





# WHY BUY BRITISH? 30<sup>th</sup> January 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	SOURCED FROM	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
 <p><b>MARIS PIPER</b></p>	Rotherham		With its pleasant floury texture it is therefore ideal for many potato dishes from chips and roast potatoes, mash and wedges. It has a creamy coloured flesh and although technically its skin is white to yellow in colour.	Potatoes are a good source of vitamin C, a good source of vitamin B6, copper, potassium, manganese, and dietary fibre.	Holme Farm Produce is a family run business which has been trading since 1983, based in Rotherham, South Yorks.

THIS MONTH'S SELECTION	SOURCED FROM	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
 <p><b>RED CABBAGE</b></p>	Oxfordshire		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.	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><b>PEA SHOOTS</b></p>	East Yorkshire		Mid Green Clover –like Shoot with some tendrils present. Mild Pea Flavour	Packed with vitamins A[1], C[2] and folic acid[3], Pea Shoots are a delicious, nutritious modern slant on the classic British garden pea. Pea Shoots are low in fat and with just 9 calories per 50g bag and 14 calories per 80g vegetable portion	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.
 <p><b>FLAT PARSLEY</b></p>	Oxfordshire		Colour should be even mid green to dark Stems should be crisp but not tough.	The herb contains no cholesterol; but is rich in anti-oxidants, vitamins, minerals and dietary fiber which helps control blood cholesterol levels.	Albie has been supplying Fresh Direct since the very first day we started as a fruit and vegetable retail outlet in Oxford nearly 50 years ago and continues to supply us to this very day.

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<p>PURPLE SPROUTING</p> 	Cambridgeshire		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.	Cruciferous foods are now hailed as having a number of important health benefits. Purple sprouting contains the phytochemical <i>sulphoraphane</i> (thought to help prevent cancer) It is packed with vitamin C and is a good source of caretenoids, iron, folic acid, calcium, fibre and vitamin A.	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>GREEN CABBAGE</p> 	Cambridgeshire		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.	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.	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>CAULIFLOWER</p> 	Cornwall		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.	Southern England Farms have been growing and packing Brassicas for over ten years. They are always first to harvest because their mild climate ensures an extended growing season.
<p>CHANTENAY CARROTS</p> 	Nottinghamshire		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.

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<p>SAVOY CABBAGE</p> 	Cambridgeshire		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. <b><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></b>	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.
<p>RED CABBAGE</p> 	Lincolnshire	 	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> 	Lincolnshire	 	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.

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THIS MONTH'S SELECTION	SOURCED FROM	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
<p>PAK CHOI</p> 	Swallowfield, Berkshire		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>CHOI SUM</p> 	Swallowfield, Berkshire		Fresh Choi Sum with mid to dark green leaves, bright and fresh in appearance. The stalk should be cylindrical, clean and firm. It should also snap cleanly and not be hard or woody.	Choi Sum is rich in carotene (pro-vitamin A), calcium and dietary fibre, it also provides potassium and folic acid.	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>BOK CHOI</p> 	Swallowfield, Berkshire		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.	Bok choi is a good source of vitamins A & C.	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>CAULIFLOWER</p> 	Wade, Kent		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.	Veg. (UK) Ltd. Is a family business, based in Wade in Kent, with over 40 years experience in the Fresh produce industry.

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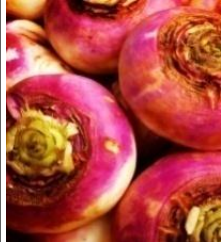



THIS MONTH'S SELECTION	SOURCED FROM	ACCREDITED	DESCRIPTION	NUTRITION INFORMATION	SOURCING INFORMATION
 <p>GROWING CRESS</p>	East Yorkshire		Medium to dark green. Bright and fresh with no signs of dehydration or bruising. Leaves should be small and uniform. Strong fresh salad cress aroma.	Cress is low 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.
 <p>WHITE CABBAGE</p>	Wade, Kent		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.	Veg. (UK) Ltd. Is a family business, based in Wade in Kent, with over 40 years experience in the Fresh produce industry.
 <p>RED CABBAGE</p>	Wade, Kent		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.	Veg. (UK) Ltd. Is a family business, based in Wade in Kent, with over 40 years experience in the Fresh produce industry.
 <p>JAKES TREE APPLE JUICE</p>	Hush Heath Manor, Kent		The award winning Jake's Tree Pure Apple Juice comes exclusively from apples grown in the environmentally friendly orchards surrounding Hush Heath Manor, an Elizabethan manor house set in the green and gently rolling Weald of Kent. Cox's Pippin, Bramley and Egremont Russet are carefully hand-picked by local pickers, juiced and bottled within 24 hours. Hush Heath apples are tree-ripened and picked late for extra sweetness and to ensure the finest quality 100% pure apple juice with a unique delicious flavour.	Apples are low in saturated fat, have zero cholesterol and are a rich source of anti-oxidants.	Jakes Tree Apple juice comes from Hush Heath Manor in Kent. The name Jake's Tree has a special meaning for producer Richard Balfour-Lynn. He planted a tree on a hill overlooking the Hush Heath apple orchards to celebrate the birth of his son Jake.

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<p>SAVOY CABBAGE</p> 	Oxfordshire		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.	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>BRAMLEY APPLE</p> 	Hush Heath Manor, Kent		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>PARSNIP</p> 	Near Lichfield, Staffordshire		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>	Richer in vitamins than carrots. Especially potassium, and also fibre.	Rod Bartlett – grows nearly a 1,000 hectares of parsnips on his farm in Staffordshire.
<p>TURNIP</p> 	Staffordshire		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>	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.	Grown on prime Staffordshire light land, Bartlett's tasty turnips are harvested daily from as early as 5am!

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 <p>ROUND LETTUCE</p>	Southport		Round, firm with outer leaves mid to dark green and lying flat single, well formed heart Butt cleanly cut at right angles to the head	All types of lettuce are low in calories and most of them contain vitamins and minerals including calcium, iron, potassium, vitamin C, folate and antioxidant nutrients called carotenoids. The darker varieties tend to contain the most nutrients.	Fresh British Round lettuce from J & T W Cropper in Southport.
 <p>WARE POTATOES</p>	Holbeach Hurn, Lincolnshire		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>BAKING POTATO</p>	Holbeach Hurn, Lincolnshire		Washed clean to remove soil, rinsed with potable water, dried to remove excess water, fully set skinned. All tubers within a unit to be evenly graded and free of mis-shapes.	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 Lincolnshire and their speciality is growing potatoes.
 <p>SALAD MIDS</p>	Holbeach Hurn, Lincolnshire		Small, whole, washed Potatoes. Clean bright skin, even in colouration and without excessive scarring. Firm (not soft or rubbery), skin, flesh colour and tuber shape typical of variety, washed clean to remove soil, rinsed with potable water and dried, reducing sugars less than 1%, dry matter content 17- 23%, 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.

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<p>BAKING POTATOES</p> 	Rotherham		Washed clean to remove soil, rinsed with potable water, dried to remove excess water, fully set skinned. All tubers within a unit to be evenly graded and free of mis-shapes.	Potatoes are a good source of vitamin C, a good source of vitamin B6, copper, potassium, manganese, and dietary fibre.	Holme Farm Produce - Holme Farm Produce is a family run business which has been trading since 1983, based in Rotherham, South Yorks.
<p>SALAD MIDS</p> 	Rotherham		Small, whole, washed Potatoes. Clean bright skin, even in colouration and without excessive scarring. Firm (not soft or rubbery), skin, flesh colour and tuber shape typical of variety, washed clean to remove soil, rinsed with potable water and dried, reducing sugars less than 1%, dry matter content 17- 23%, 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.	Holme Farm Produce is a family run business which has been trading since 1983, based in <b>Rotherham</b> , South Yorks.
<p>LEEKs</p> 	Lincolnshire		Clean, fresh appearance with dark green leaves free from signs of decay and yellowing. The stem should be approx. 40% of the total length of the leek and should be clean and white. Stems to be firm, of close texture and clean. Roots trimmed to base.	Leeks are low in saturated fat, sodium, and cholesterol. They are high in vitamin A, vitamin C, vitamin K, folate, manganese, dietary fibre, vitamin B6, iron and magnesium.	Staples are based in Lincolnshire in the heart of some of the best farmland in Europe.
<p>CARROTS</p> 	Goole, Yorkshire		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.	Great source of vitamin A, good for healthy eyesight. Also good for healthy skin and growth.	Poskitt's – They call him 'Mr Carrot'. Fresh, washed carrots from his farm in Yorkshire.

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 <p>SWEDE</p>	Goole, Yorkshire		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>Mash cooked swede with carrots, rosemary and whole roasted garlic cloves, finish with extra virgin olive oil.</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.
 <p>MIXED EXOTIC</p>	Lancashire		Mushrooms must be whole and stalks must be neatly trimmed. Fresh in appearance and turgid.	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.	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>KING OYSTER</p>	Lancashire		Whole fresh mushrooms to have greyish brown caps on thick stems.	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.	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>BEANSPROUTS</p>	London		Fresh, clean and light coloured in appearance. Free from seed husks and pronounced green cotyledons. Minimum shelf life of 5 days.	Healthy and nutritious, beansprouts are a very valuable source of Vitamin B and C. They also contain good levels of calcium, iron and phosphorus.	J Pao & Co. Ltd in London