

# defining fresh

FDA standards  
mandate

"fresh" foods must be  
raw or unprocessed,  
never been frozen or  
heated, & contain no  
preservatives.

raw

preservative  
free

natural  
state

 Virginia  
Cooperative  
Extension

Virginia Tech • Virginia State University

 USDA

United States Department of Agriculture  
National Institute of Food and Agriculture

 SOUTHERN  
EXTENSION  
RISK MANAGEMENT  
EDUCATION