



It is no myth that local sweet **corn** tastes a little juicier and is a bit more tender than other **corn**. Although much of the **corn** grown in Idaho is sold out of state, "the pick of the crop" is available for local consumers.

Idaho growers plant specific **corn** varieties exclusively for local markets. These varieties produce the most tender and delicious **corn** possible. Lee Rice, of Rice Family Farms, says that due to the tenderness of these varieties, they are usually sold only in Idaho.

The sugars in the kernels start turning to starch soon after picking and the **corn** will begin to lose its sweet taste after two to three days. Local sweet **corn** is picked and ready for sale the following day, which makes it the sweetest available.

Idaho is known for growing sweet and tender **corn**, and is currently the sixth largest U.S. producer. The Southwestern and South Central regions of Idaho provide the long growing season required for sweet **corn** production, and an arid climate that reduces many diseases.

Local Idaho sweet **corn** is available fresh from August through the middle of October at local grocers and farmers' markets. For the sweetest and juiciest **corn**, look for the Idaho Preferred® label!

