



Awards

BROCHURE



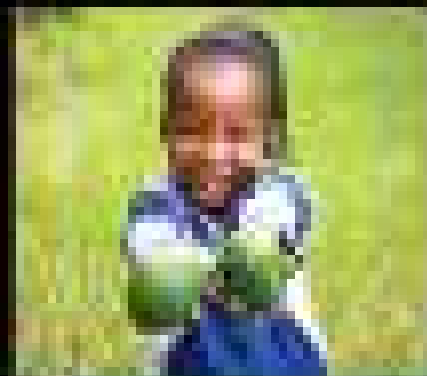
Old Billingsgate, London

freshproduce.org.uk | fpcfreshawards.co.uk | fpcfreshtalkdaily.co.uk

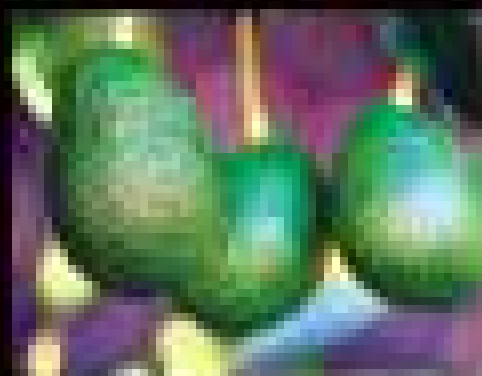
greencell

Greencell is proud to sponsor the
IFC Fresh Awards 2021 and congratulates the winner
of the Lifetime Achievement Award 2021

THINK
ETHICAL ORIGINS



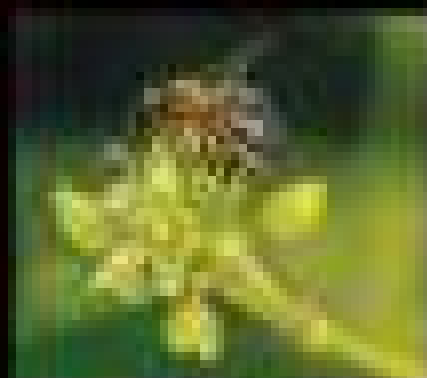
THINK
RESPONSIBLE
FARMING



THINK
INNOVATION
FROM RESEARCH
TO CONSUMER



THINK
INTEGRATED
SUPPLY CHAIN



THINK
WESTFALIA FRUIT



THE LEADING
HAND EXPERTS

Lifetime Award

Sponsored by **greencell**



Winner

Denis Punter

Denis qualified as an accountant while working for Spillers in its Animal Feed & Flour Milling Divisions where he became Financial Controller.

In 1980 he made his entry into fresh produce, joining Glass Glover as Finance Director. Denis worked alongside the Glass family, growing the business through the acquisition of Louis Reece, Clyde Valley Growers and English Village Salads.

In 1987 Denis joined Geest as Finance Director of its fresh produce business where he subsequently moved across to become Commercial Director in 1989 and then to become the first MD of Worldwide Fruit in 1991.

In 1994 he became Chief Executive of Geest Wholesale and Food Service Division which included Francis Nicholls.

In 1995 Denis led the MBO of Geest's wholesale & foodservice businesses under the Francis Nicholls banner & Denis became CEO. In 1997 Francis Nicholls acquired the well-respected multiple importer Frumar and the enlarged group was rechristened Redbridge, with Denis becoming its first CEO.

Redbridge made several further acquisitions including the berry business AFI. Having grown the business to over £200m with retail, foodservice and wholesale divisions in 2007 Denis sold the business to Total Produce and it became Total Produce's first acquisition following its demerger from Fyffes.

Following the sale Denis contemplated early retirement but instead decided to help Total to integrate the TP & Redbridge business and Denis became Chairman. Over the years that followed, through further growth and acquisition, Total became the UK's largest fresh produce business.

Denis then worked with Total to help it build its \$2billion business in North America and recently he played a major part in the merger of Total Produce with Dole, leading this summer to Dole's IPO in North America and the creation of what is now the listed business Dole PLC. With a turnover of \$10B it is now the largest fresh produce company in the world.

Denis continues to work as Non Exec Chair of Dole's UK business as well as on many of Dole's Boards in Europe & North America where he advises on strategy & acquisitions. Denis is also a Non Exec advisor to Reynolds.

He has four children, two grandchildren and his hobbies are travel, reading and swimming.



The **VOICE** of the industry

The UK's fresh produce association

FPC is the trade association for the UK fresh produce, flower and plant industry. It is an independent trade body wholly owned by members and operates for those members offering a wide variety of services and representation at many levels within the UK and overseas. It is the recognised 'voice' of the industry.

Updates

Regular updates on the outcomes of issues are sent to members via e-marketing and posted in the members' area of the FPC website. They include pesticide and plant health regulation and enforcement, customs clearance, tariffs, quotas and schedules, RASFF notifications, UK and EU plant health interceptions, food safety, sustainability, waste, workforce and ethical issues.

Agritech Future

This unique platform provides far more than just agritech news. From in-depth features to educational white papers, ebooks and events, Agritech Future lifts the lid on the future of farming and horticulture, providing you with guidance and support every step of the way.

agritechfuture.com

Networking

There are many opportunities for members to meet and network throughout the year. FPC organises many industry events, meetings, visits and workshops which encourage discussion and information sharing between members.

Publications

FPC produces several publications on core subjects. Many of the publications are supported by governing bodies and can be used to support your business.

FreshtalkDaily

Our online news platform providing a wide range of content and keeping you bang up to date with the latest developments in the industry

fpcfreshtalkdaily.com

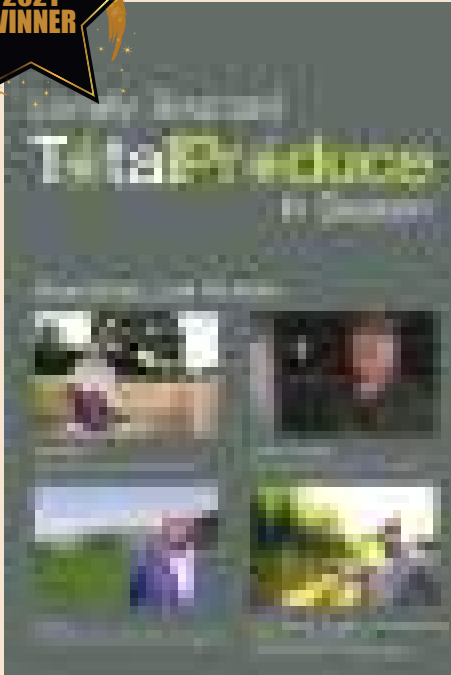
For more information on any of our events or services please contact

cristina@freshproduce.org.uk or visit www.freshproduce.org.uk



Fresh Produce Business of the Year

Sponsored by



Winner

Total Produce



To be the best in the fresh produce industry you need to be evolving constantly to meet the needs of customers. Total Produce can trace its roots back to the 1850s, and today it is part of Dole PLC, the world's leading premier fresh produce provider.

The combined success of these two companies is based on an absolute focus on the customer and on product quality, as well as continual improvement of social and environmental practices.

Tight control of the supply chain and close association with like-minded growers is key. With over 300 lines from over 80 countries, dedicated logistics help to maintain freshness along the supply chain and direct to global customers. With around 160 distribution hubs this is a global company which maintains its local focus and expertise.

Judges' comment:

"Truly a stellar business, with great people and brands."

Hero Award – Business

Sponsored by **CHEP**
A Brambles Company



This year FPC created this special award to recognise and celebrate a business or individual who made a significant impact and demonstrated relentless dedication in the challenging circumstances of the Coronavirus pandemic. There are so many exemplars of organisations and individuals going that extra mile to ensure that the industry kept going and this gives us an opportunity to celebrate our heroes.



Winner

New Covent Garden Market



The generous nature of the wholesale sector came to the fore, with businesses quickly adapting to serve consumers unable to purchase their food through traditional normal channels. Individual firms and market-wide partnerships formed to deliver a host of charitable activities to support their local community, without fuss or fanfare.

Many of the catering supply companies in the market had virtually no business when the lockdown closed down their customer base. Being a Hero was their last consideration yet these firms were driven by a personal commitment to keep local people employed in local businesses.

Judges' comment:

"A fantastic response by all at NCGM during the pandemic to reinvent themselves when the hospitality sector ground to a halt overnight. The market's inbuilt fortitude and solidarity to support existing customers while rapidly developing new direct-to-customer services is exemplary. In adversity its traders fed and flowered London. While facing tough challenges themselves their generosity to the local community was steadfast."

Hero Award – Individual

Sponsored by

CHEP
A Brambles Company



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Winner

Ryan Parr



Ryan Parr is Operations Director at Perishable Movements Limited. Parr joined the business in 2013 at the age of 18 and during his seven-year tenure he has worked across many areas of the company to gain a strong understanding of the global logistics sector. At 25, Parr is the youngest Director in the company's 17-year history with direct responsibility for the day to day running of PML's operations, exports, warehouse, transport and Sea Freight.

Throughout the pandemic Ryan worked tirelessly to maintain PML's first class service, taking personal commitment above and beyond expectations.

Judges' comment:

"Ryan showed considerable capability and maturity to support his team and its customers throughout this challenging period. His commitment was unbounding: he even lived and worked permanently on site for almost three months to ensure the business delivered at all costs."

Supporting a world of fresh talent for a sustainable future



Drawing young talent is important, which is why
IPP provides sponsors the fresh talent at IPP's Young
Persons of the Year Award 2021

IPP is proud to be a leading provider of talent solutions for the
UK's leading businesses. We are now looking for the best
talent to join our team.

As well as working for the best of the best, IPP offers the best
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CLARENCE
WATKINS

CLARENCE WATKINS

Young Person of the Year

Sponsored by

IPP



Winner

Lauren Jenner

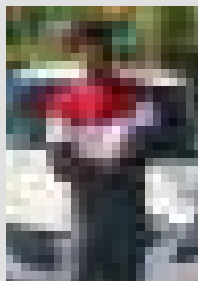


Lauren joined Berry Gardens as an apprentice and was promoted to become Human Resources Assistant, achieving recognition for her successful studies and qualifications. Now she is the 'go to' person for HR in the business through her hard work, combined with natural empathy with others and understanding of HR. Her almost limitless energy, creativity and intelligence has helped solve problems beyond her remit and means she has a bright future ahead in the business.

Judges' comment:

"Challenging convention with enthusiasm and integrity, Lauren is a worthy winner."

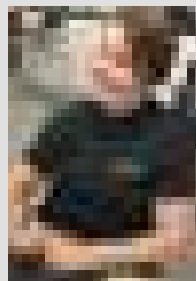
Finalists



Joshua Fernandez



Joshua has continually taken on fresh challenges and new responsibilities thanks to his accuracy, consistency and attention to detail. This energetic individual brings a consistent efficiency to any task.



Charlene Harrison

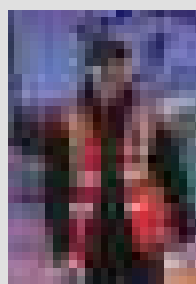


Charlene took on a position of great responsibility, including leading the QC team, with commitment and enthusiasm. She has thrived under pressure and her natural ability to lead others has shone through.

Hope Keating



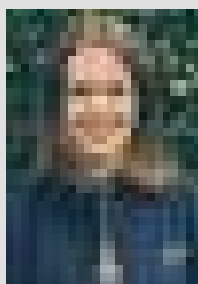
With her key role in the IT infrastructure Hope ensures the smooth running of all operations. Her optimism and support for everyone ensured an efficient migration to working from home in the pandemic, enabling key workers to continue to deliver.



George Marshall



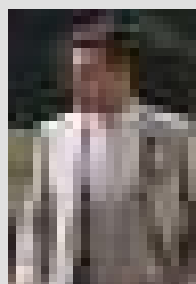
George introduced new quality controls and set out to find new clients, increasing the turnover of the business over two years. His diligence and focus on a new part of the business deliver significant added value for customers.



Lucy Stephens



Lucy has excelled in developing customer relationships, identifying opportunities to change practices, and bringing benefits to the business in packaging innovation. Her integrity and enthusiasm help to drive efficiency and quality from farm to end-user.



Dom Thomas



Dom is a key member of the leadership team, delivering above and beyond expectations. An all-rounder who is well respected, Dom has identified solutions and brought in improvements based on his detailed understanding of each project.



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GARDEN
MARKET

We're building the future

All of us at New Covent Garden Market
are proud to be part of this great industry
and to sponsor the award for Manager
of the Year. Congratulations to every
single finalist at the FPC Fresh Awards.

www.newcoventgardensmarket.com

Manager of the Year

Sponsored by



Winner

Richard Hoyte



Richard is an inspirational leader to his team and an outstanding ambassador for PML. His hard work, dedication and commitment to excellence have delivered substantial results in improving productivity in the packing facility and introducing innovation in the supply chain. His diligence and unwavering high standards secured an AA+ rating for the BRC Global Standards for Food Safety. As a strong advocate for internal promotion Richard has created a positive culture within his department. His exceptional knowledge, built on experience over 11 years in the business, and his positive enthusiasm enable him to engage with customers and make him a valuable asset to PML.

Judges' comment:

"Richard's positive nature, enthusiasm and motivation of the team is outstanding."

Finalists



Ifat Aziz

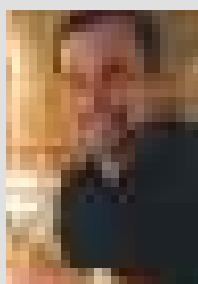


Ifat's calm and assured leadership has led and supported others through a significant change process with the move of banana ripening facilities to London Gateway. With her attention to detail, mastery of technology and an ability to challenge assumptions Ifat delivers to the highest level of professionalism.

Tetyana Bennett



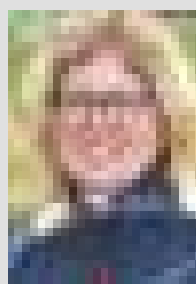
Tetyana ensured that the new packhouse facility met all its quality control measures, from regulatory requirements to retailers' own standards. Her tenacious leadership means that Berry Gardens has industry leading initiatives to minimise environmental impacts.



Dan Bushell



With responsibility for the operations and financial performance of the business unit Dan managed the logistics of moving an entire packhouse to a new facility. His methodical approach ensured minimal disruption to the business.



Marie Scurfield



Marie developed strategic and effective HR for the company, embedding best practice in an efficient service to improve business performance by recruiting and developing high calibre employees.



Simon Wratten



Simon project managed the integration of the Herbfresh business, focusing on delivery of the project within a tight timescale. His calm approach, attention to detail combined with strong interpersonal skills ensured that the project was completed to time and on budget.

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Wholesale Fruit and Vegetable Supplier of the Year

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Winner

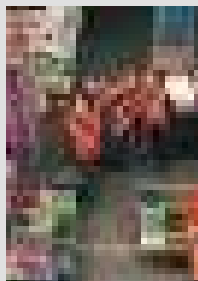
Total Produce



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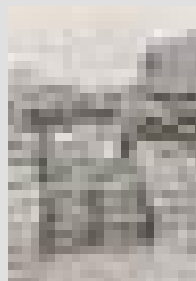
Finalists



Bevington Salads



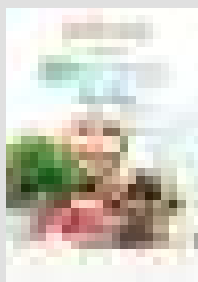
The team created opportunities to generate new revenue streams, invested in staff and modernised practices, including the IT infrastructure.



Bruce White



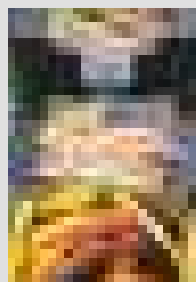
This long established family business has moved with the times to become the biggest mushroom wholesaler in the UK.



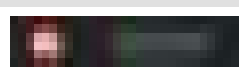
Delifresh



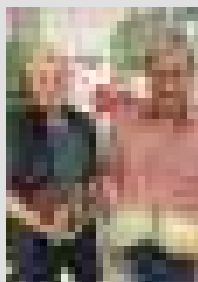
Dedication to For the Love of Food is behind the success of this passionate team.



Frederick Hiam



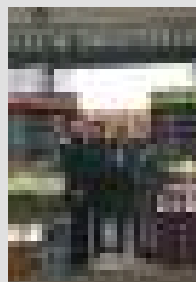
Frederick Hiam continues to respond to customers' needs, changing to early deliveries in London and launching the popular Rainbow Carrots.



The Heritage Fine Food Company



This wholesaler developed an underused home delivery service and set up a drive through contactless service at the farm to support the local community.



WT Hill and Sons



This fifth generation company has a strong young team to drive forward the wholesale and imports business.

TotalProduce

Let's Grow Together

Local At Heart, Global By Nature

Total Produce is the UK's premier fresh produce provider. Selling British and vegetables from since the 1980's, we serve the retail, foodservice and wholesale sectors from areas of production. Working hard at giving you the very best local produce right across Great Britain. We deliver the best of both worlds, the Total International food British produce alongside the stress of the global supply.



For more information,
please visit

www.totalproduce.co.uk

or email

Total Produce Limited – UK Head Office
The Plaza, Royal Wootton Bassett,
Leicestershire, Leicestershire, LE17 7BQ

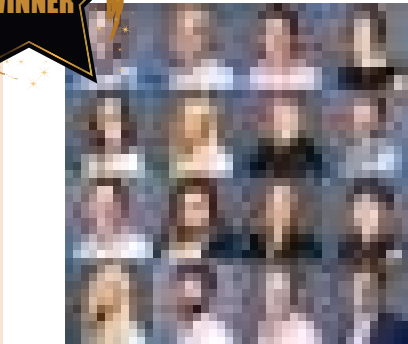
info@totalproduce.co.uk

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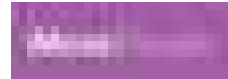
Business Service Partner of the Year

Sponsored by



Winner

MorePeople



In 2020 MorePeople celebrated its 20th anniversary as a leading recruiter within the fresh produce and horticulture sector. Building long-term relationships and keeping up-to-date with trends in the industry are key to its achievements, creating a sound understanding of the demands and challenges faced by the industry. Regular client visits and support at trade and industry events reinforce this investment in the industry. The belief that the fresh produce sector provides stimulating career opportunities drives this passionate team to find the right people for roles at all levels. MorePeople is a sound advocate for the sector, raising awareness of opportunities and attracting talent both within and outside the industry.

Judges' comment:

"A unique understanding of the industry - much more than recruitment."

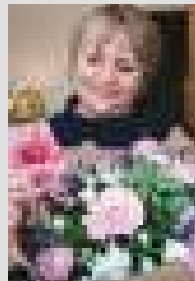
Finalists



Ceva Logistics



The Chill Hub is the first Global Cold Chain Project to take a product from origin to final destination. A carefully managed successful campaign has launched the hub to act as a blueprint to roll out further cold store sites across the globe.



Direct2Florist



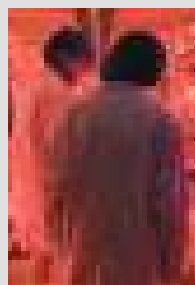
As the floral industry was sent into lockdown this company developed an action plan to energise goodwill and respect within the florist network.



e-f group



Working closely with suppliers e-f group supported clients in the health care sector during a turbulent period. The Via our Freshmarkets platform supported local and regional suppliers during the pandemic, providing access to national contracts.



Lincoln Institute for Agri-food Technology, University of Lincoln



Agri-tech technology is central to the University of Lincoln's strategy. The introduction of a full-time postgraduate taught programme in partnership with industry partners is contributing to the growth of fresh produce businesses with a highly skilled workforce.



Port of Dover Cargo

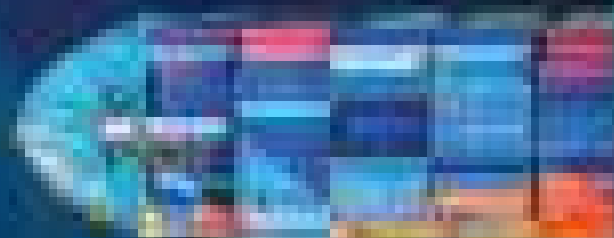


A new cargo terminal is part of the biggest single investment in the port's history. With state of the art facilities next to the world's busiest shipping lane the port provides an efficient service and a strong business offer to our industry.



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Foodservice Supplier of the Year

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Winner

Delifresh

This family of producers offers chefs across the country a local supply with impeccable service. Their direct touch to the season encompasses ultra-short lead times, incentive order placement and up to the minute seasonal news.

The commitment to growers continually expands its reach to embrace the seasons, connecting and delivering quality product, with innovation and education. By working closely with Delifresh chefs can educate their team about the importance of backstories, recognise the grower and seasonality. Picked, packed and delivered by the most passionate and food enthused team the UK has to offer.

Judges' comment:

"Total dedication to educate and inspire chefs, a business at the heart of the local community."

Finalist



Total Produce

Staff at all levels across the network of locally managed depots have worked to reduce the environmental impact of the business while ensuring that products are delivered as fresh as possible. With a focus on locally grown produce, efficient route planning, new packaging formats, and reduction in energy and fuel consumption have reduced environmental impacts while maintaining a high level of service.



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Supermarket Fruit and Vegetable Supplier of the Year

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Winner

Compagnie Fruitière UK



Compagnie Fruitière UK achieved a 'world first', opening its state-of-the-art automated facility for banana ripening at London Gateway. As well as this innovation, the company looked at all aspects of the end to end supply chain to identify areas of flexibility and efficiency in its supply models. Against the background of record levels of delays in shipping this company focused on how product is shipped and sought to put more product into containers, achieving 70 per cent more in shipping containers through London Gateway port, directly opposite its new facility. In addition, greater use of recyclable packaging and reusable trays is reducing packaging waste.

Compagnie Fruitière UK has stayed on course in the competitive market of high volume, low margin commodities and is future proofing its business, making a reduction of around 200,000 food miles a year.

Judges' comment:

"Compagnie Fruitière UK took on the ultimate challenge to go beyond 'business as usual' and is delivering long-term sustainable benefits."

Finalist



Blue Skies



Blue Skies ensured a consistent supply of high quality cut fruit despite global harvest failures and extreme weather, overcoming logistics challenges and an inflationary marketplace. Its Fresh from Harvest philosophy underpins its approach to quality and proximity to the grower.



PIONEERING SUSTAINABLY
GROWN PLANTS SINCE 1988

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In our 40-acre glasshouses in Uxbridge we support
growers' use technology and innovation to produce
over 35 million premium quality plants a year.

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Multiple Floral Retailer of the Year

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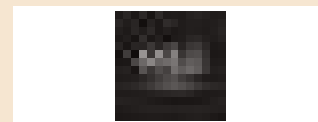
Every year FPC carries out a poll from January to April among consumers and the industry.
The question we asked was:

"Which is the best major retailer in the UK for cut flowers and plants?"



Winner

M&S



Voters' comments:

"M&S flowers are better last longer and better price."

"Presented really well, always look fresh and have a good selection too."

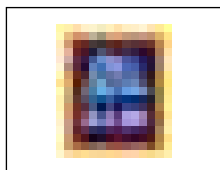
"Always fresh and well displayed. Flowers last well past the best before date."

Highly Commended



Boots

These retailers also polled a large number of votes.





IFCO

Sponsor of **Multiple Retailer** of the year **award**

For almost 30 years, IFCO has provided the world's leading retailers and producers with reusable packaging solutions to optimise operations, preserve product quality, and lower environmental impact.

With 325 million Reusable Plastic Containers (RPCs) in circulation in over 30 countries, IFCO is the leading global provider of reusable packaging to the fresh food sector and handles more than 1.5 billion RPC movements each year.

www.ifco.com



Multiple Fruit and Vegetable Retailer of the Year

Sponsored by

IFCO



Every year FPC carries out a poll from January to April among consumers and the industry.

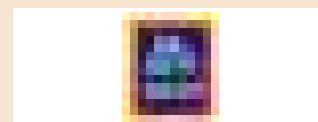
The question we asked was:

"Which is the best major retailer in the UK for fruit and vegetables?"



Winner

Aldi



Voters' comments:

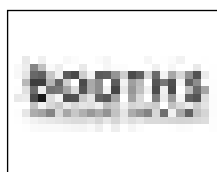
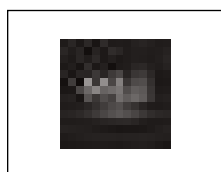
"Good variety of choice and a great price and fresh"

"Their veg are always fresh and worth every penny"

"The quality is on par with all other supermarkets except it's much cheaper"

"The staff have excellent knowledge of all their products"

These retailers also polled a large number of votes.



Real
Flavor.

We work with local producers to
expand your menu options, bring
you the finest products and
grow them to order.

Northern
Ireland

Northern Ireland: Bringing our world-class food and drink to your table.

When you bring home delicious ingredients from the best producers in Ireland, it gives you the "Real Flavor" you've been craving. And it's all thanks to the fact that we work with local producers to bring you the finest products and grow them to order. We work with local producers to expand your menu options, bring you the finest products and grow them to order. We work with local producers to expand your menu options, bring you the finest products and grow them to order.

Learn more about our products and services at www.northernireland.com.

Northern Ireland. A lot of other things.

www.northernireland.com

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Northern Ireland, Ireland, UK
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Online Retailer of the Year

Sponsored by



Every year FPC carries out a poll from January to April among consumers and the industry.
The question we asked was:

"Which is the best online retailer in the UK for fruit and veg or cut flowers?"



Winner

Tesco

Voters' comments:

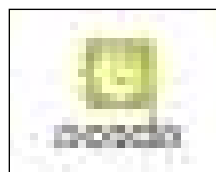
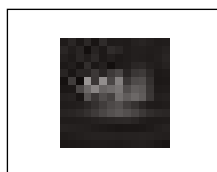
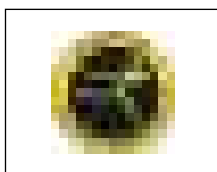
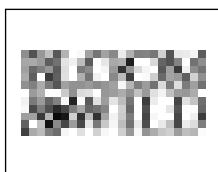
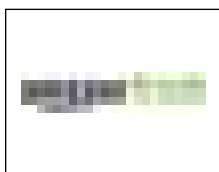
"The selection is very good"

"Best special offers"

"Always a good selection, excellent value"



These retailers also polled a large number of votes.



Convenience Retailer of the Year

Sponsored by



JAMPRO
TRADE & INVESTMENT JAMAICA

Every year FPC carries out a poll from January to April among consumers and the industry.

The question we asked was:

"Which is the best convenience retailer (your local/high street shop) in the UK for fruit and veg?"



Winner

Co-op



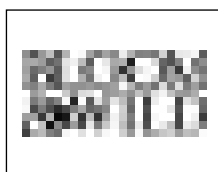
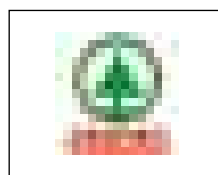
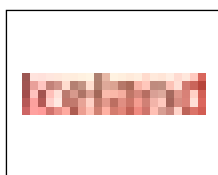
Voters' comments:

"Excellent availability and quality."

"Just local and convenient if I need anything."

"Freshness of produce."

These retailers also polled a large number of votes.



Wholesale Flower and Plant Supplier of the Year

Sponsored by



Prophet



Winner

Tom Brown Wholesale Florist



T Brown not only improved its own sustainability and ethical practices, but went further to support the floral sector during turbulent times.

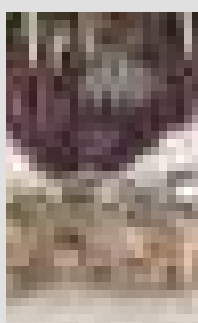
This wholesale florist encouraged other wholesalers to come together during a challenging period of change, giving Brexit briefings to peers and media. During lockdown T Brown provided regular updates on sources of advice and support.

In-house T Brown reduced its cardboard and paper use, cut energy use and emissions, and instigated best practice purchasing from ethical sources. A focus on staff welfare was also fundamental for this business, as well as encouraging a new generation into the industry by giving talks to college students.

Judges' comment:

"A business which embraces challenge and offers customers exceptional service and knowledge."

Finalist



Smith and Green Wholesale Florist



This Covent Garden based florist has Held the Royal Warrant as supplier to Her Majesty The Queen for eight years, and has supplied the Royal household for 16 years. Smith and Green provides a top class service, sourcing anything its clients require.

FREETHS

Sponsors of Best Place to Work Award

With nearly seven decades of experience in assisting the UK's food growers, processors and retailers, Freeth's 13 offices are located in key UK food producing regions meaning there is always someone local to you to assist with your legal needs.

National Freeth, local understanding



Markus Patel

Managing Partner, London
markus.patel@freeths.co.uk

0203 348 1138

Best Place to Work

Sponsored by

FREETHS



Winner

Blue Skies Holdings

Blue Skies recognises that its people, no matter who they are or what they do, underpin the success of the business and are its greatest asset. The Blue Skies culture encourages everyone to step outside their comfort zone, respectfully challenge the status quo and proactively try out new ideas. Open communications boost morale and affirm the principles of the culture. This strong sense of community underpins a highly successful and respected business with an impeccable record of fairness, trust and care for its people. With such a culture Blue Skies creates a platform for self-perpetuating growth which will endure future challenges and ensure the sustainability of the business.

Judges' comment:

"Blue Skies' team spirit and culture of respect is simply at the heart of all it achieves."

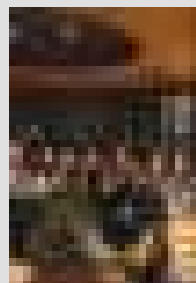


Finalists

Aldi



Aldi demonstrates a genuine investment in its people and the HR Team has made great strides in improving recruitment, training and development. Teamwork and creativity are fostered in a friendly work environment.

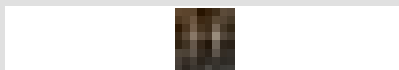


Compagnie Fruitière UK

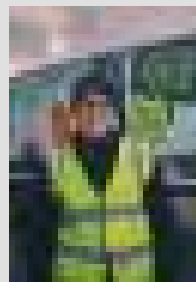


A Training Academy creates a formal framework to develop a range of training and development programmes tailored for both individuals and teams. The results are evidenced with a valued and positive team, raised standards and skills, delivering growth and increased productivity.

e-f group



During the lockdown e-f group invested in safe remote working, not only providing equipment to enable staff to work from home, but providing regular updates and social activities online. Flexing working hours helped to support childcare and staff received home deliveries of fresh produce.



Fresh Direct

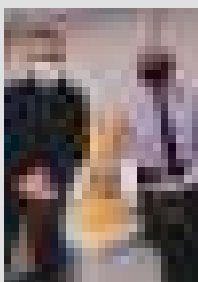


Putting people first has turned around this complex business and made a step change in its performance. A hand-picked HR team has created a professional and empowered culture which supports a strong and productive workforce.

SH Pratt Group



A family company with family values, SH Pratt has an impressive record of longevity among workers at all levels. This is a company which values the opinions of its people from warehouse to boardroom.



Ready for Smart Solutions that Propel Your Fresh Business Forward

Aptean's Food and Beverage Solutions:

- ▶ Boost process efficiency
- ▶ Provide total supply chain visibility
- ▶ Ensure accurate and transparent
traceability process for consignments
- ▶ Guarantee food safety and compliance
- ▶ Meet quality and consumer demands

Start transforming your fresh
produce operation today

Contact us at info@aptean.com
or visit www.aptean.com

Innovation of the Year

Sponsored by



Winner

Jones Food Company



This pioneer in UK agriculture has developed Europe's largest vertical farm facility, with 10,000 square metres constructed and operational in less than two years. Thanks to their highly efficient use of land vertical farms are revolutionising agriculture, being capable of a yield up to 20 times more than a conventional farm. This facility can grow almost any kind of fresh produce, for example, to up 350-400 tonnes of herbs and leafy greens a year, and contributes to the UK's increased food security by enabling products to be grown all year round. By growing hydroponically inputs are reduced and the indoor facility has maximum control over growing conditions, allowing for greater nutritional values and a longer shelf life.

Judges' comment:

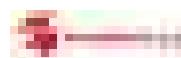
"This pioneer is moving the needle for the quality of fresh produce grown in the UK."

Highly Commended



Fieldwork Robotics Ltd

Designed and developed soft robotics to harvest and husband several crops, including raspberries.



Saga Robotics Ltd

Development of robot to deliver autonomous UV-C treatment to strawberry plants.

Finalists

Aldi



Provides a range of innovative blooms in addition to its value core range of plants and cut flowers.

Berry Gardens



Developed packaging innovations to remove thousands of tonnes of plastic from the supply chain.

Bridge Farm Group



Maximised site efficiency by growing crops adjacent in the glasshouse.

Compagnie Fruitière UK



Set up the world's first automated banana ripening centre.

Featherstone Machinery Ltd



Introduced robotics and automated solutions to some of the UK's largest brassica growers.

G's Fresh Beetroot (Love Beets)



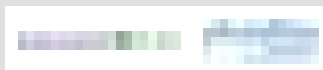
Re-designed Love Beets with resealable recyclable pouch alongside British Heart Foundation promotion.

Scorpion Vision Ltd



Combined robotics and 3D vision with AI to develop a post-harvest vegetable processing system.

Worldwide Fruit and JD Cooling



Placed sustainability at the core of the business through leading best practice from farm to packhouse.



Graphic
Packaging
a forest of ideas



In a recent survey*, 75% of European consumers expressed a preference for fibro-based packaging.

Presenting ProducePack™, a new range of fibro-based packaging for fresh produce.

- Durable, sustainable and recyclable packaging
- Suitable for all produce destinations
- Protects and preserves the produce
- High-strength, food-safety certified robust plasticiser-free fibre
- Can be machine- or hand-packed for any size of operation

Interested to learn more about the ProducePack range?

info@producepack.co.uk or www.producepack.co.uk



ProducePack

Sustainability Excellence

Sponsored by



Winner

G's



G's leads the way in setting standards for the industry in reporting and reducing field food waste. Working with WRAP G's was the first grower packer to report in-field waste for its UK and Spanish operations under the WRAP Roadmap using the Target-Measure-Act principle. This step change is driven by Chairman John Shropshire and by vocal champions across the group. By sharing its knowledge G's work benefits others, through participation in workshops, webinars and in writing sector specific guidance. Food waste has been reduced, new product specifications trialled with retailers, and any excess food is donated in partnership with FareShare.

Judges' comment:

"A pioneering and transparent approach to minimising food waste with exceptional benefits throughout the business and beyond."

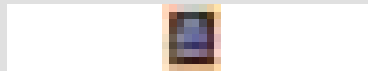
Finalists

Asda Fight Hunger Create Change



A transformational partnership enabling all stores to donate surplus food to local charities.

Aldi



Investing in people, products and stores to create a better environment for future generations.

Angus Soft Fruits



Trialling innovative ways to reduce berry waste, including preserving surplus soft fruit, reduce packaging and switch to sustainable energy.

Blue Skies



Introducing an agile sustainability management system to accelerate continuous improvement across the business.

Compagnie Fruitière UK



Developing a comprehensive sustainability strategy, integrated within every part of the business.

Flamingo Horticulture



Supporting workers and their community in Kenya to maintain livelihoods, including the Flowers of Hope initiative for UK NHS workers.

Jones Food Company



Pioneering UK sustainable production at Europe's largest vertical farm.

Total Worldfresh



Creating a more sustainable British strawberry through a state-of-the-art tabletop strawberry production system.

Wealmoor



Developing sustainable rainwater storage and solar panel in Kenya to support the local community and farm.

Worldwide Fruit



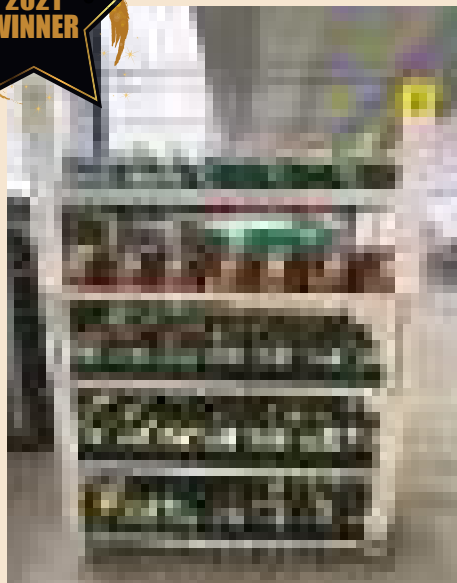
Putting waste reduction and sustainability at the core of the business and across the supply base.

Supermarket Floral / Plant Supplier of the Year

Sponsored by



Floral Trade Group



Winner

Bridge Farm Group

Bridge Farm leads and responds to market trends, using its experience to deliver constant innovation. Customers call for easy-care, repeat-flowering plants, and have an increasing focus on 'nature friendly' plants. Through long-term relationships with both customers and UK breeders the Group develops new varieties and product sizes, growing, harvesting and despatching bedding plants in the shortest possible time so customers can enjoy the very best quality.

As the UK's largest grower of ornamental bedding the Bridge Farm Group has invested in an ambitious sustainable plan using robotics and advanced machinery to reduce the challenge of workforce availability. Bridge Farm Group is also proud to be championing the revival and growth of indoor plants, bringing back the UK's heritage plants and responding to demand from the next generation of gardeners.

Judges' comment:

"A bold, industry-leading vision with investment and technology has never been more relevant."

Marketing Campaign of the Year

Sponsored by



2021
WINNER



Winner

Branston



This fun campaign to make potatoes the star of the Christmas dinner plate certainly grabbed consumer attention during a traditionally busy period.

The Great Mash Divide stimulated a national consumer debate about whether mashed potato should be on your Christmas dinner plate, demonstrating a north-south divide across the UK. Targeting national, consumer press and social media this campaign raised awareness of fresh potatoes and drove increased sales over the 12 weeks leading up to the end of December 2019.

This high impact, low input, generic campaign enabled all retailers and potato suppliers to participate in the debate with their customers, taking advantage of data generated by a robust consumer survey combined with a strong news hook.

Judges' comment:

"An ingenious and selfless national consumer campaign for the benefit of the whole fresh potato sector."

Finalists

Aldi



Kevin the carrot returned to spearhead a multi-media campaign highlighting the importance of fresh British produce at Christmas.

Angus Soft Fruits



Increased sales were achieved by creative and innovative campaigns geared to maximise budgets.

Berry Gardens



Berry Gardens is a game changer, partnering with Dame Jessica Ennis-Hill, the perfect ambassador for healthy berries.

Pink Lady (Corregejo)



Pink Lady outperformed the apple market during lockdown with this campaign which included its first ever TV advert.

G's - Bumblebee



G's found a natural fit with the Bumblebee Conservation Trust to launch a fresh & naked Sweet Summer Salad Mix and promote conservation work.

Florette Salad



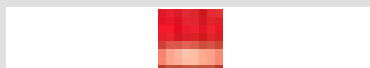
Supported NHS charities with the development and on-pack promotion of a healthy Rainbow Crunchy salad.

Nurtured in Norfolk



To avoid food waste this seller of fresh edible flowers adapted to offer a range of dried edible flowers.

RED Communications – European Picota Cherries 2021 campaign



The campaign celebrated the European heritage of this exclusive yet affordable product as a natural summer snack.

Pre-dinner drinks and after-dinner chocolates

courtesy of



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