

You should buy fresh fruit and vegetables in season because they taste better and they are more nutritious. Seasonal fruit and vegetables are also good value, and they're better for the environment. By buying fresh local produce, you are making a good choice and supporting local growers.

Taste

Have you ever eaten freshly picked berries? If you have, you'll know they ooze flavour, sweetness, and juiciness. Fruit and vegetables that have recently been harvested taste sweeter and ripper.

Nutrition

Just as recently picked fruit and vegetables taste better, they're also healthier. That's because they're fresher, which means they are packed with goodness and nutrition. Fruit and vegetables that have been stored or chilled for long periods have fewer vitamins and minerals.

Environmentally friendly

Buying fresh fruit and vegetables in season is great for the environment because they are usually grown locally and not transported great distances or refrigerated for a long time. Imported fruit and vegetables are shipped or flown to New Zealand, then transported to your local supermarket or greengrocer. Other countries also sometimes use harmful pesticides or sprays to kill pests on fruit and vegetables. New Zealand, however, has one of the lowest rates in the world of pesticides remaining on fruit and vegetables.