

# Fabulous Food

## Vegetables Create A Stir: Survey Uncovers How Americans Really Feel

(NAPSA)—Broccoli: love it or hate it? Vegetables: fresh or frozen? A recent survey revealed that Americans have strong feelings—and some misinformed notions—about their vegetables.

According to the nationwide survey, conducted by Market Facts on behalf of Birds Eye®, broccoli, corn and beans ranked one, two and three among favorite cooked vegetables. Brussel sprouts, broccoli and spinach were the least favorite. Clearly, the majority of those surveyed either love or loathe broccoli.

The survey also identified a key misconception: grocery store produce is consistently fresher than frozen. The majority of Americans (86 percent) claimed to “feel better” about serving fresh vegetables to their families. Although their reasons varied, many expressed the belief that fresh produce offers more nutrients and is simply fresher than its frozen counterpart. Not necessarily true, say the experts. A Birds Eye frozen vegetable is frozen within hours of harvest to lock in nutrients and guarantee the freshest taste.

The value of green vegetables was a bit blurry, especially for Americans between the ages of 25 and 44. One-third of the respondents in this age group were not aware that green vegetables help maintain healthy vision.

Other fun facts about vegetables include:

- Green veggies, such as broccoli, may help reduce the risk of cataracts.

- Beta carotene, found in carrots and other orange/yellow fruits and vegetables, can help fight colds and flu by boosting the



### Satisfy your vegetable cravings with this tasty veggie wrap.

immune system.

- A serving of broccoli contains more vitamin C than a serving of oranges.

The frozen food innovators at Birds Eye regularly develop new and convenient ways to enjoy vegetables. For those of you who love broccoli, the recipes below can help satisfy your cravings. For those of you who don't, maybe you just haven't had it prepared the right way.

### **SESAME BROCCOLI AND RED BELL PEPPER**

*Preparation time: 5 minutes*

*Cooking time: 6 -7 minutes*

- 1 package (14 ounces) Birds Eye® Baby Broccoli Florets, cooked according to package directions and drained**
- 2 tablespoons butter**
- 1 cup chopped red bell pepper**

- 1 tablespoon toasted sesame seeds**
- 1 teaspoon salt**

**Add butter, red pepper, sesame seeds and salt to broccoli in saucepan; stir to combine.**

**Serve hot as side dish. Makes 5 servings.**

### **BEAN AND VEGETABLE WRAP**

*Preparation time: 10 minutes*

*Cooking time: 10 minutes*

- 1 package (16 ounces) Birds Eye® Farm Fresh Mixtures Broccoli, Corn and Red Peppers, cooked and drained**
- 1 can (15 ounces) black or pinto beans, rinsed and drained**
- 2 medium tomatoes, chopped**
- ¼ cup chopped cilantro or parsley**
- 4-5 drops of hot pepper sauce to taste**
- 8 flour tortillas (10 inches)**
- 1 cup plain yogurt or sour cream**

**In a medium mixing bowl, combine vegetables, beans, tomatoes, cilantro and hot sauce.**

**Divide mixture among tortillas; top with yogurt or sour cream and roll up. Serve with prepared salsa. Makes 4 servings.**

Enjoy these and other delicious dishes made possible by the Birds Eye farmers. Simply visit the Web site at [www.birdseye.com](http://www.birdseye.com) for recipe ideas.