

Fresh Asparagus ...it's easy

Media Release

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It's delicious, it's easy, it's here now and it's online - it's Fresh Asparagus! Food lovers around Australia can now cast off their winter blues and celebrate Spring! For the warmth of the sun has coaxed the first tender shoots of asparagus from the soil. Yes, fresh, succulent asparagus is in season right now - so it's time to head off to our fresh fruit and vegetable market, local fruit and vegetable shop or fresh produce section of our supermarkets to pick up new season's fresh asparagus.

We have already celebrated the nutritional goodies asparagus is bursting with - vitamins A, C, E, folate and dietary fibre - with folate receiving a special mention during Spina Bifida Week for the first week of September. So now let's dive in and enjoy asparagus simply because it's delicious...

Get online! Go to www.australianasparagus.com.au to:

Find out about clean, green Victorian asparagus Victorian asparagus farmers have always felt that their produce is the safest in the world. For the first time, a rigorous scientific study has confirmed these claims and the results are great news for those who enjoy Victorian asparagus.

View snappy new recipes bursting with asparagus

You'll be proud to serve them for special occasions, but because they are so quick and easy, you can whip them up in minutes to make mid week dinners special. Try Char-grilled chicken and asparagus or Asparagus & beef stir-fry. Go for Creamy asparagus & potato soup with crusty bread or bruschetta for a light yet satisfying quick meal. Enjoy Asparagus & sweet potato salad - a warm salad of interesting texture contrasts and a tongue-tingling mustard and cider vinegar dressing.

Meet the people who grow your asparagus

The Australian Asparagus Council is a group of 74 asparagus growers in the Koo Wee Rup, East Gippsland, Lindenow and other areas. The small town of Koo Wee Rup is located 65 km south east of Melbourne and is the major asparagus production area in Australia, producing over 70% of Australia's asparagus crop.

Hear how top chefs love to cook asparagus.

To launch our website, Melbourne chefs - Allan Koh of Koko Restaurant, Rod Barbey of B.Cozy Restaurant, Steve Richardson of Peter Rowland Catering, Bernard McCarthy of EQ Cafebar and Howard Neale with Jeremy Vincent of Cotterville Homestay - share their passion for cooking this beautiful vegetable.

You'll also find out how this fascinating and distinctive vegetable grows, the types of asparagus available, how it is harvested and much, much more. Please also see enclosed our new recipe leaflet 'Fresh asparagus...it's easy'.

For further
information, contact:

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