

Organic : making organic eating your everyday choice : information & recipes / Tesco.

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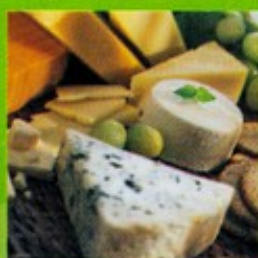
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TESCO

Organic



making organic eating your **everyday choice**

information & recipes

Organic

just keeps growing



At Tesco, we believe that organic food can be an everyday choice.

That's why we have extended our range of organic products to include all the family favourites, allowing you to cater for everyone - baby, the kids and the grown-ups!

Whether it's cucumber or chicken nuggets, baked beans or ice cream, it's in our new and improved organic range.

To make life even easier, we promise you'll buy organic products for less at Tesco. That means you can make organic an everyday choice for you and your family.

And if you care about what you eat, organic is the natural choice.

With our significantly improved and extended range, we now offer an organic alternative on many products.

Our commitment to organic food means we aim to bring you the widest selection of fresh organic fruit and vegetables, all your favourite cuts of meat and many other everyday items such as orange juice, ground coffee, chocolate chip cookies, lemonade, sugar, red kidney beans and porridge oats.

So, for quality and value look for the new Tesco organic logo on our growing selection of organic food and drink.

ensuring the highest standards

All Tesco organic products are grown and produced to regulations laid down by the UK Register of Organic Food Standards and the European Union.

- organic production prohibits the use of genetically-modified material
- farmers who grow organic crops cannot use artificial chemicals or fertilisers
- organic animals are reared on organic farms in accordance with approved animal health and welfare standards
- organic farmers ensure that their farming activities encourage wildlife development and have many conservation benefits



Organic food will display a symbol from the relevant certification body. These organisations check that all the requirements for organic food production are met by our suppliers and that the strict regulations are adhered to.

Most Tesco organic products are certified by the Soil Association. You can see their logo above right.



Choose organic foods in Tesco by looking out for our new organic logo and packaging. You'll find it throughout the store.

If there's something you can't find then just ask a member of staff to help.



TESCO

'The UK's favourite Organic Retailer'

as voted in Mintel Survey published in Supermarketing Magazine 30/6/00

make a meal of it ...

Tesco has an organic option for most of your favourite foods so preparing everyday organic meals for your family has never been easier.

organic roasted vegetable salad

serves 4 • calories 340 • preparation 15 mins • fat 15g • cooking time 35 mins



3 red onions, quartered

3 potatoes, scrubbed & cut into wedges

2 courgettes, thickly sliced

2 yellow peppers, thickly sliced & deseeded

4 tomatoes, halved

2 tbsp olive oil

sea salt & freshly ground black pepper

Parmesan shavings (optional)

For the dressing

3 tbsp olive oil

2 tbsp clear honey

1 tbsp balsamic vinegar

Finely grated rind & juice of ½ lemon

- Preheat the oven to 200°C/400°F/ Gas Mark 6. Place all the vegetables in a shallow roasting tin, drizzle with the oil & season. Shake the tin gently to ensure the vegetables are coated with the oil.
 - Bake for about 35 minutes, until the vegetables are really tender & slightly charred at the edges.
 - Meanwhile, mix all the dressing ingredients together and pour over the roasted vegetables. Toss well and divide between four plates, then top with the Parmesan shavings, if using.
- Serve as they are or as an accompaniment to meat or fish.

choosing **organic...**

Tesco has an expanding range of organic foods, from organic strawberry jam and organic vanilla ice cream to organic garlic & herb ravioli and organic Welsh goat's cheese.

So, if you're thinking of including more organic foods in your diet or just looking for something new to try, Tesco make shopping and meal-planning even easier.

The Tesco guide to **eating organic**
it's not boring!



Try a breakfast of organic bran flakes with a splash of organic milk, topped with a spoonful of organic strawberry yoghurt and some slices of organic banana.

Pack a lunch of sandwiches made from organic white bread, spread with organic butter and filled with sliced organic ham and fresh organic tomatoes.

Bite into a fresh organic apple for a healthy finish.

For a simple but delicious dinner, try organic pork boneless loin steaks studded with pieces of organic garlic and whole organic cherry tomatoes. Drizzled with organic extra virgin olive oil and baked at medium heat, they'll be ready to eat in about 20 minutes. Serve with baked organic baby jacket potatoes & a knob of organic butter.