

Nature's choice produce / Tesco.

Contributors

Tesco (Firm)

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**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

TESCO

NATURE'S
CHOICE 

PRODUCE



WHAT IS NATURE'S CHOICE?



NATURE'S CHOICE IS A NEW
RANGE OF FOODS THAT ARE

PRODUCED OR GROWN BY FARMING

METHODS WHICH HAVE BEEN SPECIFICALLY

CHOSEN TO REMOVE OR REDUCE

THE USE OF CHEMICALS.



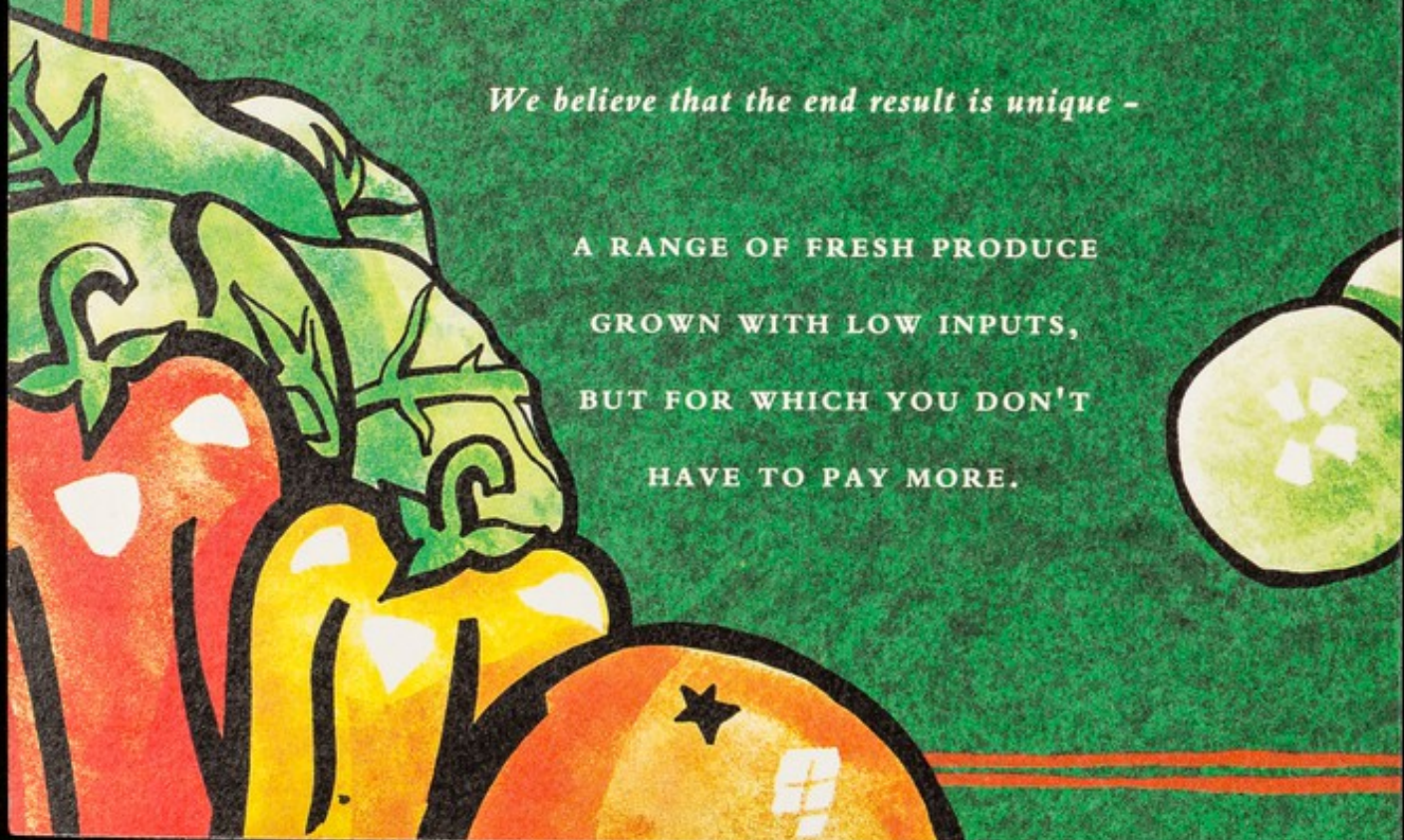


NATURE'S CHOICE FRESH
PRODUCE DOESN'T COST
YOU ANY MORE!

With Nature's Choice fresh produce we have managed to create a balance where the amount of fertilisers and pesticides used have been reduced, but the yield and quality have not. Tesco have been working with independent agricultural advisors for over a year to establish the strict criteria which U.K. farmers must use to achieve this balance.

We believe that the end result is unique -

A RANGE OF FRESH PRODUCE
GROWN WITH LOW INPUTS,
BUT FOR WHICH YOU DON'T
HAVE TO PAY MORE.





HOW CAN I RECOGNISE
WHETHER FRUIT
AND VEGETABLES ARE
NATURE'S CHOICE?

Nature's Choice fruit and vegetables look exactly the same as our ordinary fruit and vegetables and cost the same. You will only know if you are buying Nature's Choice by looking at the label or the packaging.



At the top, you will find the words Nature's Choice and the sun logo. At the bottom, you will see a box system showing you the major changes that have been made to the growing method for that product and the good practices that have been used.

- ✓ Natural Predators used to control pests.
- ✓ Restricted use of chemicals to control pests and disease.

- ✓ Recycling of growing material.
- ✓ Environmentally responsible waste disposal.



WHY CAN'T ALL FRUIT AND VEGETABLES BE NATURE'S CHOICE ?

Although it might sound simple to reduce chemicals, to do it without affecting the yield or quality involves a considerable amount of skill. For instance, you can't just take away a pesticide without finding an alternative way of controlling the pest.

Tesco has worked with its Nature's Choice farmers on natural methods of pest control. This includes maintaining a strip of natural vegetation (which is never sprayed with chemicals) around the crop. This vegetation attracts ladybirds and other such helpful insects, which in turn eat many crop pests.

However, it takes time to change farming methods and also time to grow the crops. For a while, the supply of Nature's Choice may be limited - although you will soon find a wide selection of salads and vegetables in many stores and other products will be added to the range over the coming months.

HAVING ENJOYED THE VEGETABLES, WHY NOT TRY SOME OF THE OTHER NATURE'S CHOICE PRODUCTS. YOU'LL FIND THEM THROUGHOUT THE STORE, FROM WINE TO CRISPS AND FROM MEAT TO CHEESE, ALL CLEARLY LABELLED WITH THE NATURE'S CHOICE NAME AND LOGO.

