

# Why Buy British? 30<sup>th</sup> April 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



## PRODUCT OF THE MONTH

THIS MONTH'S SELECTION	Miles to Canada Sq.	CODE	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<b>SPRING ONION</b> 	53	371001 371005		An immature form of the onion, widely cultivated for its tiny bulb and long green leaves which are eaten in salads.	This food is low in Sodium, and very low in Saturated Fat and Cholesterol. It is also a good source of Thiamin, Riboflavin, Magnesium, Phosphorus and Copper, and a very good source of Dietary Fiber, Vitamin A, Vitamin C, Vitamin K, Folate, Calcium, Iron.	Stonetouch produce was formed in 2008 to work in partnership with growers in Kent and Essex to provide Brassicas, Curcubits and Salads to Fresh Direct. The South of England offers a great alternative to the soils of Lincolnshire and Cornwall.

THIS MONTH'S SELECTION	Miles to Canada Sq.	CODE	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<b>CHANTENAY CARROTS</b> 	134	37531		Bright orange in colour and flesh with no purple or green discolouration. Fresh in appearance, the product should also be firm. Shape to be cylindrical with minimum taper Carrots to snap cleanly and are not rubbery. <i>Roasted or steamed is the best way to serve Chantenay carrots. Try adding a butter flavoured with fresh ginger or Moroccan spices.</i>	Chantenay carrots are rich in beta carotene which the body makes into vitamin A. Also contain vitamin E and folic acid, and are rich in minerals such as calcium potassium, copper, folic acid and magnesium.	Freshgro – Nottinghamshire - A seven-year old co-operative, Freshgro is an example of strength in numbers. In 1999, ten farmers got together to form a dynamic cooperative, which stretches from Penzance to Yorkshire - 2,500 acres of carrots.
<b>GROWING CRESS</b> 	126	22501 225016	 	Medium to dark green. Bright and fresh with no signs of dehydration or bruising. Leaves should be small and uniform. Strong fresh salad cress aroma.	Cress is low in sodium, and very low in saturated fat and cholesterol. It is also a good source of dietary fibre.	HumberVHB was formed in 2001 when Humber Growers Ltd., a leading cucumber grower based in East Yorkshire acquired Van Heyningen Brothers Ltd., a leading tomato grower based in West Sussex. Both businesses date back to the 1960s when they started growing salad crops.
<b>SWEDE</b> 	188	375601 375612		Yellow to purple skin with creamy yellow flesh. Firm, whole, clean, cleanly trimmed to remove leaves and root end. Round in shape and evenly graded. <b><i>Mash cooked swede with carrots, rosemary and whole roasted garlic cloves, finish with extra virgin olive oil.</i></b>	Low in saturated fat, and cholesterol but high in dietary fibre, vitamin C, potassium, manganese, thiamin, vitamin B6, folate, calcium, magnesium and phosphorus.	Poskitts are a family owned farming company based in Yorkshire with 50 years of experience in the industry.

# WHY BUY BRITISH? 30<sup>th</sup> APRIL 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>TURNIP</p> 	142	37571 375710		<p>Colour white - cream with green or purple at the top depending on variety. Firm, whole, clean and evenly graded. Global in shape and evenly sized with minimal roots. <i>Great winter warmer vegetable for adding to stews and casseroles!</i></p>	<p>Low in saturated fat, and very low in cholesterol. It is also a good source of riboflavin, magnesium, potassium and copper, and a very good source of dietary fibre, protein, vitamin A, vitamin C, vitamin E (alpha tocopherol), vitamin K, folate, calcium, iron and manganese.</p>	<p>Grown on prime Staffordshire light land, Bartlett's tasty turnips are harvested daily from as early as 5am!</p>
<p>CARROTS</p> 	188	37501 3750125 37505		<p>Bright orange in colour and flesh with no purple or green discolouration. Fresh in appearance, the product should also be firm. Shape to be cylindrical with minimum taper. Roots must not be forked or exhibit secondary roots.</p>	<p>Great source of vitamin A, good for healthy eyesight. Also good for healthy skin and growth.</p>	<p>Poskitt's – They call him 'Mr Carrot'. Fresh, washed carrots from his farm in Yorkshire.</p>
<p>RHUBARB</p> 	68	16501 16505		<p>Rhubarb is a big, leafy plant, growing 2-3 feet wide and tall. Many people prefer the red varieties for their taste and tenderness, although the green varieties tend to be a bit more productive than the red. Only the stalks are edible.</p>	<p>This food is low in Saturated Fat and Sodium, and very low in Cholesterol. It is also a good source of Magnesium, and a very good source of Dietary Fiber, Vitamin C, Vitamin K, Calcium, Potassium and Manganese.</p>	<p>DG Fruit UK is an experienced marketer of fresh fruit produce to the UK and Eire fresh produce industry. Although only established in 2007, as the UK base for the De Groot Fresh Group, there are many years of experience behind the team.</p>
<p>GREEN CABBAGE</p> 	99	33501 33505		<p>Colour pale to mid green centre. Dark green outer. No yellowing of outer leaves. Stem cleanly cut below lowest point of leaf growth. Leaves to be firmly attached. Trimmed with a couple of leaves left for protection.</p>	<p>Cabbage is an excellent source of vitamins K and C. Cabbage is also a very good source of dietary fibre, manganese, vitamin B6 and folate, and a good source of thiamin, riboflavin, calcium, potassium, vitamin A, tryptophan, protein and magnesium.</p>	<p>John Lankfer started his farming business in 1993 with just 40 rented hectares (100-acres). Prior to that he spent several years working for East Lincs Growers as a harvest manager, where he developed his expertise in vegetable production.</p>

# WHY BUY BRITISH? 30<sup>th</sup> April 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>BRAMLEY APPLE</p> 	52	10021 100213		Whole fresh mid to light green Cooking Apples. Slight blush permitted Flesh - sound, white with dark pips Brown patches may go slightly beyond the stem or pistil cavities. <b><i>Pour crumble over cooked Bramley apples and put in the oven for about 30 minutes for a perfect Apple Crumble.</i></b>	Bramley apples are a powerful source of antioxidants, including polyphenols, flavonoids, and vitamin C, as well as a good source of fibre, and potassium.	The Hush Heath apples are grown in the environmentally friendly orchards surrounding Hush Heath Elizabethan Manor, set in the green and gentle rolling weald of Kent, the Garden of England. They are lovingly cared for by their own mother nature, Cathy. Hand picked late for extra sweetness by Seth and his team of local Kent pickers
<p>PURPLE SPROUTING</p> 	79	32521		This is the original version of broccoli and has long stalks and small purple flower heads. The leaves, heads and stalks are all tender and edible. Look for strong, firm green stalks with tightly packed purplish green heads.	Purple sprouting broccoli contains the phytochemical <i>sulphoraphane</i> (thought to help prevent cancer) and may provide resistance against heart disease, osteoporosis and diabetes. It is packed with vitamin C and is a good source of caretenoids, iron, folic acid, calcium, fibre and vitamin A.	W.G Gibbens and Sons is a local, family farming business located just 22 miles from Fresh Direct's Bicester Headquarters in the village of Hinton Waldrist, and was founded over 100 years ago.
<p>RED CABBAGE</p> 	115	33561 33565	 	Whole heads, round to conical, trimmed to remove discoloured, damaged or diseased outer leaves, very firm and compact, colour crimson to purple.	Red cabbage is rich in several vitamins, including vitamins A, C and K, as well as the minerals potassium and manganese. Red cabbage, in addition to polyphenols, is rich in beta-carotene, which offers antioxidant benefits.	Naylor Farms, situated near Spalding, Lincolnshire, has been a quality producer of vegetables and daffodils since the early 1930s. The farm is spread over the Moulton Seas End and Spalding areas of South Lincolnshire.
<p>WHITE CABBAGE</p> 	115	33551 33555	 	Whole heads, round to oblate, trimmed to remove discoloured, damaged or diseased outer leaves, very firm and compact. Colour white to very pale green throughout the head.	Cabbage can provide you with some special cholesterol-lowering benefits . It is also a good source of Protein, Thiamin, Calcium, Phosphorus and Copper, and a very good source of Dietary Fiber, Vitamin A, Vitamin C, Vitamin B6, Folate, Magnesium, Potassium and Manganese.	Naylor Farms, situated near Spalding, Lincolnshire, has been a quality producer of vegetables and daffodils since the early 1930s. The farm is spread over the Moulton Seas End and Spalding areas of South Lincolnshire.

# WHY BUY BRITISH? 30<sup>th</sup> April 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>PARSNIP</p> 	142	37551 37555		<p>Washed and trimmed parsnips. Colour white to ivory, pale yellow dependant upon root part. Firm, whole, clean and evenly graded. Long shape with minimal taper. <i>Parsnips are back in season! Try Parsnip coleslaw - with grated apples, carrots and caraway seeds. Serve with a venison burger or a chargrilled pheasant breast for a contemporary twist...</i></p>	<p>Richer in vitamins than carrots. Especially potassium, and also fibre.</p>	<p>Rod Bartlett – grows nearly a 1,000 hectares of parsnips on his farm in Staffordshire.</p>
<p>BOK CHOI</p> 	47	20192 2019500		<p>Fresh, whole heads of Bok – Choi with glossy, dark green leaves very similar in appearance to spinach. The stalk should be clean and white in colour. Discolouration of the stalk and yellowing of the leaves are a sign of age.</p>	<p>Bok choy is a good source of vitamins A &amp; C.</p>	<p>Valley Produce are based in the South of England and have 4 growing sites across 3 counties. They grow herbs, baby leaf salads and speciality Chinese vegetables.</p>
<p>MIXED EXOTIC</p> 	217	40301		<p>Mushrooms must be whole and stalks must be neatly trimmed. Fresh in appearance and turgid.</p>	<p>Mushrooms are rich in potassium which helps to maintain healthy blood pressure. Mushrooms are the only vegetable to contain Vitamin D in an edible form. They can help lower cholesterol and contain natural antibiotics to help your body fight infection.</p>	<p>John Dorrian from Smithy Mushrooms in Lancashire has over 20 years experience in growing mushrooms. They grow a variety of exotic mushrooms including shitake, pink and yellow oyster mushrooms.</p>
<p>CAULIFLOWER</p> 	115	34011 34016		<p>Stalk squarely and neatly trimmed to remove excess stump and foliage. Curd white to creamy /ivory white in colour. Outer leaves fresh, green, trimmed to expose curd. Not to exceed 35 % average of total weight.</p>	<p>Low in fat, high in dietary fibre, folate, water and vitamin C.</p>	<p>Wrangle Growers was established in 1995 by a group of local growers. Since the 1940's brassicas have been grown in Wrangle on a narrow strip of land close to the coast in South Lincolnshire.</p>

# Why Buy British? 30<sup>th</sup> April 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	SOURCING INFORMATION
<p>MICRO CRESS – RED AMARANTH</p> 	126	228712	 	Stunning red leaves, subtle slightly bitter flavour. Use with stir fries, salads, egg dishes, garnish.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.
<p>MICRO CRESS – RED CHARD</p> 	126	229412	 	A full flavoured spinach beet flavour, visually stunning in salads. Use with soups, salads, mushrooms, cheeses and as a garnish.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.
<p>MICRO CRESS - ROQUETTE</p> 	126	229612	 	Oval green leaves, nutty, peppery. Use with salads, soups, pasta, sandwiches, tomatoes, cheeses, pesto, seafood, carpaccio and eggs.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.
<p>MICRO CRESS – BASIL</p> 	126	228912	 	Tiny basil stems with all the flavour of the mature herb. Use with tomatoes, soft cheeses, salads, pesto, pizza, pasta, strawberries.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.
<p>MICRO CRESS – MIZUNA</p> 	126	229912	 	Mizuna is sometimes known as Japanese chrysanthemum and has a radish like flavour. Use with salads, sandwiches, stir-fries, soups, fish and cheeses.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.
<p>MICRO CRESS – PARSLEY</p> 	126	228512	 	Subtle and delicate, a fabulous garnish. Use with salads, sandwiches, seafood, couscous, mushrooms, garlic and as a garnish.	Wow! Micro Leaf grow micro herbs and salad leaves in their glasshouse just outside of Evesham all year round, and work in partnership with herb growers Humber VHB.

# WHY BUY BRITISH? 30<sup>th</sup> APRIL 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>ROQUETTE</p> 	68	20271		It is a wild lettuce with long, straight soft green leaves and a dark red stem.	Rocket is rich in calcium, which is fairly rare. It also contains iron and vitamin C.	Europe's leading growers and packers of watercress, leafy salads, spinach, fresh herbs and tomatoes.
<p>RAW BEETROOT</p> 	99	22001 22005		Also called beet, the beetroot is a firm, clean globe shaped vegetable with no soft wet areas. If still attached, it should have fresh, clean young leaves. The beetroot is characterised by dark purple skin and a distinctive purple flesh.	This vegetable purifies the blood and has anti-carcinogenic properties. Research shows it boosts the body's natural defenses in the liver. Beetroot contains sodium, potassium, phosphorus, calcium, iodine, iron, copper, Vitamins B1, B2, B3, B6 and C.	Moorhouse & Mohan Ltd. Their ideal location in the fertile region of East Anglia, gives them access to some of the best produce grown in the UK.
<p>WARE POTATOES</p> 	120	302025		Unwashed but must not be peated and must be free from soil clumps and stones. Firm (not soft or rubbery), skin, flesh colour and tuber shape typical of variety. Skins unset or set depending on source and time of year.	Potatoes are a good source of vitamin C, a good source of vitamin B6, copper, potassium, manganese, and dietary fibre.	QV Foods now farm 4500 acres locally in <b>Lincolnshire</b> and their speciality is growing potatoes.
<p>SAVOY CABBAGE</p> 	99	33521 33528		Whole heads, round to conical. Trimmed to remove discoloured, damaged or diseased outer leaves. Compact heads. Colour: dark green outer leaves to pale yellow centre. <i>For a different presentation, cut Savoy cabbage into wedges, leaving the root on. Steam till tender and sprinkle over some fried bread crumbs and chopped parsley. Or you can glaze with some hollandaise sauce flavoured with shredded soft herbs.</i>	Very low in saturated fat, calories and cholesterol. It's also a good source of protein, thiamin, calcium, phosphorus and copper, and an excellent source of dietary fibre, vitamin A, vitamin C, vitamin K, vitamin B6, folate, magnesium, potassium and manganese.	John Lankfer started his farming business in 1993 with just 40 rented hectares (100-acres). Prior to that he spent several years working for East Lincs Growers as a harvest manager, where he developed his expertise in vegetable production.

# WHY BUY BRITISH? 30<sup>th</sup> APRIL 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>BABY PAK CHOI</p> 	64	20221		This fast-growing vegetable has tender green leaves and crispy green petioles.	Bok choy's popularity comes from its light, sweet flavour, crisp texture and nutritional value. Not only is bok choy high in Vitamin A, Vitamin C and calcium, but it is low in calories.	Valley Produce are based in the South of England and have 4 growing sites across 3 counties. They grow herbs, baby leaf salads and speciality Chinese vegetables.
<p>PAK CHOI</p> 	64	20211 20215		Fresh, whole heads of Pak Choi with glossy, dark green leaves very similar in appearance to spinach. The stalk should be clean and white in colour. Discolouration of the stalk and yellowing of the leaves are a sign of age.	Pak Choi is very low in saturated fat and cholesterol. It is also a good source of dietary fibre, protein, vitamin A, C, K, B6, folate, calcium, iron, magnesium, potassium and manganese.	Valley Produce are based in the South of England and have 4 growing sites across 3 counties. They grow herbs, baby leaf salads and speciality Chinese vegetables.
<p>CELERY</p> 	224	342501		Celery grows to a height of 12 to 16 inches and is composed of leaf-topped stalks arranged in a conical shape that are joined at a common base..	This food is low in Saturated Fat, and very low in Cholesterol. It is also a good source of Riboflavin, Vitamin B6, Pantothenic Acid, Calcium, Magnesium and Phosphorus, and a very good source of Dietary Fiber, Vitamin A, Vitamin C, Vitamin K, Folate, Potassium and Manganese.	Fresh British Round lettuce from J & T W Cropper in Southport.
<p>SPRING GREENS</p> 	60	33545 335401		Spring greens are actually young, tender cabbage plants and are sold as loose heads of thick green leaves. Spring greens do not have the hard core which is found in the middle of fully-grown cabbages.	spring greens are packed full of nutrition and form an important part of a healthy and balanced diet.	John Lankfer started his farming business in 1993 with just 40 rented hectares (100-acres). Prior to that he spent several years working for East Lincs Growers as a harvest manager, where he developed his expertise in vegetable production.

# WHY BUY BRITISH? 30<sup>th</sup> April 2012

1. Reduce the size of your carbon footprint
2. Products are in season and will be tastier!
3. Field to fork traceability
4. Less time in transportation means fresher produce



THIS MONTH'S SELECTION	Miles to Canada Sq.	Code	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>WATERCRESS</p> 	68	22521 225212		Watercress differs from all other mustards by its alternate, pinnately compound leaves with 3-11 oblong to oval leaflets, shiny, dark green, rounded at the tip, smooth, without teeth or with wavy-toothed margins. Creeping or floating stems, succulent or fleshy, smooth, with fibrous roots.	This food is very low in Saturated Fat and Cholesterol. It is also a good source of Protein, Folate, Pantothenic Acid and Copper, and a very good source of Vitamin A, Vitamin C, Vitamin E (Alpha Tocopherol), Vitamin K, Thiamin, Riboflavin, Vitamin B6, Calcium, Magnesium, Phosphorus, Potassium and Manganese.	Europe's leading growers and packers of watercress, leafy salads, spinach, fresh herbs and tomatoes.
<p>CAULIFLOWER</p> 	115	34011 34016		Stalk squarely and neatly trimmed to remove excess stump and foliage. Curd white to creamy /ivory white in colour. Outer leaves fresh, green, trimmed to expose curd. Not to exceed 35 % average of total weight.	Low in fat, high in dietary fibre, folate, water and vitamin C.	Parkfresh Vegetables Ltd is a privately owned business in a small village in the heart of Lincolnshire, we specialise in growing and packing cauliflower. The business was established in 1999 as a partnership between Peter Parker & Pete Etches. Growing over 800 acres throughout the season.