

# HOW TO EAT THE WHOLE CROP

Each year, countless tonnes of good fruit and veg goes to waste simply because it doesn't look right.



HERE ARE 3 STEPS TO MAKE A DIFFERENCE:

## GO BUY UGLY

So much wonky or misshapen fruit and veg is wasted because we don't (and can't) buy it. Because we don't buy it, retailers won't stock it.

BUYING AND SUPPORTING MISSHAPEN PRODUCE WHERE YOU CAN IS THE MOST POWERFUL WAY TO CHANGE THAT.



## GROW IT YOURSELF. NO SERIOUSLY.

Food is hugely diverse and no-one knows that better than the person who grows it.

SEEING HOW VEGGIES GROW IN YOUR OWN BACKYARD CAN TRANSFORM YOUR IDEA OF WHAT IS TRULY A 'PERFECT' VEGGIE.

## TELL YOUR SUPERMARKET YOU SUPPORT EATING THE WHOLE CROP (AND YOU'LL PUT YOUR WALLET BEHIND IT TOO)

Food retailers respond to consumers. By sending a loud message that you support eating the whole crop, we can help change the shape of produce in our shops and marketplaces. Write a letter, make a call or why not shoot a friendly post to their Facebook wall to make your voice heard.

YOUR CHOICES ARE POWERFUL.

JOIN US IN SAYING 'YES' TO EATING THE WHOLE CROP AND BE A PART OF THE MOVEMENT AT [YOUTHFOODMOVEMENT/CROPFEST](http://YOUTHFOODMOVEMENT/CROPFEST)