



Show Some Love for Wonky Fruits & Vegetables

Why We Should Be Eating Wonky Veg to Help Reduce Food Waste

Every year, millions of tons of perfectly edible fruit and vegetables are discarded simply because they don't meet aesthetic standards. Misshapen carrots, apples with spots, and cucumbers that are a little too curved rarely make it to supermarket shelves, but they should. Here's why choosing "wonky" or "seconds" produce is not only good for your wallet but also for the planet.

Nutritious and Affordable

There's no scientific evidence to suggest that an apple with spots or a misshapen potato is less nutritious than a perfectly shaped one. It's what's inside that matters! The nutrients are just as beneficial, and buying seconds produce often comes with a lower price tag. This makes it a great option for budget-conscious shoppers without compromising on quality.

Reduces Food Waste

By choosing wonky produce, you're actively helping to prevent perfectly good food from ending up in landfill. When fruits and vegetables are rejected for cosmetic reasons, they often go to waste despite being completely edible.

Supports Sustainable Farming Practices

These crops are likely grown sustainably, with fewer harmful pesticides and fertilisers, benefiting both the environment and your health. By opting for such produce, you're supporting farmers who prioritize ecological farming methods.

A Creative Opportunity in the Kitchen

Bruised apples can become a delicious homemade applesauce, overripe tomatoes make a perfect base for soups or sauces, and slightly blemished veggies are ideal for smoothies, stir-fries, or stews. Embracing imperfect produce challenges us to think outside the box and reduce food waste at home.

A Positive Environmental Impact

The energy, water, and resources used to grow fruits and vegetables are wasted when food is discarded for not being "pretty enough." By choosing wonky produce, you're helping to make farming more sustainable and ensuring that valuable resources are not wasted.

By making a conscious choice to embrace imperfect produce, we can save money, reduce waste, support sustainable agriculture. Remember, it's not about how produce looks, it's about the goodness it brings to your plate and the planet!

Eat sustainably for a healthier planet and a healthier you!



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