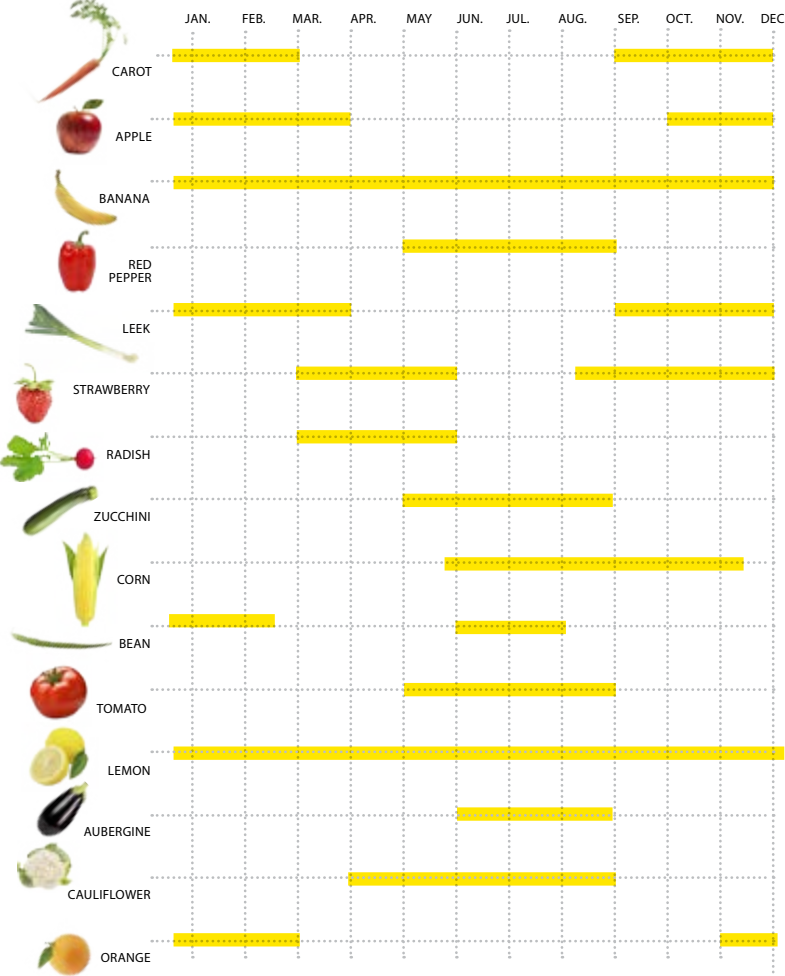


# TO EACH FRUIT AND VEG, THERE'S A SEASON!

Each type of fruit and veg has a season. Try to buy seasonal fruit and veg: they'll be tastier and cheaper. The seasons are shown with the yellow line, keep this calendar on your fridge as a reminder.



## BANANA

Characteristics: Easy to carry around, can be slipped into your pocket or bag, ready to satisfy those hunger pangs.  
Likes: To be eaten on the beach or at the park, or flambéed for special occasions.



## AUBERGINE

Characteristics: Its rich purple colouring makes any dish look appetising.  
Likes: To be cooked in slices on the barbecue or stuffed.



## LEEK

Characteristics: Lean and a little bit hairy. But don't let the roots put you off – they're not for eating!  
Likes: To end up in a steaming bowl of soup surrounded by plenty of other vegetables.



## STRAWBERRY

Characteristics: Leads you into temptation. One is never enough!  
Likes: To be eaten fresh from the punnet or dipped in sugar as an occasional treat.



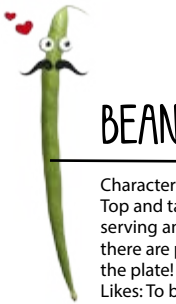
## BEETROOT

Characteristics: Soft and sweet on the palate.  
Likes: To be diced and teamed up with sweet corn in a salad bowl.



## CARROT

Characteristics: Orange through and through. Remember to bite into the tapered end!  
Likes: To be mashed occasionally. It's not only good for making mash!



## BEAN

Characteristics: Top and tail before serving and ensure there are plenty on the plate!  
Likes: To be steamed to maximize its tender taste and crunchy texture.



## BROCCOLI

Characteristics: Green from top to toe, it doesn't always stand out from the crowd but is worth experimenting with.  
Likes: To complement sun-dried tomatoes, goat's and feta cheese or sweet peppers.



## RADISH

Characteristics: Small but perfectly formed, it's quick and easy to eat!  
Likes: To be eaten raw, partnered with a sauce as an appetiser, or maybe sprinkled with a touch of salt as a starter.



## CAULIFLOWER

Characteristics: Hard on the outside but tender when cooked. Closely related to broccoli, green cabbage and Brussels sprouts.  
Likes: To be oven baked with cheese. Delicious!



## APPLE

Characteristics: Highly versatile and widely available in a range of flavours, there's something for everyone!  
Likes: To be eaten in pies, compotes, or even salads.



## SWEET CORN

Characteristics: Bright as the sun, these sweet kernels live up any meal.  
Likes: To be grilled and eaten off the cob, using both hands!



## ORANGE

Characteristics: A veritable ball of energy bursting with vitamins.  
Likes: To be freshly squeezed in the mornings. A drinking straw is optional, but enjoyment isn't!



# MEET YOUR MEAL'S BEST FRIENDS!



# FRUIT AND VEG ARE SO AMAZING, VARIED AND TASTY, THEY CAN REALLY BRIGHTEN UP YOUR DAILY LIFE.

HERE'S SOME ADVICE ON HOW TO GET THE MOST OUT OF THEM.

## FRUIT AND VEG AREN'T ALWAYS EXPENSIVE.

Remember, fruit and veg that are in season and produced locally are less expensive than those that aren't. And what's more, they taste better too.

Use our seasonal calendar to know when is the best time to buy what.

« I REGULARLY CHECK WHAT'S ON OFFER IN MY LOCAL SUPERMARKET AND SHOP ACCORDINGLY »

PAULINE MARQUEZ,  
Retired, Lewisham.



## FRUITS AND VEG ARE EASY TO COOK.

Whether you want to eat them raw or cooked, there are plenty of ways to prepare fruit and veg. You just need to have a few essential items in your kitchen: a sharp knife, a chopping board, a peeler, a strainer, a frying pan, a saucepan, a mixer and an oven dish. You'll then be able to prepare all sorts of dishes very easily, from salads and stir-fries to crumbles and pies.



## IT'S EASY TO MAKE FRUIT AND VEG PART OF EVERY MEAL, JUST USE YOUR IMAGINATION.

For example, you can add carrots to a potato dish, or courgettes and tomatoes to some pasta. Or why not serve a crunchy green salad with some sauteed potatoes, or mix some pieces of apple or pear into a yogurt?

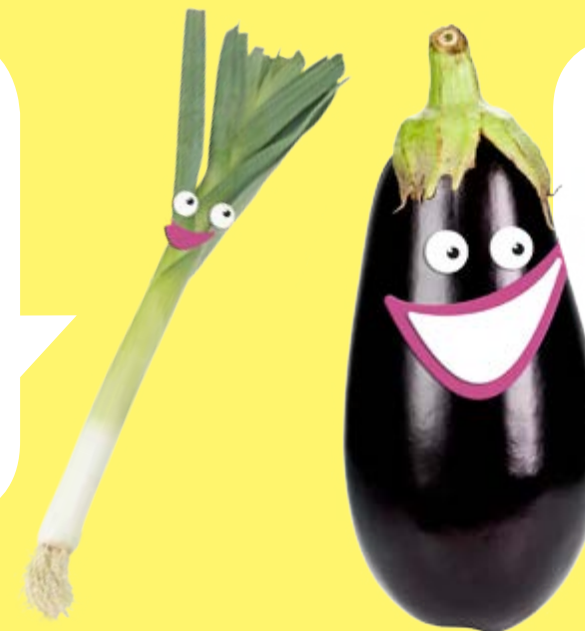
« MY EIGHT YEAR-OLD DAUGHTER DOESN'T LIKE GREEN VEG VERY MUCH. SO I MAKE A VEGETABLE PURÉE AND ADD IT TO POTATOES, AND THAT'S ALL THERE IS TO IT! »

LYNDA MARK,  
Mother of 3 children, Newcastle.



## THERE'S SOMETHING FOR EVERYONE.

Fruit and veg come in all different colours (including yellow, red, orange, white, green and purple) and tastes (such as sweet, mild, bitter, acid, plain and peppery). If there's one that you don't like, don't give up – just try a different one instead.



## TO SAVE TIME, YOU CAN PREPARE FRUIT AND VEG FOR SEVERAL MEALS IN ADVANCE.

Pan-cooked vegetables, purées and soups all freeze really well, as do fruit compotes. So why not prepare a bit more and keep some aside for those days when you haven't got time to cook?

## FRUIT AND VEG ARE ESSENTIAL FOR YOUR HEALTH.

As well as being tasty, they contain the vitamins, minerals and fibre that your body needs every day. Regularly eating fruit and veg helps prevent cardiovascular disease, cancer, obesity and diabetes. So why go without?

« MY THREE YEAR-OLD SON NEVER USED TO LIKE COURGETTES. SO I COOKED THEM IN DIFFERENT WAYS AND SERVED THEM TO HIM A FEW TIMES WITHOUT FORCING HIM TO EAT THEM. AND NOW HE'S THE ONE WHO ASKS ME FOR THEM! »

JAMES FISCHER,  
Father of one little boy,  
Sheffield.

