



Choose food that's 'Rooted in Wales'

Guide to eating with the seasons



Wales offers tasty and fresh seasonal fruits and vegetables all year round. By choosing locally grown, seasonal produce, you'll be supporting local farmers and reducing your environmental impact.



Help reduce the environmental impact of food

When you buy fruits and vegetables that are in season, you are reducing the environmental impact of your food choices. This can mean:

- **Less transportation:** Food travels shorter distances from farm to table, often just a few miles instead of thousands
- **Lower carbon footprint:** Long-distance transport, especially air freight, generates significant carbon emissions
- **Reduced refrigeration needs:** In-season produce doesn't need energy-intensive cold storage for months
- **No heated greenhouses:** Seasonal eating means avoiding produce grown in heated glasshouses during winter months
- **Sustainable farming practices:** Local seasonal growers often use more sustainable methods than intensive international agriculture

Enjoy better flavour and nutrition

Seasonal produce is harvested when it is most ripe, delivering taste and nutrition that imported alternatives often simply cannot match:

- **Peak ripeness:** Fruits and vegetables grown in season are harvested when flavoursome and naturally ready, not picked early to survive transport
- **Better texture:** No artificial ripening can mean crisper vegetables and juicier fruits
- **Maximum freshness:** Often on sale at farmers' markets less than 48 hours after being harvested



Try this:

Taste a Welsh strawberry picked in June against an imported winter strawberry. The difference in sweetness, aroma, and flavour is remarkable - that's the power of seasonal eating.



What's in season and where can I find it?

Eating seasonally in Wales is a delicious, rewarding way to support local farmers and enjoy the finest flavours Welsh agriculture has to offer. From spring's tender asparagus to summer's sweet strawberries, autumn's abundant apples to winter's robust leeks, each season brings its own treasures. For a full breakdown of what's in season take a look at our [seasonality calendar](#).

Here are some ideas to get you started...

- **Supermarket:** Look out for branded Welsh labels, season indicators, and information highlighting local suppliers on the packaging.
- **Town markets:** From established markets such as Swansea and Cardiff through to more ad-hoc popular farmers' markets and pop-up weekly county markets. Find a market near you through checking your local council website, social media, or look for signs in town centres and community boards.
- **Farmers' markets:** Wales has an excellent network of farmers' markets offering fresh, seasonal produce directly from growers.
- **Farm shops and direct sales:** Many Welsh farms sell directly to the public, offering fresh seasonal produce, often at excellent prices.
- **Online options:** Many individual farms offer box schemes and online ordering whilst veg box subscriptions deliver seasonal produce to your door. Search online for a range of options.
- **Pick-your-own farms:** It can be great fun picking your own on a farm. Harvest your own seasonal produce - a family activity that also offers the freshest possible food at good prices.



How to keep your food fresher for longer

Here are some ideas to make your food last longer and reduce waste:

- **Control ingredients:** Homemade preserves mean fewer additives and excessive sugar.
- **Reduce waste and extend enjoyment:** Savour summer berries in February or autumn apples in March by freezing, bottling, fermenting or making jams and chutneys. A wide range of online resources, guides and tutorials is available to help you build your skills.
- **Save money:** Buy seasonal produce at the right time when there's more of it and it's often cheaper.
- **Create gifts:** Homemade jams, chutneys, and pickles make wonderful presents.
- **Food security:** Build a cupboard of preserved foods to enjoy during the winter.

Did you know?

Recent research from the environmental organisation WRAP shows that every day in UK homes we throw away approximately:



2.7 million
potatoes



2 million
carrots



970,000
bananas



1.3 million
tomatoes



860,000
apples



160,000
onions

Preserving food can dramatically reduce what you waste while giving you nutritious food throughout the year. Why not start looking at options for your cupboards, ranging from freezing through to pickling.



Support local farmers and strengthen regional food systems

Every purchase of seasonal Welsh produce directly supports farming families and helps build a resilient local food economy.

- **Fair prices for farmers:** Buying direct or through local markets ensures farmers receive fair payment
- **Preserve farming heritage:** Supporting local farms helps maintain Wales' agricultural traditions and landscape
- **Keep money local:** Money spent at Welsh farms stays in local communities and supports other businesses
- **Create rural jobs:** Local farms provide employment in areas across Wales
- **Build connections:** You can get to know the people who grow your food
- **Support wildlife:** Diverse Welsh farms can provide habitats for pollinators, birds, and other wildlife

Every choice counts. Small changes add up to a big difference

The journey to seasonal eating doesn't require perfection - start small and discover the joy of eating food grown close to home at nature's perfect time. Your tastebuds, your community, and the planet will thank you.