



# FPC PRESS RELEASE

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## **REFRESHING GUIDE TO FOOD SERVICE AND WHOLESALE SECTOR FOR UK GROWERS**

UK growers have a handy guide to understanding the food service and wholesale sector, thanks to Re:fresh 2011. Defra Minister James Paice launched the guide at the Re:fresh Conference today.

The simple guide is the product of recommendations made by Defra's Fruit and Vegetables Task Force which aims to increase UK production and consumption of fresh produce. The Fresh Produce Consortium and Nabma, the National Association of British Market Authorities, both members of the Task Force, identified the significant potential of the food service and wholesale sector, which accounts for a third of overall sales of fresh produce in the UK.

Speaking at the Re:fresh Conference, Agriculture Minister Jim Paice said: "We know we produce some of the best fresh food you can buy in this country and the public are more interested than ever in where their food comes from. This guide will help growers and wholesalers work together to recognise and use every opportunity to get our excellent fruit and vegetables on the British public's plate."

The guide gives practical advice to UK growers on how to approach food service companies and wholesalers, explains how they operate and their requirements. The guide is published in this year's edition of the Re:fresh Directory 2011.

“We are delighted that the Minister has launched the guide which will help UK growers make more of their opportunities to supply food service companies and wholesalers,” said Nigel Jenney, Chief Executive of the Fresh Produce Consortium. “Food service companies and wholesalers have a wealth of knowledge to share with UK growers, adding value and strengthening demand for their products in this significant sector.”

The fresh produce industry’s annual conference, Re:fresh, is organised by the Fresh Produce Consortium, the UK’s trade association for the fresh produce and cut flower industry, and trade magazine, The Fresh Produce Journal. The conference, sponsored by Prophet and Florette, was held at the Intercontinental London Park Lane.

#### **Notes for editors:**

1. 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.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. For more details about the Re:refresh Conference, Expo and Awards Dinner visit [www.refresh.uk.com](http://www.refresh.uk.com)
4. The comprehensive Re:refresh 2011 Directory produced by FPC and FPJ includes the Guide. For more information see: [www.freshinfo.com/directory](http://www.freshinfo.com/directory) The Directory include an extensive produce guide, complete listing of contact details for all key UK companies and organisations, review of the UK fresh produce industry, annual market data and statistics.
5. For an image of the Minister at Re:refresh 2011 contact [sian@freshproduce.org.uk](mailto:sian@freshproduce.org.uk)

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