



Farm to Freezer: Everything You Need to Know About Frozen Food in a Flash

Freezing food locks in nutrients at the peak of freshness and reduces food waste. Plus, modern freezing practices help frozen food makers maintain the quality, integrity and flavor that we expect.

Freezing Fundamentals: Nature's Pause Button

Freezing simply preserves food by solidifying the naturally-occurring water in foods. This pauses a food's nutrient degradation, bacterial growth and enzyme activity, and captures the flavor, texture and color of farm-fresh foods and just-crafted meals.

- ▶ Speed matters! Today's rapid freezing technology can reduce the temperature of food to -20°F in just a few minutes. This results in smaller ice crystals, which cause less damage to a food's quality.
- ▶ A modern freezing technology called **Individual Quick Freezing (IQF)** allows consumers to portion out their frozen fruits and vegetables, prevents grains and starches from becoming mushy when thawed, and maintains the distinct flavors in finished meals.



Freezing Captures Peak Nutrition

By just lowering a food's temperature, frozen food makers lock in its nutritional value.

- ▶ Produce is frozen within hours of harvest, meaning nutrition is locked in. Research shows that frozen fruits and vegetables have the same, or greater, nutritional value than their fresh counterparts.
- ▶ Studies show that freezing maintains the levels of protein, and vitamins A and D in meat, seafood, and poultry.

Frozen is the Sustainable Option

Freezing pauses the processes that cause food to spoil, which means less food waste.

- ▶ With its long shelf life and ability to portion and prepare only what is needed, frozen is a food waste solution.
- ▶ 8 in 10 shoppers agree frozen food helps limit the amount of food wasted at home.

Learn more about
the journey from farm
to freezer:

