



The Redland's Roots

As the 2.5 million residents of Miami-Dade County go about their daily business in the cosmopolitan "Gateway to the Americas," many know that tourism, entertainment, real estate and financial services are some of the area's major industries. Surprisingly, several of these same folks, including many Miami natives, don't know that their hometown has a country side to it. In fact, the local agricultural industry employs approximately 23,000 people and produces more than \$2.7 billion in economic impact to the area each year. It all happens just 30 minutes southwest of Miami's metropolitan city center in an area known as the Redland, an agricultural community with a bountiful history.

Over 100 years ago, early pioneers came to the Redland with high hopes of making a living through homesteading. Newcomers who hailed from colder climes put their hands to work the red soil, from which the area takes its name. However, the soil was found to be composed of hard Miami limestone—alkaline calcium carbonate—which made growing anything difficult. In a display of their pioneer spirit, local farmers blasted holes in the land with dynamite, which helped them to start cultivating the otherwise intractable terrain with fruit trees. Fortunately, Redland local Al Lindgren developed the "scarifier" in 1915, a specialized rock plow that easily breaks the Redland rock bed. It enabled local farmers to yield tillable earth more easily, and led to an increase in the variety and production of crops.

Only in the Redland will you find such a distinct variety of vegetation planted side by side. From traditional crops like green beans and tomatoes to tropical specialties such as black sapote, dragon fruit and canistel, the Redland is certainly the most agriculturally diverse place in the country.

Getting to Know Redland Raised Produce

Launched in Oct. 2009, Redland Raised includes all produce grown in Miami-Dade County's agricultural area including delicacies like carambola, guava, annona, jackfruit, lychee, papaya, sapodilla, boniato okra and avocados.

Why Local Matters

Local produce arrives at the supermarket in within two days instead of a week. The significance is that, in a week's time, many fruits and vegetables lose most of their nutrients. Since local produce arrives sooner than produce grown elsewhere, most of the nutrients are retained, making for healthier, more nutritious meals. Going local is also better for our local and global environment, saves fuel costs and stimulates Miami-Dade County's economy.

As the County's Agricultural Manager Charles LaPradd points out, "For the local agricultural industry, the Redland Raised brand provides recognition. It lets consumers know they're buying local—that it's straight from the field, it's fresh and it's wholesome."

For more information on the Redland Raised program contact agriculture@miamidade.gov or visit www.miamidade.gov/business/agriculture-redland-raised.asp.



What's in Season?

Local produce offers superior nutritional value and is more vibrant in color with better, bolder flavor. Simply put, there's no comparison between the exceptional quality and taste of local produce and that shipped in from distant places.

Find out what's in season locally, below...

Atemoya:	Aug-Oct, Nov-Jan	Lettuces:	Dec-Apr
Avocado:	May-Feb	Longan:	Jul-Aug
Banana:	HYR	Lychee:	May-July
Basil:	Oct-Apr	Mamey:	May-July, SAYR
Beans:	Oct-Apr	Mango:	May-Aug
Bell Pepper:	Nov-Apr	Mushroom:	HYR
Black Sapote:	Dec-Mar	Okra:	May-Jan
Boniato:	HYR	Onions:	Nov-Apr
Broccoli:	Dec-Mar	Papaya:	HYR
Brussel Sprouts:	Nov-Mar	Passion fruit:	Nov-Jan, June-Aug
Cabbage:	Dec-Mar	Plantains:	HYR
Cantaloupe:	Apr-June	Pummelo:	Dec-Apr
Carambola:	July-Apr	Radish:	Nov-May
Canistel:	Dec-Mar	Raspberries:	May-Sept
Celery:	Dec-May	Sapodilla:	Feb-June
Coconut:	HYR	Spinach:	Mar-Apr
Cucumbers:	Oct-Mar	Squash:	Oct-Apr
Dragon Fruit:	June-Nov	Strawberries:	Dec-Apr
Eggplant:	Nov-Mar	Sweet Corn:	Oct-Apr
Guava:	HYR	Thyme:	HYR
Fennel:	Sept-June	Tomatillos:	Sep-June
Green beans:	Oct-Apr	Tomatoes:	Oct-June
Herbs, Other:	Oct-Apr, SAYR	White Sapote:	May-Aug
Jackfruit:	May-Nov	Zucchini:	Oct-Apr

HYR: Harvested Year Round
SAYR: Some Available Year Round



LOCAL FLAVOR

HOME COOKING FROM THE FLORIDA REDLAND

