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INSIDE ONIONS

Consumer Newsletter



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September 2026

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- What's worth making from scratch?
- Easy ways to do your own food trends
- Recipe Box: Onion Potato Breakfast Frittata
- Video Recipe: Roasted Onion & Garlic Mashed Potatoes
- Cool kitchen gadgets
- Meet an onion grower: Meet the Sobiech Family of Pine Island, New York

Storage Yellow Onions Available August-May

- Easy to recognize by their multiple layers of thick, darker colored skin
- Commonly lower in water content, they have a longer shelf-life
- Range in flavor from mild to pungent

* Best for savory dishes that require longer cooking times or more flavor

[Click here for a storage guide to onions](#)



September is:

September is National Potato Month, and there's no better time to celebrate one of America's favorite vegetables!

From crispy roasted potatoes and creamy mashed potatoes to hearty soups, loaded baked potatoes and cheesy casseroles, the humble spud can do just about anything. And what makes potatoes even better? Onions, of course! The two are longtime kitchen partners, adding flavor and comfort to breakfasts, side dishes and satisfying dinners. This month, give potatoes the attention they deserve and try something new.

Look inside this issue for potato recipes to die for, featuring





The Onionista

Got a message for the Onionista? Write to
onionista@onions-usa.org

Inside Onions

Message From The Onionista

Who is the Onionista?

Hi! I'm René Hardwick, Aka The Onionista. As The Director Of Public And Industry Relations For The National Onion Association, I Wanted A Fun Way To Connect With People On The Web. That Is How 'Onionista' Was Born. She Is A Fun And Informal Way For Me To Share My Passion For Onions, Food, And Agriculture With Consumers.

In this monthly newsletter, I hope to share with you not only great new recipes and recipe videos, but nutrition nuggets to help round out the menus you serve to your family.

The National Onion Association tells the story of the bulb onion, promoting the usage and visibility of the third most consumed fresh vegetable in the U.S. with active

media relations, recipe development, culinary education and more.

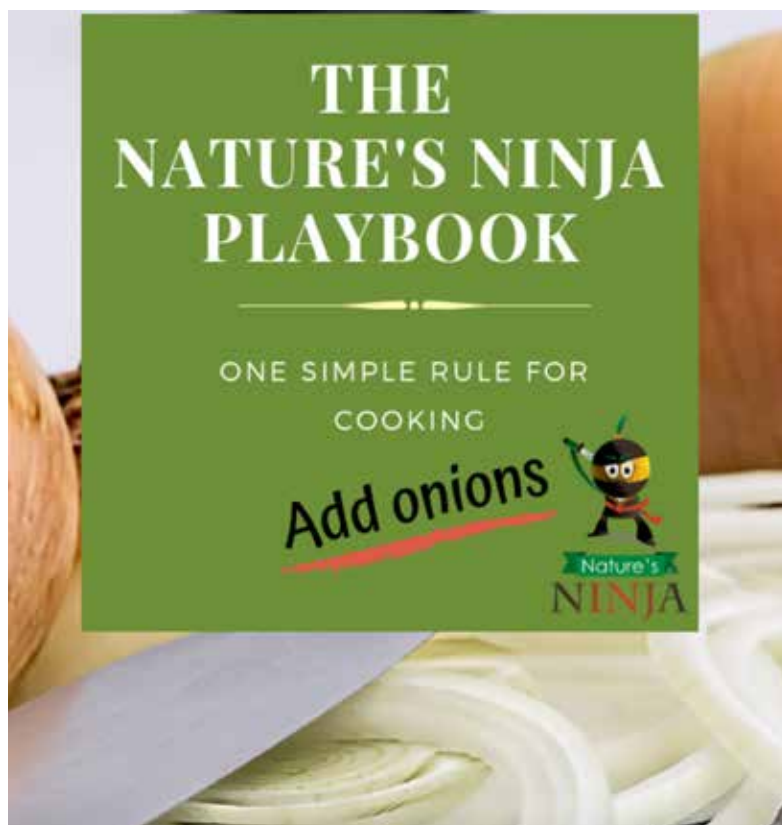
Members of NOA rely on the non-profit trade association for

up-to-date information, government representation, industry-wide networking, as well as consumer outreach. Visit www.onions-usa.org for more information.

Need onion info?

The National Onion Association has released its ebook, Nature's Ninja Playbook, a guide for selecting, cutting, and cooking onions, along with handy tips and tasty recipes to include onions in every meal of the day.

The NOA has nicknamed the onion "Nature's Ninja" for the many qualities it possesses to stay fresh and — keep those who eat it healthy. It has 12 vitamins and minerals is naturally fat and cholesterol free.



Need to Know

Budgets

Practical ways to save money with rising prices



Gas prices have taken a sharp turn upward in recent months, putting additional pressure on household budgets that are already dealing with higher food costs. According to the U.S. Energy Information Administration, the national average for regular gasoline was about \$2.90 a gallon in early February 2026. By Aug. 10, it was just over \$4 a gallon — an increase of roughly 38% in six months.

Grocery shoppers aren't getting much relief, either. Bureau of Labor Statistics data show the cost of food at home increased about 0.9% from February through July, and grocery prices were 2.7% higher in July than a year earlier. Fruits and vegetables were up an even steeper 5.1% over the past year.

While you can't control prices, a few changes can help offset the added expense. Start by combining errands whenever possible. Instead of separate trips to the grocery store, pharmacy and other stops, plan a route that gets several things done at once.

Next, take another look at the grocery bill. Plan meals around weekly specials and foods already in your refrigerator, freezer and pantry. Build meals

around economical staples such as potatoes, onions, rice, pasta, beans and eggs. Soups, casseroles, baked potato bars and vegetable-loaded pasta can feed a family without expensive ingredients. Cook once and eat twice. Double a casserole, soup or slow-cooker recipe and freeze half. Turn leftover chicken into tacos or sandwiches, or add leftover vegetables to omelets, soups or grain bowls. Repurposing food can also prevent an expensive last-minute drive-thru run.

Convenience purchases are another place to save. Frequent coffees, drinks, snacks and lunches add up quickly. Pack lunch, carry a refillable water bottle and keep snacks handy.

Finally, make every gallon count. Keep tires properly inflated, stay current on vehicle maintenance, avoid unnecessary idling and accelerate smoothly. Carpooling to work or kids' activities can trim even more miles.

When gas and grocery prices rise together, small savings throughout the week can add up. A little planning before shopping, cooking or grabbing the car keys can help keep more money in the household budget.

PRICE GUIDE

The average price for a 3-lb bag of onions ranges from \$2.99 to \$3.29.

Classic French Onion Soup is the ultimate way to use exactly three pounds of onions.



Save Those Onions! Diced onions can be frozen for up to six months, ready to toss into soups, stews, chili, casseroles and sautés.

Pro tip: Freeze them in a single layer on a parchment-lined baking sheet first. Once frozen, transfer to a freezer bag so they stay loose and easy to scoop.

What's Actually Worth Making From Scratch?

Convenience has a price. A bottle of salad dressing here, a container of dip there and a jar of salsa may not seem like budget busters, but those extra dollars can add up. The good news is that some of the easiest foods to make at home are also places where you can cut your grocery bill.

Prices vary by store and location, but a little DIY can make a noticeable difference.

Salad dressing:

A bottle of premium vinaigrette can cost \$4 to \$6. If you already have oil, vinegar, mustard and seasonings, making a similar amount at home may cost around \$1 to \$2. Potential savings: \$3 to \$4 per bottle.



Fresh salsa:

Refrigerated fresh salsa can run about \$4 to \$6 per container. Tomatoes, an onion, lime juice, cilantro and a pepper can produce a generous batch for roughly



Sweet Onion and Red Pepper Salsa with Lime

\$2 to \$3, depending on produce prices. Potential savings: about \$2 to \$3.

Quick-pickled vegetables:

Those trendy jars of pickled vegetables can easily cost \$5 or more. Make your own with vinegar, water, sugar and salt plus whatever vegetable you have on hand. A batch of quick-pickled red onions can cost around \$1 to \$2. Potential savings: \$3 or more per jar.



Pickled Red Onion

Dips:

Prepared hummus, bean dips and vegetable dips commonly cost \$4 to \$6. A can of beans, garlic, lemon juice and pantry staples can become a homemade dip for around \$2. Potential savings: \$2 to \$4.



Caramelized Sweet Onion Hummus

Flavored butter: Specialty compound butters can carry specialty prices. Instead, soften regular butter and mix in herbs, garlic, citrus zest or seasonings. Depending on what you already have, you could save several dollars per batch.



Onion Butter

Sandwich spreads:

Skip the \$4 or \$5 specialty spread and start with mayonnaise, yogurt or cream cheese. Add herbs, mustard, roasted garlic, peppers or spices for a customized version that costs much less.

Save just \$2 to \$4 each time you make one of these foods yourself and do it twice a week, and you could keep roughly \$200 to \$400 a year in your pocket.

Not bad for shaking a jar of dressing or pickling an onion.



Try Onion jarred onions with cream cheese to make a nice spread for your sandwich or bagel.

Practice at 5, Dinner at 6: Your Fall Sports Dinner Playbook

School is back, fall sports are underway and suddenly the hours between the final bell and bedtime feel like one long sprint.

When soccer practice starts at 5, volleyball ends at 6:30 and there's still homework waiting at home, dinner needs to be fast and flexible. Before reaching for the takeout menu, keep these five dinner formulas in your fall playbook.

1. Sheet-Pan Dinner

Put the whole meal on one pan and let the oven handle the work. Combine chicken sausage, chicken breasts or another protein with chopped onions, peppers, broccoli, potatoes or other vegetables. Add olive oil and seasonings, then roast. Line the pan with foil or parchment paper to make cleanup faster, too.

2. Slow-Cooker Night

Do the work in the morning and come home to dinner. Pulled chicken, chili, beef stew or taco meat can cook while everyone is at work and school. Add onions, beans, peppers, tomatoes and other vegetables to stretch the meal further.



3. Build-Your-Own Tacos

Tacos work especially well when family members eat at different times. Prepare the meat or beans ahead, then refrigerate toppings such as shredded cheese, lettuce, diced onions, peppers and salsa. Everyone can assemble dinner when they get home.

4. Anything-Goes Grain Bowls

Start with rice, quinoa or another grain and add whatever you have available: leftover chicken, ground beef, beans, roasted vegetables,

Recipe box



CATEGORY:

Breakfast

PREP TIME:

15 minutes

COOK TIME:

20



Onion Potato Breakfast Frittata

2 gold potatoes (about 1 pound)
¼ cup unsalted butter
1 medium yellow onion, diced (about 1 cup)
1 green bell pepper, diced (about ¾ cup)
8 large eggs
⅓ cup half and half or cream
1 teaspoon fine sea salt<
½ teaspoon garlic powder
½ teaspoon ground black pepper
4 ounces medium or sharp cheddar, shredded (about 1.5 cups)
Salsa and sour cream for serving



Click photo for original recipe

Download coloring book

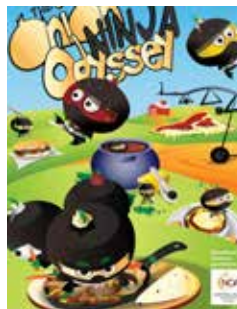
There are bound to be times when the little ones need something to do so you can get everything else done!

Nature's Ninja to the rescue. The NOA has created these one-of-a-kind, downloadable coloring books, filled with fun pictures and an educational stories. The Onion Ninja Odyssey is a downloadable coloring book that teaches the nutrition basics of onions while taking readers through a fun journey of how The Onion – Nature's Ninja has come to be. From the field to your plate, the onion has a wonderful journey that spans the agricultural ages, resulting in a powerful ninja, whose skills keep those who eat it safe, while providing solid nutrition and disease-fighting properties.

[Ollie and Olivia's Kitchen Adventure](#) is filled with artwork that enforces the uses of onions in all of our meals, from spaghetti sauce, burgers and Mexican foods.

The NOA also has a downloadable activities book. But like all action heroes, our ninja has to grow and train to become Nature's Ninja.

[Click here to download activities for preschoolers.](#)



DIY Restaurant Trends

Easy ways to do your own food trends

You don't need a reservation — or restaurant prices — to try some of today's popular food trends. Many of the flavors and menu ideas getting attention at restaurants are surprisingly easy to recreate in your own kitchen.

From smashburgers and hot honey to loaded fries and globally inspired sauces, these restaurant food trends can provide plenty of inspiration when you're tired of making the same meals every week.

Make Smashburgers at Home

The smashburger proves that simple food can still deliver big flavor. Instead of forming a thick burger patty, place a ball of ground beef on a hot skillet or griddle and press it into a thin patty. The cooking method creates crispy, browned edges.

For the full restaurant treatment, add cheese, a toasted bun and plenty of thinly sliced grilled onions. Finish with pickles and a simple burger sauce made from mayonnaise, ketchup and mustard.

Put Hot Honey on More Than Pizza

Sweet heat continues to be a popular flavor combination, and hot honey makes it incredibly easy to try at home.

Drizzle it over pizza, fried or grilled chicken, roasted vegetables or even a breakfast sandwich. Pairing sweetness with savory ingredients can make an otherwise familiar meal taste completely different. Try hot honey over roasted onions, carrots or sweet potatoes for an easy side dish.

Experiment With Globally Inspired Sauces

One of the easiest ways to break out of a dinner rut is to change the sauce rather than the entire meal.

Try chimichurri with grilled meat and vegetables, tzatziki with chicken and flatbread, gochujang-based sauce on a rice bowl or tahini dressing over roasted vegetables. Keep the base of the meal simple and let the sauce change its personality.

Load Up Your Fries

Loaded fries turn a side dish into dinner. Start with French fries, potato wedges or roasted potatoes and pile on your favorite toppings.

Try shredded chicken, cheese, beans, jalapeños, avocado, salsa, green onions or caramelized onions. You can also give loaded fries a barbecue spin with pulled pork, barbecue sauce and sliced onions.

Give Sandwiches an Upgrade

The basic sandwich is getting a makeover, too. Think better bread, flavorful spreads and plenty of contrasting textures.

Add pesto, spicy mayonnaise, hummus or garlic spread. Then layer in crunchy vegetables, pickled onions, fresh herbs or a slaw. Even a basic turkey or grilled cheese sandwich feels new with the right combination of toppings.

Build a Better Bowl

Bowls remain an easy way to combine ingredients you already have. Start with rice, quinoa or another grain, add a protein and then pile on vegetables and toppings.

Roasted vegetables, beans, avocado, fresh greens and grilled onions all work well. Finish with a flavorful sauce and something crunchy.

Bowls are also perfect for leftovers because everyone can build their own combination.

Pickle Your Toppings

Pickled toppings can add acidity and crunch to rich foods. Quick-pickled onions, cucumbers, carrots and jalapeños require very little effort.

Thinly slice your vegetables, add a simple vinegar mixture and refrigerate. Use them throughout the week on tacos, burgers, sandwiches, salads and bowls.

Mix Sweet With Savory

Don't be afraid to combine ingredients that seem like opposites. Sweet-and-savory combinations can make everyday foods more interesting.

Try fruit in salsa, honey with cheese, peaches with grilled chicken, watermelon with feta or caramelized onions with apples on a flatbread.

The best part about trying restaurant trends at home is that there are no menu rules. Start with something familiar, borrow an idea from your favorite restaurant and make it your own.



Buddha Bowls



Onion-Peach Salsa



Have a lot of onions? Caramelize them!

Download the [guide to Caramelizing Onions here](#)

On burgers and sliders
Mixed into mashed potatoes
On pizza or flatbread
Fold into omelets, scrambled eggs or frittatas

Add to grilled cheese sandwiches
Top steak, pork chops or grilled chicken
Stir into mac and cheese

Toss with pasta
Add to soups and stews
Top baked potatoes
Mix into dips
Layer into quesadillas

Breakfast Sandwich Maker

Busy mornings don't have to mean skipping breakfast or settling for something from the drive-thru. The Hamilton Beach Breakfast Sandwich Maker promises to put a hot, homemade breakfast sandwich on the table in just minutes. And plenty of busy cooks seem to agree it earns its spot on the kitchen counter. With more than 45,000 reviews and a 4.4-star rating, the compact appliance has won praise for its ease of use, simple cleanup, cooking speed, value and sandwich quality. Add an English muffin, egg, cheese and your favorite fillings—including some diced or sautéed onions—and breakfast is ready before everyone heads out the door. Try it with this [Chipotle Egg Sandwich](#).



Microwave Pasta Maker

When dinner needs to happen fast, even waiting for a pot of water to boil can feel like too much. A microwave pasta maker offers a handy shortcut, letting busy families cook pasta right in the microwave with less time and fewer dishes to wash. With an impressive 4.6-star rating from 567 reviews, this kitchen gadget has earned plenty of fans. It's a convenient option for quick weeknight dinners, after-school meals or smaller portions when you don't want to haul out a large pot. Pair that freshly cooked pasta with sautéed onions, vegetables and your favorite sauce for an easy meal in minutes.

Microwave Potato Bag

Customers find the microwave bag cooks potatoes quickly, taking about 3-4 minutes, and appreciate its ease of use, particularly noting it's easier than poking holes. The product receives positive feedback for its taste, texture, and value for money, with potatoes coming out soft and customers considering it a great buy. While some customers say it cooks thoroughly, others note it's not quite like oven-baked potatoes.



Electric Lunch Box

No microwave? No problem. This 1.5L 80W Electric Heated Lunch Box gives busy adults a convenient way to enjoy a hot meal at work or on the road. With 4.5 stars from more than 3,700 reviews, it's a popular option for commuters, construction crews, truck drivers and anyone who regularly eats away from home. The portable food warmer features a removable 304 stainless-steel container for easy cleaning, a leakproof design and connections for 12V/24V vehicles and 110V household outlets. It even comes with a storage bag and tableware, making it easy to pack last night's leftovers and turn them into today's hot lunch.

Video Recipe



Roasted Onion & Garlic Mashed Potatoes

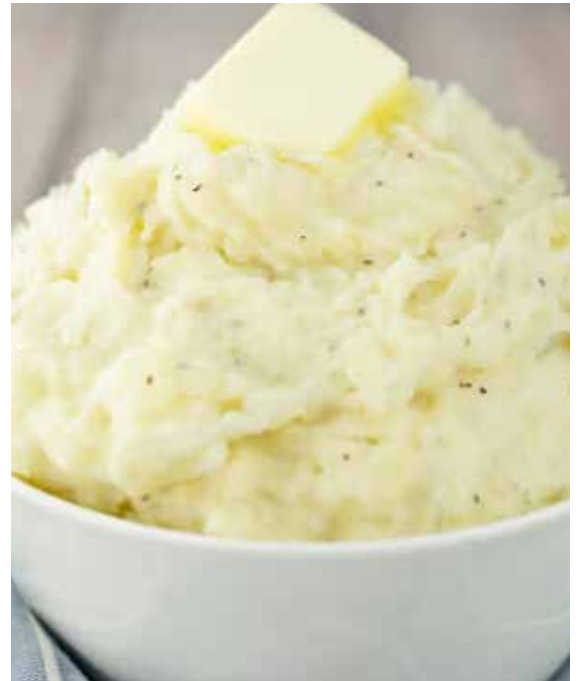
Celebrate National Potato Month by giving a favorite comfort food a flavorful, nutritious boost. These Roasted Onion and Garlic Mashed Potatoes take classic creamy mashed potatoes and add roasted white onions and garlic for extra flavor and goodness in every bite.

Roasting brings out the onions' natural sweetness, while sour cream and butter keep the potatoes rich and satisfying. It's an easy way to work more vegetables into

a familiar family favorite without sacrificing the comfort-food appeal everyone loves. Fun fact: [a diet rich in garlic and onions helps reduce the risk of breast cancer.](#)

Serve them alongside roasted chicken, grilled steak or your favorite fall entrée, or make them the star of a cozy weeknight meal when cooler evenings arrive.

And don't forget the leftovers—they're perfect for transforming into potato cakes, topping a shepherd's pie or simply reheating for an easy



Ingredients

Serves: 12

Prep time: 45 minutes

Cook time: 30 minutes

Onion:

2 cups white onion, diced

1/4 cup coarsely chopped garlic

1 tablespoon olive oil

Potatoes:

8 cups potatoes, peeled, cut in half

8 cups water

Seasonings:

6 tablespoons butter

1/2 cup sour cream

2 teaspoons salt

1/2 teaspoon ground black pepper

Per serving: About 171 cal, 2 g pro, 21 g carb, 9 g fat, 46% cal from fat, 20 mg chol, 459 mg sod, 2 g fiber.

Directions

Combine onion, garlic and olive oil. Place in oven proof baking dish; cover tightly with foil and bake in a 350 degrees oven. For 45 minutes until tender. Remove from oven and set aside.

Place potatoes and water in large saucepan and bring to a boil over high heat. Reduce to medium heat and cook for 20 – 30 minutes until tender. Drain well. Do not let cool. Place potatoes, roasted onions, butter, sour cream, salt and pepper in bowl. Mash or whip until just fluffy and combined.



50 years of farming the New York black dirt

For 50 years, Green Valley Onion has been part of the agricultural landscape of New York's famed Black Dirt Region, where generations of growers have worked some of the most distinctive farmland in the country.

Located in Orange County, the Black Dirt Region is known for its dark, rich organic soil, formed from the remains of an ancient glacial lake and centuries of decomposed plant material. The flat, fertile ground became an important vegetable-growing region after farmers developed drainage systems that made cultivation possible. Onions became one of the area's signature crops.

Over the past five decades, Green Valley Onion has experienced many of the same changes seen throughout agri-

culture: new equipment and technology, changing markets, rising production costs, weather challenges and the need to continually adjust farming practices.

What has remained constant is the land itself and the commitment required to farm it. Black Dirt farming requires careful management of drainage, soil, crops and weather throughout the growing season.

Reaching the 50-year mark represents thousands of planting, growing and harvest days and a long-term investment in agriculture. Today, the farm continues that tradition while helping preserve Orange County's agricultural heritage and keeping its productive Black Dirt acres in farming for the future.

Meet a NY farming family

The Sobiech family's connection to New York's Black Dirt Region began with Polish immigrant roots and a love of farming.

Edwin B. Sobiech Sr., the son of Polish immigrants who farmed the region's rich soil, carried that agricultural tradition forward.

In 1974, Edwin and his wife, Jane, founded Green Valley Onion Company, building a business centered on one of the region's signature crops.

Their son, Edwin Jr., grew up working in the operation and took over management in 1995. Today, his children, Brennan and Olivia (pictured right with Ed Jr.), represent the next generation, helping continue a family farming and onion-growing tradition that now spans four generations.



When people think of New York, skyscrapers and busy city streets may come to mind first. But beyond New York City lies a major agricultural state whose farmers make an important contribution to America's produce supply.

New York has about 30,000 farms operating across 6.4 million acres, according to 2025 USDA data. The state's combination of productive soils, water resources, varied climate and proximity to major population centers supports an impressive range of crops.

Apples are among New York's best-known agricultural products, but its produce industry extends far beyond orchards.

Farmers grow cabbage, sweet corn, snap beans, squash, pumpkins, beets, potatoes and onions, along with grapes and numerous other fruits and vegetables.

Vegetable production is particularly significant. In 2025, New York farmers harvested about 7,000 acres of cabbage, producing more than 300 million pounds. They also harvested approximately 21,000 acres of sweet corn, producing more than 220 million pounds.

Onions are another important part of the state's agricultural identity. New York's onion-growing areas include the distinctive Black Dirt Region of Orange County, where rich organic soils have supported generations of vegetable growers. Onion produc-



tion also extends to other areas of the state, supplying fresh-market onions to consumers throughout the Northeast and beyond.

New York's location provides another advantage. Growers are within reach of millions of consumers and major produce distribution networks, allowing freshly harvested crops to move efficiently from farms to wholesalers, retailers, restaurants and processors.

The state's contribution to American agriculture ultimately comes down to its growers. From longtime family farms to larger commercial operations, New York farmers continue to plant, harvest and supply the fruits and vegetables that help stock America's produce departments throughout the year.