

ORGANIC FOOD AS A FORCE FOR GOOD

There's nothing like the start of a new year to get you in the mood for positive changes; but where to start? Well, if you're looking to turn over a new, greener leaf in 2020, you can do a lot worse than making it an organic one.

At Abel & Cole, we've spent the last thirty years perfecting the subtle art of the sustainable shop. It all started with a bag of organic spuds, and from those roots, we've gathered a dizzying array of food and drink, as well as household staples with squeaky clean eco-credentials. Basically, if it's in our shop, you can trust that it's not going to cost the earth.

We're best known for our weekly organic fruit & veg boxes. They're close to our hearts because the farmers who help fill them are on the frontline of the fight to protect the climate, our soil and biodiversity. For them, fertility can't be bought by the bagful, so organic farmers must act as caretakers of their land – an ever-important role as society wakes up to the catastrophic effect that intensive farming has on the fertility of our soil.

If you cannot live on veg alone, you'll be pleased to know that the organic standard has animal welfare at its heart too. Alongside enjoying a fully organic, GMO-free diet, organic livestock must have access to fresh pasture to graze and range freely. Not only that, by choosing organic meat and dairy, you're supporting farmers who look after the health of their animals as individuals rather than relying on the routine use of antibiotics on entire herds – a practise which has been scientifically linked to a rapid increase in antibiotic-resistant disease in humans.

We're organic's biggest fans, but even we know that it's only half the battle. Not before time, the war on single-use plastic, food waste, and polluting transportation is kicking off, and we've been mucking in on these fronts too. We can say with pride that we've never air freighted as much as a single grape, and our deliveries have arrived in returnable, recyclable and reusable cardboard boxes since day one – saving 60 million plastic bags over thirty years. Give or take one or two...

If you believe that changing your shopping habits can change the world, you're in good company. We've brought together a community of likeminded farmers, makers and bakers who all care about the environment, not just the bottom line. We deliver the fruits (and veggies, and all the rest) of their labour in the most fuel and time efficient way, cutting the number of vans needed, as well as how long they're on the road.

If you've read this far, it's fair to say that you're our kind of person. We're realistic though. We know that researching the most sustainable options around can be a daunting task when it comes to putting food on the table. That's why we do our homework – so that you don't have to.

Call us biased, but our top tip for 2020 is that joining the organic movement is a terrific way to start your greenest year yet. And, as a way of saying thank you for hearing us out, we'll let you in on a little secret. You can save £30 over your first three organic shops with us, just by using the code GREEN2020 at checkout.



Abel & Cole

03452 62 62 62
abelandcole.co.uk