



## FPC PRESS RELEASE

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### **Are you willing to exist on a diet of potatoes and cabbage? Janet tells it as it is - FPC welcomes reality check by TV presenter**

A down-to-earth approach on the seasonal and local debate provided by the reality TV celebrity, presenter and writer Janet Street-Porter in her latest publication *Don't let the B\*\*\*\*\*s get you down!* is welcomed by the Fresh Produce Consortium.

Janet Street-Porter's advice on seasonal and local fresh produce states:

"We think it's green to eat seasonal, locally-sourced food, but if you live in the UK, how many months of the year are you willing to exist on a diet of potatoes and cabbage? I naively thought that buying imported food was sinful because of the transport involved. But every food has a carbon footprint."

Nigel Jenney, Chief Executive of the Fresh Produce Consortium commented: "It's great to see that Janet Street-Porter is not afraid to share her recognition that there are limits to enjoying a local and seasonal diet. Janet is absolutely right that there's no need to restrict choice by excluding imported produce on the basis of its carbon footprint. We can enjoy a wide variety of fresh produce all year round, irrespective of its origin."

Around 60% of fruit and vegetables are imported into the UK, providing us with produce outside the UK season as well as varieties which simply cannot be grown in the UK.

Research shows that some imported fruit and vegetables are grown in less greenhouse gas

intensive ways than the same products in the UK, with savings from greater efficiency outweighing the negative impacts of additional transport.

“Seasonal and local campaigns are well intentioned in their aim to encourage people to enjoy the delights of fresh produce in their prime, but there is no need to restrict people’s diet to what’s only grown in the limited UK season when good quality seasonal fresh produce is available throughout the year,” added Nigel Jenney. “With rising levels of obesity and the UK consumer eating on average only 2.5 servings of fruit and vegetables a day we should not be doing anything that limits choice.”

Janet Street-Porter also tackles the realities of the current fashion to grow your own, sharing with readers the ‘painful work and hours’ experienced in trying to grow her own vegetables, and her frustrations in dealing with the weather, pests and disappointing harvest.

“Once you succumb to growing vegetables, accept that it’s completely addictive – and will entail hours of toil (no matter what Monty and his mates say) and plenty of heartbreak.”

“Let’s lay a couple of myths to rest: it’s no bloody cheaper to grow your own, despite what the experts tell you and it completely does your head in.”

Thanks Janet, from the fresh produce industry.

**Ends**

**Notes for editors:**

1. The Fresh Produce Consortium (FPC) is the UK’s fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognized across the UK and EU as the voice of the industry.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. Eat in Colour campaign [www.eatincolour.com](http://www.eatincolour.com)
4. Extracts from ‘*Don’t Let the B\*\*\*\*\*s Get You Down*’, published by Quadrille at £12.99

**Ends**