

In Search of the Perfect Peach

author: Franco Fubini

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Synopsis

author	Franco Fubini
readBy	Paul Ansdell
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Is "eating local" everything it's cracked up to be?

The first bite of a perfectly ripe peach can be truly transformative—a joyful experience that stays with you forever. But, as Franco Fubini, professor of sustainability management at Columbia University and founder and CEO of Natoora, came to realize, flavor is a signifier of so much more than nostalgia. It has the power to change the way we grow, shop, and eat—transforming the planet and our palates.

For the last two decades—through his work with Natoora—Franco has been sourcing amazing flavor for some of the best kitchens and most demanding chefs in the world. He's learned that through flavor, a better future of food suddenly becomes possible: one in which we are not only closer to nature and to the people who grow our food, but where we are also actively building seasonal diversity back into our diets, putting nutritious food on our plates, and restoring the health of our soils.

From the citrus groves of Sicily to a taco in Mexico City, ***In Search of the Perfect Peach*** takes you on a journey in the pursuit of flavor, with Franco revealing at every step how this incredibly simple desire can lead to radical change. Throughout, he offers us a deeply optimistic vision of how we as consumers can follow flavor to fix the food system and bring joy to our every meal.

Reader's comments

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