

	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												
Celery												
Cherries												
Courgette												
Cucumber												
Kale												
Leeks												
Lettuce, Cos												
Lettuce, Curly												
Lettuce, Iceberg												
Marrow												
Peas												
Plums												
Potatoes, Maincrop												
Raspberries												
Rhubarb												
Spinach												
Strawberries												
Squash												
Sweetcorn												

← Cheapest period when season spans whole year →

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.



EAT SEASONABLY ~ CAMPAIGN HEROES

JANUARY	CARROTS ~ KALE
FEBRUARY	LEEKs ~ SAVOY CABBAGE
MARCH	SPRING GREEN CABBAGE
APRIL	CAULIFLOWER
MAY	ASPARAGUS ~ RHUBARB
JUNE	BROAD BEANS ~ STRAWBERRIES ~ PEAS
JULY	CURLY LETTUCE ~ CUCUMBER ~ CHERRIES
AUGUST	COS LETTUCE ~ RASPBERRIES ~ PLUMS
SEPTEMBER	COURGETTE ~ BLACKBERRIES ~ RUNNER BEANS
OCTOBER	COX APPLES ~ SWEETCORN
NOVEMBER	RED CABBAGE ~ POTATOES
DECEMBER	BRUSSELS SPROUTS ~ WHITE CABBAGE



The Eat Seasonably campaign will focus its activity on these hero fruits & vegetables on a month by month basis. The heroes celebrate those fruits & vegetables that are at their best each month, epitomising the Eat Seasonably criteria: better value, better taste and better for the environment. Partners are also encouraged to focus their own activity and promotion on these heroes.