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BITTER MELON bit-ter mel-on (noun)

1: The edible fruit of the plant *Momordica Charantia*. The bitter melon grows in tropical and subtropical climates. The name 'bitter' comes from the bitter taste of this vegetable, considered the most bitter among all edible vegetables.

2: A long, warty, and very bitter fruit used in global cuisine, healing practice, and art. A member of the gourd family, it possesses qualities that can be used as food, medicine, and as instigators of situations that promote conversation and community.



What is the NBMC?

The National Bitter Melon Council (NBMC) is devoted to the cultivation of a vibrant, diverse community through the promotion and distribution of Bitter Melon. Our projects, events, and festivals celebrate the health, social, culinary, and creative possibilities of this underappreciated vegetable. Advocating the acceptance of Bitter Melon across cultures and cuisines, we believe that Bitter Melon creates an alternative basis for community – that of bitterness!

[More about the NBMC...](#)

Did you know?

Bitter Melon, also known as Balsam pear, balsamina (Spanish), ku gua or foo gwa (Chinese), and assorossie (French), is a truly unique and bitter ingredient that is not yet well known in the United States.

Bitter compounds evolved in plants as a mechanism to deter consumption by animals. Humans, unlike other mammals, are the only creatures to have developed a palate (or taste) for bitterness. Bitterness defines our humanity!

[More about bitterness...](#)

What's NEW?

Now you can find us in [Twitter!](#) Our username is "nbmc". Look forward to twittering with YOU!

[Hana Hau](#), the official magazine for Hawaiian Airlines, published a feature on Bitter Melon that included an interview with the NBMC.

[Read more about it...](#)

❖ COMMUNITY ❖ COMMODITY ❖ CULTIVATION ❖ CREATIVITY

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