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Welcome, ARA Guest

Home

About Us

FAQs

Editorial Calendar

Contact Us

Quick Reads

- View Quick Reads

Supplements

- Kitchen/Bed/Bath
- Celebrate the Season
- Community Cares
- Winter Living
- Business/Careers
- Health
- Holiday Season
- Halloween

Sections

- Automotive
- Bridal
- Business/Careers
- Community Cares
- Education
- Family Living
- Fashion/Beauty/Fitness
- Food/Recipes/Entertaining
- Gift Ideas
- Green Living
- Health/Wellness
- Home Decorating
- Home Improvement/Construction
- Hot Topics
- How-To
- Kitchen/Bed/Bath
- Lawn/Garden
- Money/Finance
- Pets
- Real Estate
- Seasonal
- Senior Living
- Tech Talk/Innovation
- Travel

Traditional Pumpkin Pie Goes Organic

More Than a Million Americans will Bake with Organic Pumpkin this Thanksgiving

(ARA) – What would the holidays be without pumpkin pie? It's an American tradition and it may be hard to imagine how one could improve on such a classic dessert.

This year, why not make your pumpkin pie as close as possible to the way the pilgrims made it hundreds of years ago? By using organic pumpkin, you can give your family the pure, rich taste and wholesomeness the settlers enjoyed on that very first Thanksgiving.

As per capita pumpkin consumption rises (25 percent since 2003 according to the United States Department of Agriculture), demand for organic pumpkin is also increasing. At Corvallis, Ore.-based Farmer's Market Foods, sales of organic pumpkin have risen 60 percent annually for the past three years.

"More and more consumers are cooking with organic pumpkin because of its pure, rich taste and abundance of nutritional benefits," says Tracy Miedema of Farmer's Market Foods. "This year's Thanksgiving feasts will include a record number of pies baked with organic pumpkin. We've been tracking this growing trend, and it's not one we see slowing down any time soon."

Farmer's Market Organic Pumpkin and Organic Pumpkin Pie Mix contain no fat, trans fats or cholesterol, and are excellent sources of fiber and the disease-fighting antioxidant beta-carotene. Each half-cup serving of organic pumpkin contains 50 calories, 10 grams of carbohydrates and 6mg of sodium. The organic pumpkin pie mix contains 100 calories per one-half cup serving, 25 grams of carbohydrates and no sodium.

Start a new holiday tradition with Thanksgiving Morning Organic Pumpkin Muffins:

Thanksgiving Morning Organic Pumpkin Muffins

Farmer's Market recommends using certified organic ingredients whenever possible for best flavor and nutrition.

2 1/2 cups flour
 2 cups sugar
 2 tsp baking soda
 1 tsp salt
 1 tbsp cinnamon
 1/4 tsp allspice
 1/4 tsp ground cloves
 3 eggs
 1 can Farmer's Market Organic Pumpkin
 3/4 cup oil
 1/2 cup raisins
 1/2 cup walnuts

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Cinnamon /Sugar Topping
2 tbsp sugar
1/4 tsp cinnamon

Preheat oven to 375 degrees F. Sift together flour, sugar, baking soda, salt, cinnamon, allspice and cloves. In a separate bowl, beat eggs until well combined. Add pumpkin and stir to combine. Add oil gradually, stirring to mix well. Add wet ingredients to dry ingredients and mix. Do not over-mix. Add raisins and walnuts, stirring just to combine.

Fill 12 large muffin cups or 16 mini-muffin cups 3/4 full or two mini-loaf pans and sprinkle lightly with cinnamon/sugar topping to make tops hard and crunchy.
Bake for 30 minutes or until tops are firm.

To receive a free booklet of organic recipes, "The Farmer's Market Collection: Above and Beyond," e-mail recipebooklet@farmersmarketfoods.com. Type "recipe booklet" in the subject line and include your name and address in the body of the message. Or mail a letter or postcard with your name and address to: The Farmer's Market Collection, Farmer's Market Foods, P.O. Box 817, Corvallis, OR 97339-0817.

Courtesy of ARAcontent