



THE 'EAT SEASONABLY' CAMPAIGN

Eat Seasonably is a new campaign, launched on 28 May 2009, which helps everybody enjoy fresh fruit and veg at its seasonal best.

At a time when many people eat the same produce all year round, the campaign aims to reconnect people with the food they eat and the seasons in which it grows. It celebrates eating the right things at the right time: a crisp salad when it's hot and sunny, a wholesome stew when it's cold; strawberries in June, Brussels sprouts in December.

Eating seasonably means:

- better taste – top chefs agree that fresh seasonal produce is best
- better value – new research shows that eating in-season fruit and veg can also save you money
- better for the planet – growing in season requires lower levels of artificial inputs than at other times of the year

Eat Seasonably is being backed by major supermarkets and small market stall-holders alike, as well as cafes, pubs, restaurants and some of the nation's favourite charities. Partners are aligning their support around the monthly highlights and using the **Eat Seasonably** label to help people navigate what to eat when.

Becoming a partner is simple – visit www.eatseasonably.co.uk where you can download resources to help you communicate to your customers that you're selling or serving fresh fruit and veg at its seasonal best.

Resources include:

- **Eat Seasonably** logo to use on menus or directly on produce to indicate when something is in season
- **Eat Seasonably Here** logo to use inside or out to indicate if in-season fruit and veg is being served
- The **Eat Seasonably** calendar, which indicates when each fruit and vegetable is at its best and includes monthly highlights (*also reproduced on page 2*)



GUIDELINES FOR USE

1. The **Eat Seasonably** logos should only be used on or when associated with fruits or vegetables listed in the **Eat Seasonably** calendar.
2. The logos should only be used during the months that those fruits or vegetables are in season, as specified in the calendar.
3. The logos should only be used on or when associated with produce grown in the UK.
4. The logos should not be altered in any way.

Any questions please contact: hello@weillifyouwill.org

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
HEROES	CARROTS ~ KALE	LEEKs ~ SAVOY CABBAGE	SPRING GREEN CABBAGE	CAULIFLOWER	ASPARAGUS ~ RHUBARB	BROAD BEANS ~ STRAWBERRIES ~ PEAS	CURLY LETTUCE ~ CUCUMBER ~ CHERRIES	COS LETTUCE ~ RASPBERRIES ~ PLUMS	COURGETTE ~ BLACKBERRIES ~ RUNNER BEANS	COX APPLES ~ SWEETCORN	RED CABBAGE ~ POTATOES	BRUSSELS SPROUTS ~ WHITE CABBAGE
Apples, Bramley												
Apples, Cox												
Asparagus												
Beans, Broad												
Beans, Runner												
Blackberries												
Blueberries												
Brussel Sprouts												
Cabbage, Spring Green												
Cabbage, White												
Cabbage, Savoy												
Cabbage, Red												
Carrots												
Cauliflower					← Cheapest period when season spans whole year →							
Celery												
Cherries												
Courgette												
Cucumber												
Kale												
Leeks												
Lettuce, Cos												
Lettuce, Curly												
Lettuce, Iceberg												
Marrow												
Peas												
Plums												
Potatoes, Maincrop												
Raspberries												
Rhubarb												
Spinach												
Strawberries												
Squash												
Sweetcorn												

THE 'EAT SEASONABLY' CALENDAR

The 'Eat Seasonably' calendar is a unique guide to what's in season when. Designed to celebrate fruit and vegetables at their seasonal best, it is a deliberately short list based on three important criteria:

- Environmental impact. The calendar identifies the seasons when fruit and vegetables can be grown in the UK with less environmental impact. This means the times of the year when the lowest levels of pesticide, fertiliser, and artificial heating and lighting are likely to be used.
- Value. Only fruit and vegetables which have been shown to be cheaper in season are included.
- Taste. The 'heroes' provide a monthly focus on fruit and vegetables when they are at their tastiest.

Information on seasonal food production cycles has been provided by Bill Kirkup of the North East Improvement and Efficiency Partnership. It is based on data derived from several sources including the NFU, Horticultural Development Company and ADAS. Data on retail price variations across the year was supplied by TNS Worldpanel. The 'Eat Seasonably' calendar has been compiled by The Climate Group.

