.



comments@choicesmarkets.com

 /Choices_Markets

 /ChoicesMarkets

 @ChoicesMarkets

Choices Markets Locations

Kitsilano

2627 W 16th Ave, Vancouver
604.736.0009

Cambie

3493 Cambie St, Vancouver
604.875.0099

Kerrisdale

1888 W 57th Ave, Vancouver
604.263.4600

Yaletown

1202 Richards St, Vancouver
604.633.2392

Commercial Drive

1045 Commercial Dr, Vancouver
604.678.9665

Kelowna

1937 Harvey Ave, Kelowna
250.862.4864

South Surrey

3248 King George Blvd, Surrey
604.541.3902

Burnaby Crest

8683 10th Ave, Burnaby
604.522.0936

Burnaby Marine Way

8620 Glenlyon Pkwy, South Burnaby
778.379.5757

Abbotsford

3033 Immel St, Abbotsford
604.744.3567

North Vancouver

801 Marine Dr, North Vancouver
604.770.2868

Eco Audit

Reducing our environmental impact, we chose to print our newsletters on 100% post consumer recycled fibres. Look what we saved this month:

Tree(s): 27

Waste: 1,199 kg

Water: 97,773 L

Greenhouse Gas Emissions: 3,932 kg CO₂

Smog: 5 kg NO_x

Energy: 23 GJ

Results based on the Rolland Environmental Calculator



THE TASTE OF SUMMER

Cervena's exquisite taste is unexpected. Its beautifully subtle flavour and light texture is perfectly suited to the lighter, fresher dishes of summer. Cervena is set to become a contemporary classic, for the taste of Summer.



NOW IN SEASON