



FPC NEWS RELEASE

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FPC welcomes 'on board' new directors

The Fresh Produce Consortium (FPC) has appointed three new directors to join the non-executive Council. The appointments were made at FPC's recent Council meeting and are:

- **Nigel Harris**, CEO of Fresh Direct Holdings. In 1995 Nigel took over as Managing Director of Fresh Direct, which was founded by his father. Under Nigel's leadership, Fresh Direct has grown rapidly into a leading independent supplier of fruit, vegetables and salads to the food service sector, with a turnover of £140m. Nigel recently became CEO of Fresh Direct Holdings, and is concentrating on acquisitions and strategic initiatives to help grow and shape the company's portfolio.
- **Jim Jefcoate**, Technical Director, International Produce Limited, accountable for the food safety, legality and quality of Asda's produce lines as well as other IPL products. Jim is currently on secondment to Asda, holding the fort for Asda's technical director Dawn Welham. Jim is also Chairman of FPC's Technical Group which provides a popular forum on topical food safety and technical issues, informative meetings and visits.
- **Simon Martin**, Director, QV Foods. Since Simon joined QV Foods over four years ago the company has increased its turnover from £8 million to over £130 million. Three years ago Simon founded Fresh Approach which currently trades over £30 million of brassica, roots and leafy salads. Simon has a proven track record of sales and development spanning over twenty years, including ten years as a director of FW Gedney.



FPC President Jim Rogers was re-elected as President for a further twelve months, and Adrian Barlow continues in his second term as Vice President.

FPC President Jim Rogers said: “We are delighted to welcome Nigel, Jim and Simon to join the Council following unanimous approval by the Council and FPC members. The Council will be strengthened by the specific expertise and knowledge which these new Directors bring. FPC has secured significant benefits for its members over the past twelve months and continues to represent the interests of the UK fresh produce industry on critical issues.”

Nigel Jenney, Chief Executive of FPC commented: “FPC members benefit from having at the helm a forward thinking Council which has a finger on the pulse of the needs of its members. This industry faces many issues which challenge our ability to trade effectively and profitably. A strong trade association is vital to raising the industry’s profile and driving forward our agenda across UK Government, the European Commission and other stakeholders.”

Notes for editors:

- The Fresh Produce Consortium (FPC) is the UK’s fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognised across the UK and EU as the voice of the industry.
- Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
- The FPC Council members are: **Jim Rogers** (President, and also Chief Executive of Fesa UK Limited); **Adrian Barlow** (Vice President, and also Chief Executive of English Apples and Pears Association); **Richard Brighten** (Director, and also Managing Director of Richard Brighten Associates); **Nigel Harris** (Director, and CEO of Fresh Direct); **Chris Hutchinson** (Director, and also Chairman of New Spitalfields Wholesale Market Tenants’ Association, Managing Director of Arthur Hutchinson); **Jim Jefcoate** (Director, and Technical Director of International Produce Ltd); **Henri Lambriex** (Director, and also Managing Director of Westfalia Coöperatief U.A); **Anthony Levy** (Director, and also Managing Director of Ideas into Action Limited); **Simon Martin** (Director, and Director, QV Foods); **Richard Thompson** (Director, and also Chairman of Yorkshire Produce Centre Tenants’ Association and Director of Gilbert Thompson (Leeds) Limited); **Michael Velasco** (Director, and also Chairman of Rodanto Limited); **Hans van Zetten** (Director, and also Import Consultant). Executive Director: **Nigel Jenney**, Chief Executive of FPC.
- CVs and images of Nigel Harris, Jim Jefcoate and Simon Martin are available.

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