



Where does my fruit come from?

OBJECTIVE

Promote awareness about the origin of **fruits**, **seasonality** and **kilometres travelled**, encouraging more sustainable and informed choices.

YOUR MISSION

Over the course of **a day**, choose two fruits that you eat and find out **where they come from**.

Step 1 – Identify the fruits

Record the fruits you ate:

Fruit	Where you ate it (snack, dessert, etc.)

Step 2 – Verify the source

Consult the **label** or **packaging** and note:

Fruit	Country of origin

Step 3 – Near or Far?

Reflect on the distance travelled:

- Do you think this fruit came from **near** or **far**?
- Why do you think that?
- Is it a **seasonal** fruit?



REFLECTION:

Step 4 — Conscious Choice

Tick what applies:

- Local/national produced fruit
- European fruit
- Fruit outside Europe

FINAL REFLECTION

It answers the following questions:

1. What are the advantages of choosing fruits produced **closer to you**?

2. If you had an alternative, would you choose another fruit? Which one and why?

FOODWISELAB TIP

Opting for seasonal and locally sourced fruit helps reduce transport, supports producers and contributes to a more sustainable diet.