

Kale is about to have an identity crisis

By Natalie Jacewicz, NPR

Kale is getting a makeover, and the very essence of kaliness may hang in the balance.

To develop a new variety of kale tailored to American palates, horticulture professor Philip Griffiths of Cornell University College of Agriculture and Life Science and graduate student Hannah Swegarden are soliciting consumers' kale reflections – the good, the bad, and the ugly. The scientists face a philosophic question for the ages.

Asks Swegarden: “How far can you push a consumer's concept of what kale is, before it's not kale anymore?”

Read the whole story