



Project author or developer:  
**Abel & Cole**

Where:  
**GB / Regno Unito / Greater London**

Website:  
**[www.abelandcole.co.uk](http://www.abelandcole.co.uk)**

A few things have changed since our first organic veg boxes made an appearance, but Abel & Cole have remained passionately dedicated to our customers, organic farmers, animal welfare and the environment in everything we do.

It all began when Keith Abel went door to door selling potatoes. Nearly 25 years ago Keith resolved to deliver fresh, delicious, organic veg boxes to happy, healthy homes. ([www.abelandcole.co.uk/keiths-story](http://www.abelandcole.co.uk/keiths-story))

Cooking from scratch with a weekly organic veg box is affordable and fun. When you've got a lot on your plate, you can rely on a weekly box of nutritionally balanced, healthy organic veg and we'll give you tips and recipes to make sure you get the most of your veg box too.

We're known for our organic veg boxes, but we're more than a one trick apple cart and we've grown with the organic market to provide over 800 products, including organic British meat, sustainably-sourced fish and all your kitchen cupboard essentials. We work closely with over 120 British farms to provide fresh seasonal organic fruit and veg, and we also have some fantastic European and international farmers who help us fill the gaps when the UK fields are in between harvests, but we never air freight.

No supermarket queues or wonky ethics, just fresh organic ingredients Abel & Cole make it easy to support British farmers, minimise your effect on the environment and enjoy good organic food the way nature intended!

To make an order, or search for that perfect recipe simply visit [www.abelandcole.co.uk](http://www.abelandcole.co.uk).

