

# ARE YOU FIT FOR THE FUTURE?

Did you know that eating more fruit and vegetables can save lives by helping reverse the current obesity crisis as well as combating other diet related illnesses?

The NFU's Fit for the Future report outlines a number of options that Government, retailers, food service and the farming and processing sector can action to help us increase our consumption of fruit and veg – **but there are some easy things you can do at home too.**



An estimated

**5.2  
MILLION  
DEATHS  
WORLDWIDE**

were attributable to  
inadequate fruit and  
vegetable consumption  
in 2013

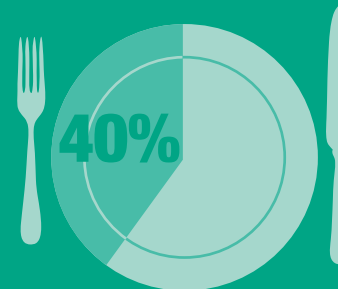


Government advice is to eat

**AT LEAST 5  
PORTIONS  
of fruit and veg a day, but  
UK CONSUMERS  
ONLY  
EAT 3**



The Eatwell Guide shows  
that around



of our daily consumption  
should be fruit and veg



The cost of obesity  
to the NHS is

**£5.1  
BILLION**  
per year



Fruit & vegetables are  
critical to tackling

**TYPE  
TWO  
DIABETES**



**WHAT'S IN  
SEASON?**



## HOW CAN YOU INCREASE YOUR FRUIT AND VEG CONSUMPTION?

Here are 5 simple things you can  
do to make a difference at home.



Try adding a portion of  
fruit to your breakfast  
cereal – strawberries,  
raspberries and  
blueberries all work well



Ditch the unhealthy  
snacks – graze on carrot,  
pepper and courgette  
sticks for a tasty health  
kick instead



When cooking at home,  
add an extra portion  
of veg into dishes like  
stews, curries and pies



Use your weekly shop  
as an opportunity to try  
a new fruit or veg item  
you haven't had before



Soup is 'souper' – there are  
hundreds of recipes out  
there from warming winter  
soups to fresh cooling  
summer soups – a quick  
and easy way to up your  
vegetable intake

**FIT FOR THE  
FUTURE**

HELPING CONSUMERS EAT  
MORE FRUIT AND VEGETABLES



Turn over and take a look at our seasonality chart which will help you choose seasonal British fruit and veg when shopping.

# WHAT'S IN SEASON?

A – Z of British fruits & vegetables available in shops during the year.



WINTER			SPRING			SUMMER			AUTUMN		
December	January	February	March	April	May	June	July	August	September	October	November
Apples							Apricots		Apples		
				Asparagus							
			Aubergines								
Beetroot							Beetroot				
						Blackberries					
						Blackcurrants					
							Blueberries				
					Broad beans						
						Broccoli					
Brussels sprouts								Brussels sprouts			
									Butternut squash		
Celeriac						Celery				Celeriac	
						Cherries					
						Courgettes					
	Cucumbers					Fennel					
						Gooseberries					
Leeks								Leeks			
					Lettuce						
							Marrows				
Parsnips							Parsnips				
Pears									Pears		
						Peas					
			Peppers								
					Plums						
Pumpkins									Pumpkins		
				Radishes							
					Raspberries						
						Redcurrants					
	Rhubarb										
				Rocket					Rocket		
					Spinach						
				Spring onions							
				Strawberries							
								Sweetcorn			
		Tomatoes									
Turnips						Turnips					
				Watercress							

Many fruits and vegetables are harvested throughout the year using different technologies. Because of longer growing seasons and good storage conditions, some British crops – like carrots, cauliflowers, potatoes and frozen British peas – are available to eat all year round, while others are more seasonal. Check out when your favourite seasonal British fruit and vegetables will be ready to buy in the shops.

## VEGETABLES ALL YEAR ROUND

- CABBAGES
- CARROTS
- CAULIFLOWERS
- MUSHROOMS
- ONIONS
- POTATOES
- SWEDES



KEY

Fruit

Peak season

Available

Vegetable or herb

Peak season

Available

