



It's mid-August and we're close to the end of the strawberry season. At this stage, the strawberries are more mature than when the season started back in June, which means they have a stronger, more intense flavour, but do not keep for as long once picked.

We would recommend eating your strawberries as soon as possible after picking – ideally on the same day. To ensure your strawberries keep as well as possible, please follow the tips below:

1. **Be selective:** Choose berries which are firm and bright red, not soft and dark red.
2. **Pick gently:** Pluck the strawberry from the plant by pinching the stalk, not touching the berry itself. Leave the stalk on.
3. **Transport carefully:** Place the strawberries gently into the punnet. Don't over-fill your containers, to avoid squashing the fruit at the bottom. Consider using a cool-box on the way home to chill the fruit as soon as possible.
4. **At home:** Put the strawberries straight in the fridge. Don't remove the stalks, cut the berry or wash it until immediately before eating, and then only give it a quick, gentle rinse – don't soak in water.

If your fruit is a little soft, don't worry – it will still taste delicious! But if you feel it's too soft to eat as it is, don't let it go to waste: why not add it into a smoothie or turn it into jam?

Please note: It's impossible to guarantee how long any particular fruit, on any particular day, picked by someone other than ourselves will keep for. Regrettably we cannot offer refunds relating to the quality or longevity of fruit you have picked yourself. 😊