

# Go low plastic

**There's a climate crisis, and our planet is calling out for all the help it can get. In response, we've struck out on a bold new path, with our first ever Packaging-Free Fruit & Veg Box. A few years in the making, it didn't need long to hit the ground running. It now spearheads our movement towards a greener future.**



**B**oxes of organic fruit & veg. They've been at the heart of everything we do since the beginning. Well, it was sacks of spuds at the very beginning, but you catch our drift. They're so much a part of our identity that if Veg HQ had a flag, you'd see one of our boxes at the very centre. Our pride and joy, you could say.

That doesn't mean they won't change, though. Like with everything in our shop, we're constantly trying to improve on our fruit & veg boxes, making them the best version of themselves that they can be. That isn't to say

they aren't already rather fantastic. Our boxes have saved roughly 60 million plastic bags, in fact. And when we did a comparative study, we found that they had a brilliant 92% less plastic than the supermarket alternative, and that's something we're incredibly proud of.

But more recently, we began thinking about how we could make the boxes even more environmentally friendly. So naturally, we put the packaging under the microscope and looked at where we could strip it back, with a view of eliminating plastic altogether.

See more naked veg at  
[abelandcole.co.uk/nopackaging](http://abelandcole.co.uk/nopackaging)

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A little while back we swapped our plastic punnets for compostable card ones, and it's worked beautifully ever since. So we knew it could be done. And while plastic can have its benefits in certain scenarios - like keeping our leafy veg fresh while out on the road - we've made sure that those bags are fully recyclable in the meantime.

We didn't want to stop at just cutting back on plastic though. It's an important step. One that was very much necessary. But there was another we could take: cutting out packaging altogether.

Impossible, you say? Well, we think, if you don't try, everything's impossible. So, we tried, and lo and behold, our brand-new Packaging-Free Fruit & Veg Box came into being. There's not a smidge of plastic to be found, or of punnets, paper, or even rubber bands for that matter. Just the fruit & veg, just as Mother Nature intended.

"The idea behind launching this box was to offer a zero-packaging option for those who are focused on reducing their impact on the environment now", says Caroline, one of our ace fruit & veg buyers who's been leading the charge on this front. Where only one or two years ago that option was more fantasy than anything else, it's now very real, and one that everyone can get their hands on. The more that do, the more positive our collective impact on the environment will be.

Packaging-free. It has a lovely ring to it, and we're chuffed that we can finally offer a box with such green credentials. But there's more to it than meets the eye. There's a fair bit of confusion these days as to what can and can't be recycled, and it's easy to get hung up on that. But with no packaging of any kind to deal with here, that confusion immediately disappears, and leaves us to "get back to the basics of naked fruit & veg", as Caroline puts it.

Our original Packaging-Free Box has been a runaway success. Because of that, we've now introduced another, with even more naked fruit

& veg to be had. As we head down a road towards an even greener future, it's only right that what began it all for us - the humble fruit & veg box - leads the way.

**Packaging Free Box**  
**Small £14.25 • Medium £19.95**



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