

PROBLEM

Food is wasted because it goes off before it can be eaten.

PROBLEM

Some foods are only available in certain places or at certain times of the year.

(this is called seasonality)

PROBLEM

Preparing food from fresh is sometimes time-consuming. This means busy people don't always have time to eat healthy, balanced meals.

PROBLEM

As soon as fresh veg is picked, there's a time limit on how long it stays fresh.

SOLUTION

Freezing locks in freshness and goodness.

SOLUTION

Using frozen vegetables saves time at home as there is very little preparation before cooking. Birds Eye frozen veg can be cooked in the microwave, from frozen.

SOLUTION

Freezing preserves food which means it can be kept for months or even years in the freezer!

SOLUTION

Freezing means that food from far away can be kept fresh for the long journey to our plates. It also means we can enjoy food all year-round, without having to wait for it to come into season.

