

Product Watch

The FruitGuys Brings the Farmers Market to Your Door

The Buzz. There's no arguing it; nothing can rival a farmers market for sustainable, fresh produce. But since many farmers markets are only open once a week, it can be difficult to fit this shopping trip into your schedule. So what's the next best thing? It might just be an organic produce home delivery program, such as The FruitGuys. Based in San Francisco, The FruitGuys started out delivering fresh fruit to the workplace so that employers could offer their staff healthy foods at work. Now the company has branched out to include take home or home delivery organic produce programs.

The Basics. Sign up for a delivery from The FruitGuys (www.thefruitguys.com), and you'll receive a briefcase-style cardboard box delivered to your work or home containing an assortment of organic, local, seasonal fruits and veggies harvested within 24 hours, as well as recipes, cooking tips, and a description of the farms the produce comes from. Delivery is based on your geographic location—if you live

in California you will receive different deliveries than if you live in New York. At \$24 per small delivery (16 servings) and \$32 per medium delivery (25 servings), the program is available nationwide.

The Bonus. *EN* sampled a delivery from The FruitGuys and found that it lived up to the promises—the produce was beautiful and fresh, as if it had just been plucked from the farm that morning. It was packed lovingly in a recyclable cardboard box, along with delightful recipes and information about the farm. Like a farmers market, The FruitGuys didn't just limit its selection to apples and oranges. Our delivery included creative offerings like basil, rhubarb, mushrooms and oak leaf lettuce.

The Bust. At \$24, the delivery was a little on the light side. You'll get more for your money if you shop at your local farmers market, but remember that you're paying extra to make up for the delivery. If you're cooking for a fam-

ily of four, this box won't put enough fruits and vegetables on your table for the entire week. And if your goal is to eat sustainably, you've got to factor in the eco-impacts of packaging and delivery. Shopping at your local farmers market with your own reusable bags leaves a lower carbon footprint. Better yet, grow some of these vegetables in your own backyard to leave the lightest carbon footprint possible.

The Bottom Line. Sustainable eating choices aren't always black and white. If you support local, organic farms, you're already on the right path. The FruitGuys reports that it hopes to cut its carbon footprint as the company grows; and as more people use their services, the deliveries can become more localized within communities. And let's face it; since life can move at breakneck speed, delivery programs such as TheFruitGuys can do the farmers market shopping for you. If it fits within your budget and gets you eating more fresh, seasonal produce, it might be worth the investment.

You Should Know

Looking for Triggers that Prompt You to Overeat

We've all been there; you're not even hungry, but when you see that pink box of donuts sitting in the break room, it's impossible to resist. Health experts are trying to gain a better understanding of what makes you reach for that donut

a study published in the *International Journal of Eating Disorders* in September 2003. Overeating triggers also include emotions, such as anxiety or sadness. Even your environment can be a trigger; something as simple as a

Fighting Food Triggers

- ▶ Identify which foods cause you to lose control and eat too much.
- ▶ Determine which emotions produce bouts of overeating, and try to redirect your energy.