



Press Release

Seven reasons to put artichokes on the menu tonight

Arti-choke it up! You are unfamiliar with this vegetable despite it being regional and nutritious. If you've ever eyed it curiously in your neighbour's shopping cart, the I Love Fruit & Veg campaign has some convincing arguments for you to get those artichokes into your own grocery bag and onto your dinner table.

Switzerland, March 15, 2023 - You know that classic joke about what a pirate's favorite food is and the answer is "Arrrrrtichokes"? Well, there is nothing to "argh" about, the joke might be a bit lame, but artichokes sure aren't. In fact, artichokes are not just fun to pronounce and fun to joke about, they are also fun, delicious, and nutritious to eat!

So let us explore a little less than 99 reasons why artichokes belong in your recipe treasure chest.



TerraOrti



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1. **Artichokes are native to the Mediterranean and North Africa** – It is no wonder that artichokes are the favorite food of seamen, considering their Mediterranean origin. Initially valued for its young leaves, the edible flower form was only first recorded in Italy in the 1400s. Today, the vegetable is grown in any region with rich soil and mild climate, primarily Mediterranean countries and the Americas.
2. **There are 99 ways to prepare artichokes** – Artichokes offer a delicate, nutlike flavor, with the smaller heads, or buds, being the most tender. Artichokes are often prepared by removing the stem and cutting a few millimeters of each scale with scissors. The vegetable can then be cooked in all kinds of ways, including blanching, roasting, mashing, stuffing or even deep frying. Artichokes are typically used in savoury dishes, such as casseroles with a side sauce or as cold salad or appetizer. The leaves could be used as garnish. Artichokes can also be found frozen or canned for faster weekday menus.
3. **Italy is the main producer of artichokes** – Good news if you live in Europe, artichokes are of the local variety, despite their exotic appearance. In fact, Italy, Spain and France are main producers of the vegetable, with Egypt, Peru and Argentina also making substantial contributions to global artichoke supply. Italy produces more than 406,000 tons of artichokes per year to account for about one third of the global market.
4. **Artichokes are an excellent source of antioxidants** – Artichokes are incredibly nutritious, as an excellent source of fibre, folate, magnesium, calcium, iron, phosphorus, potassium, sodium, zinc, as well as vitamin C, vitamin B, vitamin K and vitamin E. Artichokes also contain some of the highest levels of antioxidants from any food item you can consume.
5. **Artichokes have medicinal applications** – According to a recent review on artichokes, artichokes can display lipid-lowering, anti-inflammatory, anti-gastric, anti-microbial, hepatoprotective and anti-hyperglycemic characteristics. Parts of the plant are used in cardiovascular medicine and anti-atherosclerotic drugs.
6. **Artichokes belong to the same family as sunflowers** – Globe artichokes (*Cynara cardunculus*) also known as French artichokes or green artichokes belong to the *Cynara* genus. The name was derived from “Kynara”, likely referring to an Aegean Island where artichokes were first cultivated. The *Cynara* genus belongs to the second-largest family in the plant kingdom, *Asteraceae*, whose members also include lettuce, sunflower and even dandelions.
7. **Artichokes help your milk and oil products** – Sure, eating artichokes is great, but the plant has been incorporated in many other applications in the food industry. In the dairy industry, artichokes, as a source of proteases, proteolytic, and milk coagulation compounds, could be used in the manufacture of dairy products, such as cheese. Thanks to its antioxidant properties, artichoke flower extract could be used as an additive for preventing autooxidation and rancidity in oils. And for those that have turned every month into Veganuary, the flower part of artichokes can be used for the production of plant-based milk and cheese.

Turns out, it is not just pirates that love artichokes. Why not put them on your menu tonight? They would certainly go well with a bottle of rum or even some plant-based milk.

Visit our website <https://ilovefruitandvegfromeurope.com> or contact us at the following email address ch.social@ilovefruitandvegfromeurope.com for more recipes for drinks and delicious dishes based on fresh fruits and vegetables that you can put on the table every day.



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It's from Europe!

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