

Keep produce fresh 20 times longer!

with these simple storage tips

No more reaching into the fridge for a fresh treat only to be greeted by a moldy mess. Here, your guide to the crispest veggies and juiciest fruit!



ROOT VEGETABLES LIKE IT WARMER

The most critical step in preserving carrots, radishes and beets: Cut off their tops. Then place them toward the front of the shelf, where temps are about 6°F warmer. This decreases crunch-reducing, rot-inducing moisture loss by 85 percent.

PLACE BERRIES AT THE BACK OF THE FRIDGE

Raspberries, strawberries and cherries fare better in chilly temperatures, so place them toward the back of the fridge, where it's coldest. And keep them in dry open containers that expose them to circulating air so they don't get too moist.



TOSS SUMMER VEGGIES IN A PLASTIC BAG

Ward off the overripening of corn and squash by putting them in tightly tied or sealed plastic bags. An added boon: The plastic barrier prevents these vegetables from absorbing the taste-altering odors that other produce emits.



BROWN-BAG THESE PRODUCE VARIETIES

Double the fridge life of cucumbers, green beans and mushrooms by storing them in loosely closed brown paper bags. The porous paper absorbs and retains just enough moisture to prevent both overhydration and the wrinkles that dehydration causes.

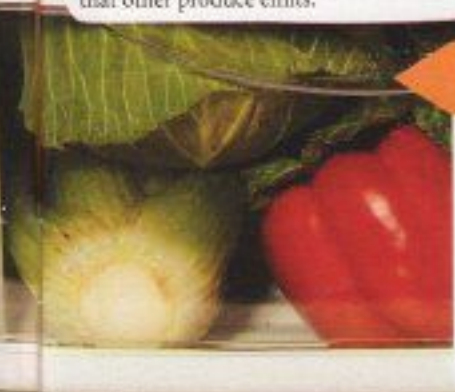
KEEP THESE FRUITS IN A SEPARATE DRAWER

Most fruit emits *ethylene gas*, a plant hormone that speeds deterioration of other produce. To minimize its ill effects, store non-tropical fruit (the biggest ethylene producers) in a crisper drawer. And be sure to discard damaged fruit: It emits the most of this otherwise harmless gas. Protect melons by wrapping in plastic.



PROTECT VEGETABLES FROM ETHYLENE GAS

Keeping vegetables in their own crisper drawer shields them from damage that fruit-emitted ethylene gas can cause. And to make vegetables last 20 times longer, line drawers with dry paper towels and put veggies directly on top. This reduces the spoilage that can occur if the humidity control of the crisper is less than perfect.



The "egg" that quadruples the fridge life of veggies

The Ethylene Gas Guardian (E.G.G.) is an egg-shaped gizmo filled with zeolite, a volcanic ash that absorbs rot-causing ethylene gas to make veggies last four times longer. Each E.G.G. (\$13 for two, plus a year's worth of refills, at 4theEGG.com or call 800-733-6605) lasts for three months. Place one in the fruit-only crisper drawer. For extra protection, toss another in the greens drawer.

