

# Fresh N Fruity Organic Veg & Fruit Boxes

delivered directly to your door!

## Why choose organic produce?

Quite simply, it tastes better! Despite reports in the press recently that organic produce is no better for you than mass produced, forced vegetables, all you need to do is compare the taste of an organic carrot and a non-organic carrot and the results speak for themselves.

## So, why local?

By buying from local farmers we are not only addressing the environmental issues of food miles and wastage but Fresh n Fruity assures that the produce is at optimum freshness as it has not been sitting in a cooled warehouse for up to weeks on end.



## Why Fresh n Fruity?

Dawn and Jane first met at Bronte School when they lived in Oakworth and now, 35 years down the road they both live in Silsden and are not only business partners but also the best of friends. Fresh n Fruity was formed two years ago when Jane and Dawn discovered that they both enjoyed organic veg boxes that were bought from a national company; but they wanted local,



The Fresh n Fruity ladies, Dawn & Jane, proudly display their produce.

**Fresh n Fruity**  
**Dawn** 01535 654351  
 07932 300322  
**Jane** 01535 657374  
 07905 321567

seasonal produce as well as organic; so they contacted a local organic farmer and switched to his boxes which are filled predominately with his own crops from his farm near Boston Spa. "Johnny, the farmer, has a cropping plan with over 50 different varieties of vegetables coming to fruition throughout the seasons," Dawn explained,

***"With autumn and winter around the corner, this is the perfect time to try a box, as our British veg is at its very best this time of year."***

Because they are selling something that they buy for themselves, Dawn and Jane remain enthusiastic about their produce and the service they provide; they find that both busy people and pensioners alike appreciate and enjoy the fact that their boxes will arrive on their doorsteps on the same day each week accompanied by a familiar and friendly face.

All in all it is a satisfying way to support British farming whilst buying wholesome produce and supporting two enthusiastic ladies who are providing a super community service. Give them a ring and tell them you read about them in the new community magazine!

Say you saw it in the Aire Valley Mag!



**Firth's**  
 OF HAWORTH  
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Autumn Winter stock arriving daily with an extensive range of

**sandwich** this year plus...

Tivoli, Pomodoro, Oscar B,  
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- ◆ Relax and shop at home with friends

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 Ring now to book  
 Dawn  
 01535 654351/07932 300322  
 Jane  
 01535 657374/07905 321567  
**FRESH N FRUITY FAIRTRADE**

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Business Networking Event  
 at  
**Worth Valley**  
 Railway

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