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By Nina Pullman

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Morrisons sells wonky pomegranates

Spanish-grown fruit with skin blemishes and mixed sizing will sell for 30p each in retailer's wonky produce range



Morrisons wonky pomegranates are available for £1.20 for a four-pack

Morrisons is selling Spanish-grown wonky pomegranates for 30p a fruit to help keep prices down as popularity continues to grow.

The retailer is selling a four-pack of Valencia and Acco pomegranates for £1.20 in a move it said will also help shift fruit with superficial skin blemishes and mixed sizing. The wonky pomegranates will be available until the end of November.

The average price of a pomegranate in UK supermarkets is 74p, Morrisons said, while demand has increased as a result of their health properties. Pomegranates are full of antioxidants and vitamins and have been promoted by celebrity chefs such as Yotam Ottolenghi and Jamie Oliver using the arils in salads and other dishes.

Morrisons pomegranate buyer James Turner said: "Apart from looking odd, our wonky pomegranates have the same taste and nutritional

benefits as normal pomegranates. They really are beautiful on the inside."

Wonky pomegranates are the latest in the range at Morrisons, which also includes topfruit, brassicas, courgettes, swede and sweet potatoes, among other lines. The supermarket said it now sells more than 500 tonnes of wonky veg a week.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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