

Celebrating **BRITISH PRODUCE**



Summer 2024



Best of British

CLICK HERE TO VIEW OUR
BEST OF BRITISH
VIDEO

At Fresh Direct, we are proud to partner and support local British suppliers who produce high-quality, fresh ingredients and champion environmental responsibility every day.

From vibrant rhubarb and fresh strawberries to ripe apples and flavoursome beef tomatoes, we remain committed to sourcing an ever-growing range of British products and ingredients. Our expert procurement team continue to find the highest-quality products from specialist suppliers to celebrate British food culture across the length and breadth of Britain.

We continue to innovate and enhance our Best of British range, with this summer providing the perfect opportunity to source from the excellent seasonal growers the UK has to offer.

We're excited to introduce a selection of British products, ideal for spring and summer menus, featuring innovative additions to our range, including the versatile striped aubergine, offering a delightful twist on a classic favourite, alongside exotic maitake mushrooms and foraged mushroom meat, each bringing distinct flavours and textures.

Fresh, in-season Isle of Wight tomatoes renowned for their exceptional flavour complement our range of unique, high-quality ingredients that inspire creativity and promoting British food.

Our extensive range covers over 100 expert British producers, growers, farmers and local suppliers. Expertly selected seasonal British produce is guaranteed to provide a talking point for your customers and excellent provenance stories on your menus.



Why British is best

British produce has always been held in high regard for its quality and freshness. It is no secret that the best produce comes from the best local farms, and the UK is no exception. From the rolling hills of the countryside to the bustling urban markets, Fresh Direct boasts a rich variety of local British produce that is unmatched in quality and flavour.

Favourable Growing Conditions

One of the reasons why British produce is so good is because of the favourable growing conditions. Our mild climate and fertile soil make for perfect growing conditions, allowing our partnership growers and farmers to produce some of the best fruits, vegetables, and dairy products in the world.

At Fresh Direct, we prioritise freshness by sourcing locally, minimising travel distances from farm to plate. This not only ensures top-notch flavour but also reduces the carbon footprint and supports the local economy.





Supporting Local Farmers

At Fresh Direct, we're passionate about supporting local farmers and communities, and that's why we champion British produce. By supporting local farmers, we are helping to maintain the rural landscapes that make our country so beautiful, and we are also preserving traditional farming methods that have been passed down for generations.

Opting for British produce isn't just about delicious flavours; it's about making a conscious choice for sustainability and community support. With Fresh Direct, you can enjoy a delicious variety of fruit and vegetables, grown sustainably and with care for the environment.

Join us in making a difference while savouring the best that Britain has to offer.



Nurturing Nature

At Fresh Direct, we take pride in offering the best of British produce to our customers. Our British farmers adhere to strict regulations and quality standards, ensuring sustainable and environmentally friendly practices. This not only benefits the planet but also guarantees the safety and higher quality of the food we provide.

Trust Fresh Direct for produce that's not only delicious but also good for you and the environment.



Product List

We are delighted to continue to bring our customers more in-season British produce from the best growers and farmers in the UK.

Here's a selection of our British produce, check out our seasonality calendar on page 18 for when produce is grown in the UK.

Expertly selected fresh, seasonal British produce is guaranteed to provide a talking point for your customers and excellent provenance stories on your menus.



Salads

Product Code	Product	Pack Size	Grower	Location
300008	British Isle of Wight Red Cherry Tomatoes	1x4kg	Isle of Wight Tomatoes	Isle of Wight
300009	British Isle of Wight Red Cherry Tomatoes	9x250g	Isle of Wight Tomatoes	Isle of Wight
300180	British Isle of Wight Yellow Cherry Tomatoes	18x250g	Isle of Wight Tomatoes	Isle of Wight
300012	British Isle of Wight Piccolo Tomatoes	12x250g	Isle of Wight Tomatoes	Isle of Wight
3000121	British Isle of Wight Piccolo Tomatoes	1x250g	Isle of Wight Tomatoes	Isle of Wight
300086	British Isle of Wight Mixed Baby Plum Tomatoes	1x5kg	Isle of Wight Tomatoes	Isle of Wight
300014	British Isle of Wight Beef Tomatoes	1x5	Isle of Wight Tomatoes	Isle of Wight
310052	British Isle of Wight Heirloom Tomatoes (Inca/Heritage)	1x3kg	Isle of Wight Tomatoes	Isle of Wight
107941	Mixed Premium Beef Tomato	1x3kg	Isle of Wight Tomatoes	Isle of Wight
21055	Round on the Vine	1x5kg	Westlands	Evesham
21393	Heirloom Tomatoes (Heritage/Inca)	1x3kg	Westlands/ Isle of Wight Tomatoes	Evesham
107942	British Isle of Wight Striped Aubergines	1x5kg	Isle of Wight Tomatoes	Isle of Wight
1079421	British Isle of Wight Striped Aubergines	1x1	Isle of Wight Tomatoes	Isle of Wight
3100838	British Isle of Wight Padron Peppers	8x250g	Isle of Wight Tomatoes	Isle of Wight
3100831	British Isle of Wight Padron Peppers	1x250g	Isle of Wight Tomatoes	Isle of Wight



Exotic Veg

Product Code	Product	Pack Size	Grower	Location
107485	British Asparagus	1x500g	Barfoots	Sussex
1074851	British Asparagus	10x500g	Barfoots	Sussex
300016	British Fine Beans	1x1.5kg	Barfoots	Sussex
300018	British Green Chillies	1x3kg	Barfoots	Sussex
300019	British Red Chillies	1x3kg	Barfoots	Sussex



VERSATILE
VEGETABLES

Exotic Fruit

Product Code	Product	Pack Size	Grower	Location
158601	UK Rhubarb (Outdoor)	1x2kg	Hammonds	Nottinghamshire

Top Fruit

Product Code	Product	Pack Size	Grower	Location
107690	Best of British Apple	1x12kg	Ditchells Farm	Kent
107689	Best of British Apple	1x8	Ditchells Farm	Kent



BERRY
GOOD

Berries

Product Code	Product	Pack Size	Grower	Location
1036612	Blackberries	12x150g	Driscoll's	Kent + other
1036611	Blackberries	1x150g	Driscoll's	Kent + other
1036424	Blueberries	24x200g	Driscoll's	Kent + other
103641	Blueberries	1x200g	Driscoll's	Kent + other
107970	Blueberry Snack Pot	20x80g	Driscoll's	Kent + other
1036512	Raspberries	12x200g	Driscoll's	Kent + other
103651	Raspberries	1x200g	Driscoll's	Kent + other
667520	Strawberries	20x400g	Driscoll's	Kent + other
66751	Strawberries	1x400g	Driscoll's	Kent + other
107971	Strawberry Snack Pot	20x80g	Driscoll's	Kent + other

BLOOMIN' BRASSICAS



Brassicas

Product Code	Product	Pack Size	Grower	Location
156428	Cauliflower	1x8	Various growers	Various
3102281	CauliShoots®	15x250g	Barfoots	Sussex
32541	Tenderstem Broccoli	1x500g	Barfoots	Sussex
32544	Tenderstem Broccoli	4x500g	Barfoots	Sussex
1079241	Tenderstem® Broccoli Tips	4x500g	Barfoots	Sussex



Vegetables

Product Code	Product	Pack Size	Grower	Location
34511	Sweetcorn Loose	1x1	Barfoots	Sussex
345130	Sweetcorn Loose	1x30	Barfoots	Sussex
579515	British Rainbow Chantenay Carrots	1x5kg	Freshgro	Nottinghamshire
480714	British Piccolo (Baby) Parsnips	1x4kg	Freshgro	Nottinghamshire
34755	Green Courgettes	1x5kg	Barfoots	Sussex

Mushrooms

Product Code	Product	Pack Size	Grower	Location
107847	Maitake Mushroom	2x500g	Livesey Brothers	Leicestershire
1074871	Maitake Mushroom	1x500g	Livesey Brothers	Leicestershire
1079251	Foraged Shredded Mushroom Meat	4x500g	Umi Foods	Northern Ireland
1079261	Foraged Mushroom Meat	4x500g	Umi Foods	Northern Ireland
107927	Large Portobello Mushroom 110-140mm	1.5kg	Gold Circle	Northern Ireland



Potatoes

Product Code	Product	Pack Size	Grower	Location
107774	FD Chefs choice Chipping and Roasting potato	1x20kg	Linwoods	Cambridgeshire
1079431	Freshlock® Jacket Potato	1x3 pack	Barfoots	Sussex



PERFECT
POTATOES

Cress & Shoots

Product Code	Product	Pack Size	Grower	Location
22881	Micro Coriander	1x30g	Westlands	Evesham
156781	Micro Rocket	1x30g	Westlands	Evesham
739711	Micro Mixed Leaves	1x30g	Westlands	Evesham
103231	Micro Lemon Balm	1x15g	Westlands	Evesham
103241	Micro Parsley	1x25g	Westlands	Evesham
103211	Micro Amaranth, Red	1x25g	Westlands	Evesham
8912751	Pea Shoots, Tendril	1x100g	Westlands	Evesham
103261	Micro Sorrel, Red Vein	1x20g	Westlands	Evesham
107913	Petite Leaf mix	1x250g	Westlands	Evesham
107919	Asian Inspired Micro Leaf mix	1x30g	Westlands	Evesham
107915	The Shoot Mix	1x100g	Westlands	Evesham
107916	Micro Rocket wasabi	1x20g	Westlands	Evesham
107917	Sunflower Shoots	1x100g	Westlands	Evesham
107918	Micro Baby watercress	1x250g	Westlands	Evesham

LUSCIOUS
LEAVES





LIVELY LETTUCE

Lettuce & Leaf

Product Code	Product	Pack Size	Grower	Location
20008	Lettuce Chinese Leaf	1x8	Len Wright Salads	Lancashire
200312	Lettuce Lollo Rosso	1x12	Len Wright Salads	Lancashire
72931	Lettuce Little Gem	1x2	Len Wright Salads	Lancashire
201210	Lettuce Iceberg	1x10	Len Wright Salads	Lancashire
20171012	Lettuce Cos	1x10/12	Bryan Salads	Lancashire
201512	Lettuce Batavia Green	1x12	Len Wright Salads	Lancashire



Supporting British growers

In this brochure, we showcase some of our partnership growers and farmers we work alongside throughout the British Isles.

1. Isle of Wight Tomatoes
2. Westlands
3. Barfoots
4. Driscoll's
5. Hammond Produce
6. Degroot
7. PC Thorolds
8. Peloton Produce
9. Riviera Produce
10. Lincolnshire Field Products
11. Freshgro
12. Livesey Brothers
13. Linwoods
14. Umi Foods
15. Gold Circle
16. Bryan's Salads
17. Len Wrights



Isle of Wight Tomatoes

Location

Isle of Wight

Produce (April – October)

Tomatoes, aubergines, Padrón peppers

Where it began

Formerly 'The Tomato Stall', founded in 2007, Isle of Wight Tomatoes grows tomatoes renowned for their excellent flavour and innovation, on the island with the most hours of sunshine in the UK.

Innovation

'Zero waste, maximum taste.' Fruit is fully developed on the vine, providing maximum ripeness, higher sugar content and fuller flavour.

The company works alongside seed companies globally to create and trial over 200 new varieties and seek out the best varieties for the future.

Sustainability spotlight

Isle of Wight Tomatoes encourages native bumblebees to pollinate 40 varieties of tomato across 27 hectares of glasshouses, using a closed-loop biodegradable system. This means all crop waste is recycled to enrich the organic soil.

Rainwater is stored and used in the growing process, with excess heat and CO2 from local power generators used to heat glasshouses and reduce emissions.



Barfoots

Location

Bognor Regis

Produce

Caulishoots®, green beans, Tenderstem® broccoli, sweetcorn, chillies

Their story

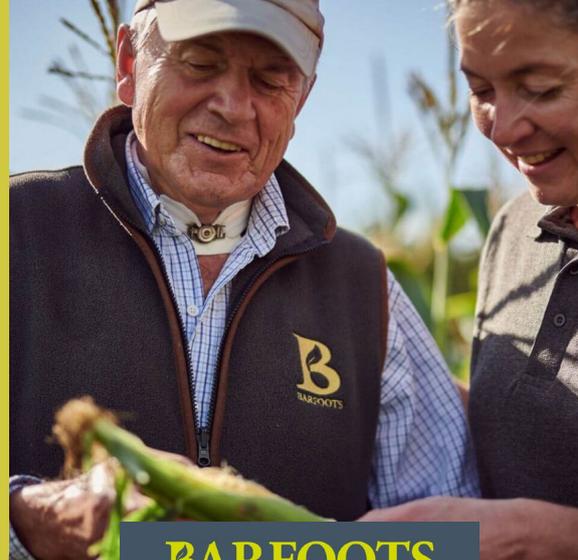
Barfoots has operated as a family-owned business since it began in 1976. As growers, they believe in improving their impact on the world while producing delicious, nutritious vegetables and putting sustainability at the core of their business.

Sustainability spotlight

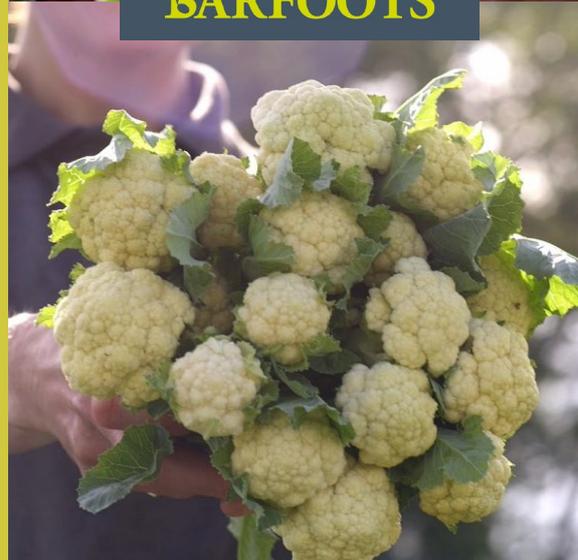
Barfoots' founder, Peter Barfoot, has a CBE for Services to Sustainable Farming, highlighting their expertise in sustainable agriculture and a desire to 'do better'.

They are self-sufficient, investing in sustainable waste management with anaerobic digestion at the heart of this commitment. They actually produce much more energy than they need for their factories and fields!

Recent technology that extends the shelf life of their FreshLock® sweetcorn which in turn reduces waste is one of multiple successful initiatives they operate. Not only this, but they also contribute to a number of schemes to relieve food poverty and reduce food waste.



BARFOOTS



Driscoll's

Location

Kent and Staffordshire

Produce

Strawberries, raspberries, blackberries, blueberries, cranberries, cherries, plums

Behind the berries

Driscoll's began in the early 1900's and grew into the global brand it is today, providing the freshest, best quality berries on the market, from multiple locations all over Britain.

Since 2020, Driscoll's have partnered with Fresh Direct, with all packaging co-branded to further strengthen the partnership

Sustainability spotlight

Driscoll's are on a journey to reduce the use of single-use plastic, via new punnets made of recyclable paper packaging.

The new paper packs use around 90 per cent less plastic, compared to previous plastic packaging.

This represents a plastic saving for Fresh Direct's customers totalling 475 tonnes per year.



Westlands

Location

Evesham

Produce

Speciality tomatoes, leaves, edible flowers, micro leaf, tender leaf, samphire & other sea vegetables

Their story

With over 150 product lines to boast about and 80 years of expertise behind them, Westlands Nurseries bring market-leading innovation and world-class produce into foodservice kitchens nationwide.

All Westland products are UK grown and they are proud to be the only commercial grower of samphire in the UK.

Sustainability spotlight

Westlands pride themselves in investing time into the planet, and the community. This is backed by Red Tractor, LEAF and BRC accreditations. The nurseries benefit from renewable energy, combining heat and power to generate electricity around the Evesham site and to heat the greenhouses, saving unnecessary burning of gases. Rainwater is collected from the roofs of the glasshouses and stored in an open reservoir. This is then treated to be used in the irrigation of crops. Water management systems are a high priority for Westlands. All water that has been recycled gets nutrients added for optimal crop growth.



Bryan's Salads

Location

Lancashire

Produce

Prepped leaf

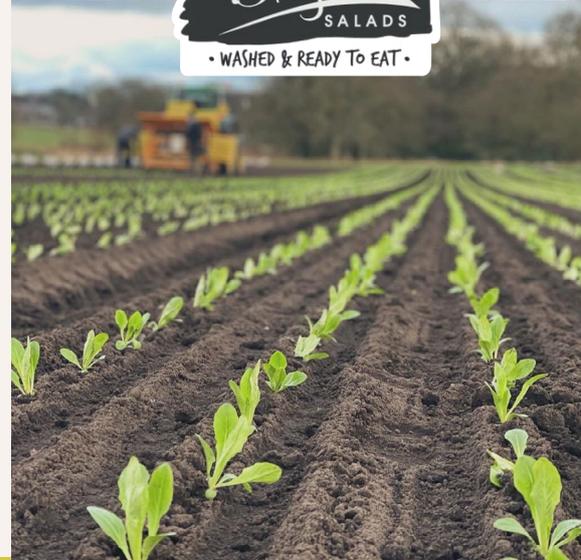
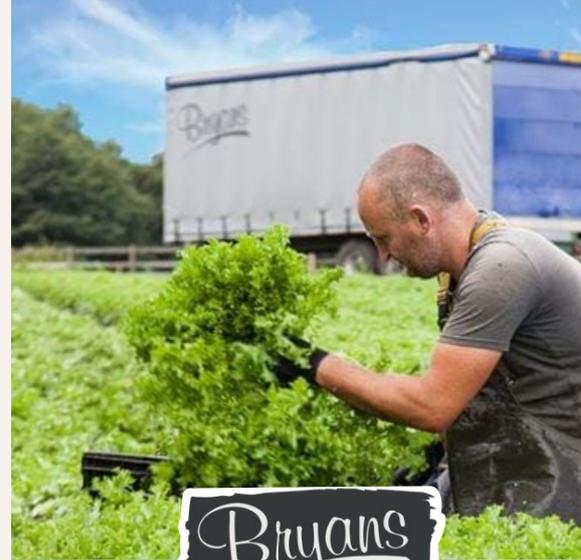
Their story

Founded in 1959, they are now led by the fifth generation of the family. Based in Lancashire, they predominantly specialise in washed, ready to eat sliced lettuce and salad leaf. From planting to harvesting it takes approximately 6-12 weeks.

Throughout the summer months, they grow the majority of their lettuce within a one-mile radius of the site. This gives them the great advantage of being able to harvest, slice, wash, pack, collate and dispatch their products to customers within 12 hours.

Environmental outlook

They always aim to keep pesticide and fertiliser use to a minimum to protect the environment whilst ensuring that their products are of the highest standard.



Hammond Produce

Location

Nottinghamshire

Produce

Strawberries, raspberries, blackberries, blueberries, cranberries, cherries, plums

Their story

The Hammond family have been farming in the UK since 1900. They produce over 50,000 tonnes of fresh British vegetables every year.

Expert British growers

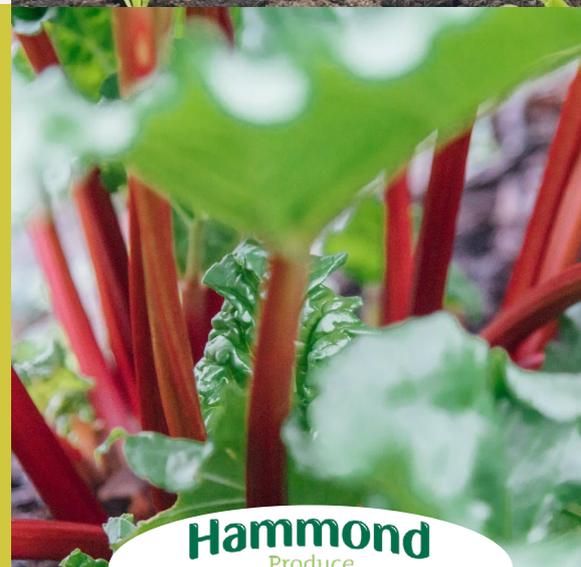
A combination of expertise, planning, good-quality root crops, optimum soil conditions, planting precision and controlling pests allows for consistent supply of produce to Fresh Direct year-round.

Sustainability spotlight

'We are constantly trying to make the environment better for us and the wildlife that lives here.'

Their integrated approach to farm management is typified by their LEAF, Red Tractor and BRC accreditation.

Hammond Produce is proud to be the home to 12 species of bird from the Endangered 'Red' List.



PC Thorolds

Location

Lincolnshire

Produce

Broccoli, white and red cabbage, cauliflower, sweetheart pointed cabbage and brussel sprouts

Their story

PC Thorold is now unrecognisable from the 18-acre County Council smallholding taken on by Cecil and Jean Thorold in the 1940s. They currently grow approximately 3000 acres of vegetables within a 12-mile radius, the main crop production areas are in Gosberton on some of the best arable land in County.

Sustainability spotlight

PC Thorolds use their resources effectively to help deliver and meet environmental targets. Integrated Farm Management helps them set targets, monitor them and make sure they are running their farms like they want to and as they should do. Sustainability, efficiency, profit and enjoyment are core elements of the processes they put in place.

They've built soil stores, planted acres of nectar-rich crops for bees, introduced owl boxes and planted over 800 metres of new hedging.



Peloton Produce

Location

Lincolnshire

Produce

Cauliflower, broccoli, kale & savoy cabbage

Their story

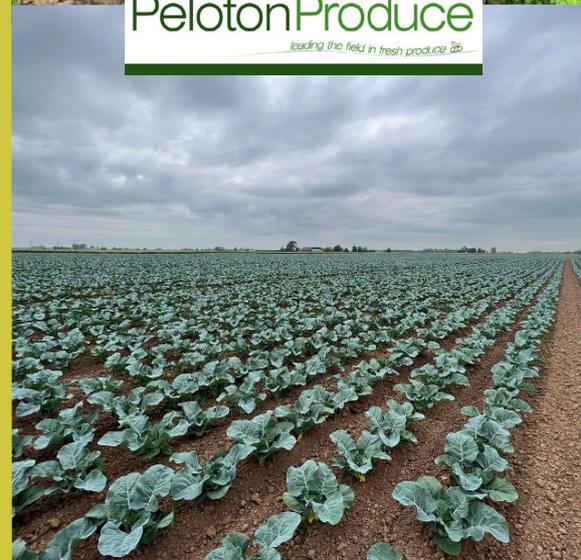
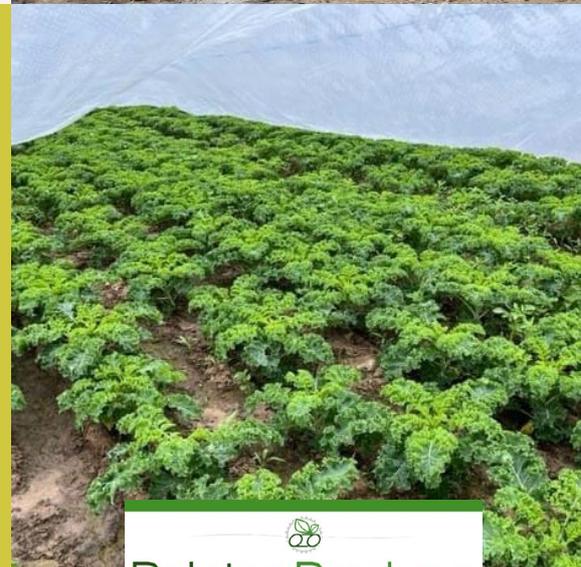
Based in Lincolnshire, and having only formed in 2020, Peloton has already gained a formidable reputation for producing some of the finest crops in the country. The great mix of nutrients in the soil allows Peloton to plant two crops a year and maximise the use of the land, producing a fantastic range of brassicas that Fresh Direct delivers to your doorstep, alongside hundreds of other top quality British products.

Sustainability spotlight

Sustainability plays an important role at Peloton, as the early crop is grown under polythene, but unlike some other growers, their process ensures that the polythene is made so that it can be reused for several years, until it's finally recycled and reused. The company is also focused on the peat that is used in brassica production, experimenting with wood fibres to try to reduce the amount it uses.

Innovation

Peloton are at the forefront of technology, automating the planting process, removing the reliance on hard-to-find labour and creating a uniform planting process to maximise the acreage across the farm.



Livesey Brothers

Location

Leicestershire

Produce

Oyster, shiitake, eryngi and maitake mushrooms

Their story

Livesey Brothers is a Leicestershire-based family-run mushroom farm that offers 100% British produce to major organisations across the UK, including us! They have grown significantly over the years and specialise in growing exotic mushrooms not commonly found in the UK, making them a very special and unique supplier.

Sustainability spotlight

Livesey Brothers stands out for its commitment to sustainability. By producing their own growing substrates, they eliminate the need for external materials. On-site, their mushrooms grow naturally on dead or decaying trees, replicating miniature trunks and logs, speeding up the process by consuming wood. This means the leftover substrate can be used to promote natural rotting when spread onto fields.

Collaborating with Fresh Direct, Livesey Brothers is now producing a range of woodland mushrooms, utilising reused packaging to ensure it is recycled and returned multiple times, eliminating any need for single-use plastics. They have also recently invested in solar energy to reduce their electricity and, therefore, their carbon footprint.



Len Wright Salads

Location

Lancashire

Produce

Iceberg, Little Gem, Romain, Green Batavia, Chinese Leaf and Celery

Their story

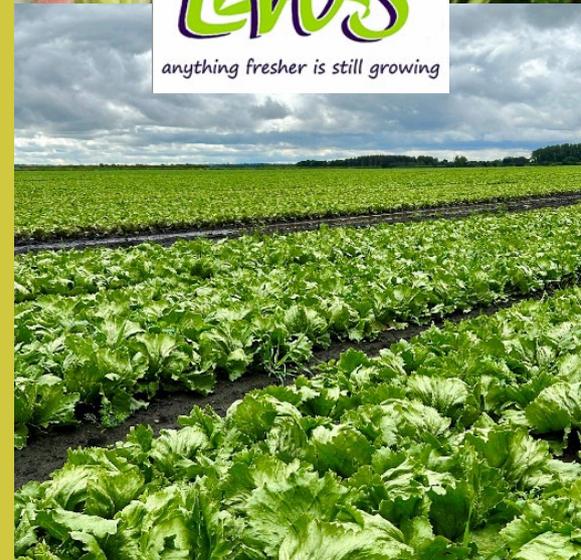
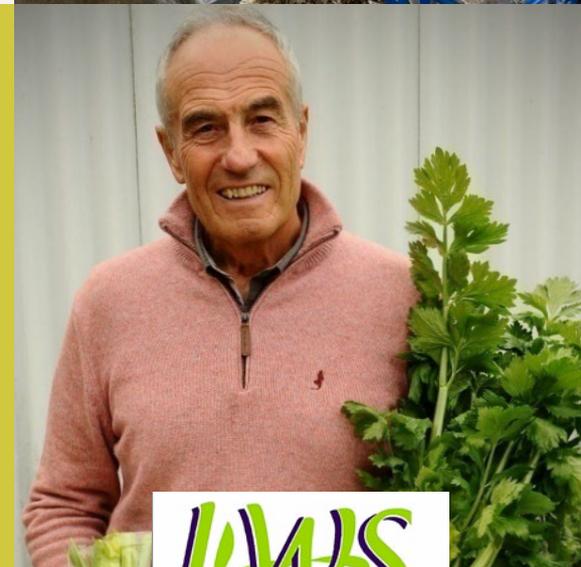
Len began growing salads in the mid 1960's on just 2 acres of land at Tarleton Moss in the heart of England's salad garden. In 1990 he started growing tomatoes and now produces some 2.8 million kilos of speciality fruit each year under 31 acres of glass.

Innovations in sustainability

Part of Len Wrights sustainability plan for the future is to reduce the amount of peat and labour they use. They have recently incorporated biodegradable Plant Tape, planted with bespoke, modern machinery, reducing peat usage by up to 98% compared to other transplanting systems.

As well as this, they have solar panels installed and use CHP to efficiently generate heat to power their refrigeration, meaning they recycle the waste heat generated from the electricity production process to generate additional power or heat.

Len Wrights look at everything to make themselves the best in practice.



freshdirect.co.uk | 0344 873 0868 |  

Registered Office: Enterprise House, Eureka Business Park,
Ashford, Kent, TN25 4AG - Registration No. 03053702