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## **February: a Short Month, Long on Traditions**

February is an important month in produce. The blustery, bone-chilling days serve as a reminder of just how essential fresh fruit and vegetables are to our well-being. In the midst of winter, comfort food doesn't have to be high in calories and sugar. It can be nutritious, delicious, satisfying and healthy.

The Philadelphia Wholesale Produce Market offers familiar favorites as well as exotic, specialty produce from far away ports. Whether you want to cozy up with traditional winter fare or explore the culinary landscape, the Philly Market is the place to help you navigate through your February festivities:



## **Super Bowl – Sunday, February 2, 2020**

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An essential part of any tailgate is produce. Spinach dip, jalapeno poppers, fruit and veggie trays, salsa, limes, and, yes, avocados. Last year, it was estimated that 200 million pounds of guacamole was served throughout the United States during the Super Bowl alone. This year's matchup is RED vs. RED (the Kansas City Chiefs vs. the San Francisco 49ers), which provides a great color scheme to every big game party. Healthy snacks, sides, and main courses have never been more popular, so be sure to stock up on nutritious options to keep your football fans happy and healthy!

**Explore Our Produce**

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## Valentine's Day – February 14, 2020

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Love is in the air and the Market has plenty of ways to convey that devotion through long stem strawberries, red roses, sweet romance grapes, and passion fruit. But, maybe the greatest expression of love is serving up a heart healthy meal to coincide with American Heart Health Month. Romance your valentine with a “healthy for good” recipe from [The American Heart Association](#).

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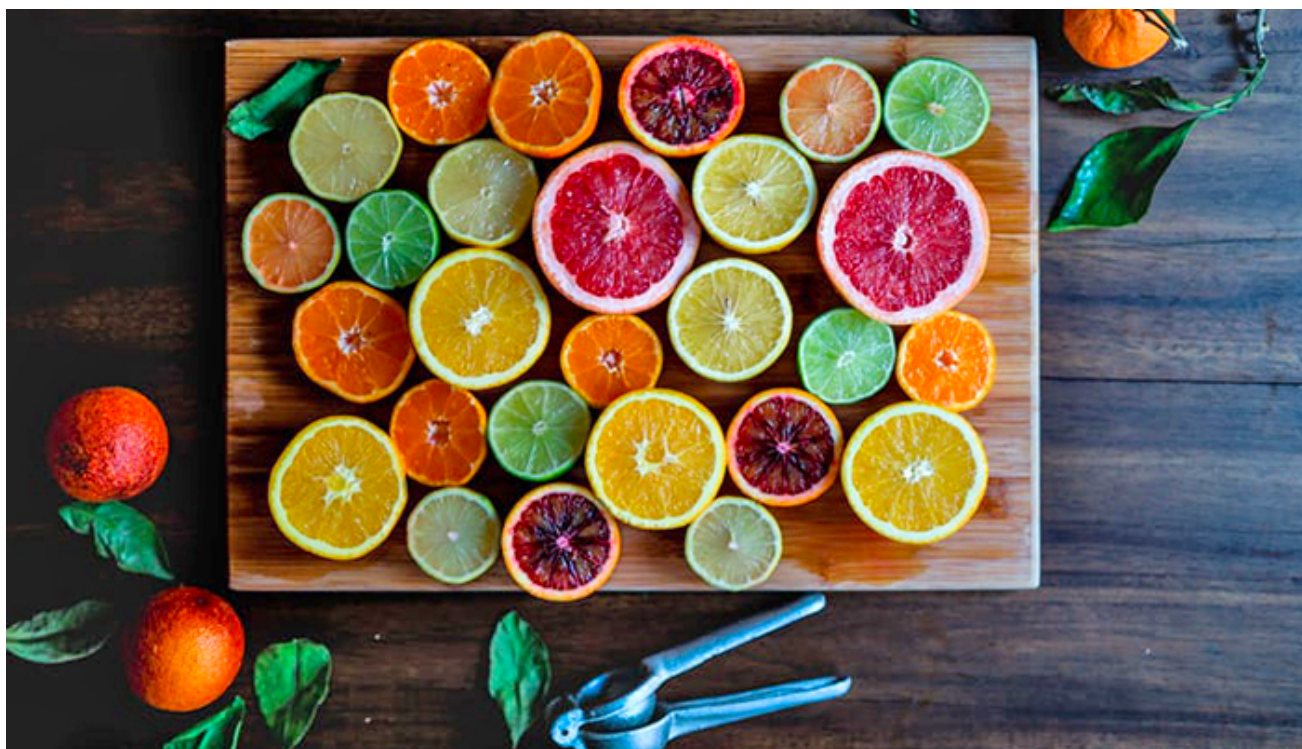


## **President's Day – Monday, February 17, 2020**

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President's Day technically celebrates George Washington's birthday (2/22/1732) but also recognizes and honors Abraham Lincoln's birthday (2/12/1809). Even though the story about George Washington cutting down a cherry tree is most likely a myth, it's ok to take a few liberties and link our beloved first president with all things cherries. Celebrate our freedoms with a red, white, and blue produce tray – it's as American as apple pie.

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So, don't let the frigid days of February get you down. Embrace all this month has to offer and don't forget to fight cold and flu season the natural way – with a well-balanced diet of colorful fruit and vegetables!

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