

GROWN IN BRITAIN



YOUR GUIDE TO BRITISH FRESH PRODUCE

FOREWORD

Horticulture in the UK is a highly varied and innovative industry. It accounts for about 3% of the UK's croppable area yet its growers – all 4,000 or more of them – produce more than 300 types of vegetable, salad and fruit crops, to say nothing of a huge range of ornamental plants and flowers. It all adds up to a value of around £3 billion, or €3.6 billion.

Most growers produce to independently inspected assurance schemes ensuring the highest standards of traceability, quality and safety; and are working hard to use more environmentally sustainable methods.

Investment in research means British produce is tastier, fresher and more competitively grown than ever. The Horticultural Development Company (HDC), part of the Agriculture and Horticulture Development Board, undertakes much of this research – around 75 new projects are started each year – funded by a grower levy and guided by growers and their crop associations.

Grown in Britain introduces the depth and breadth of British horticulture and demonstrates the diversity of what we grow, and where and how we grow it.

For more information on any particular crop, please contact the relevant crop association – details are listed on page 25.



CONTENTS

- 4** Where in Britain?
- 6** Leafy salads
- 7** Watercress
- 8** Herbs
- 9** Celery
- 10** Tomatoes, cucumbers and peppers
- 11** Asparagus
- 12** Brassicas
- 14** Carrots, parsnips and other root vegetables
- 16** Alliums
- 18** Soft fruit
- 20** Apples and pears
- 22** Cherries and plums
- 23** Rhubarb
- 24** Flowers and plants
- 25** Crop association contact listings
- 27** Acknowledgements



WHERE IN BRITAIN?

Varied soils and a mild climate allow Britain to grow a wide range of crops to demanding specifications and schedules

A unique combination of diverse soils and temperate climate means Britain hosts some of the best growing conditions for fruit, vegetable and ornamental crops in the world. With its long horticultural tradition, a reputation for innovation, and the expertise of more than 4,000 growers, Britain is able to produce 300 types or more of field-scale and protected vegetable and salad crops, and tree and berry fruits as well as a wide range of ornamental plants and flowers.

The intensely competitive conditions of the home market ensure that British growers are second to none in their ability to produce crops to demanding quality specifications and marketing schedules for retail, restaurant, wholesale, food service and processing customers. They lead the field in the implementation of integrated crop management practices and in food assurance schemes that certify that produce is grown to independently inspected standards.

Horticultural crops are grown throughout the UK, from the south-west tip of Cornwall to the north-east of Scotland. However, there are some key heartlands which are renowned for either their historic or their evolving importance to horticulture.

Traditionally regarded as the 'garden of England', Kent is celebrated for the quality of fruit it supplies. Herefordshire in the West Midlands is equally well-

known for apples and pears and, more recently, asparagus and berries, while the Vale of Evesham in Worcestershire is an established area for plums and salad and vegetable crops. The rich, productive soils of Lincolnshire are the backbone to potato, brassica, onion and bulb flower growing – and, just to the south of this, the peaty, fenland soils around the estuary known as the Wash can take credit for a variety of salad crops.

The sandy soils of Norfolk and Suffolk are important for potatoes and carrots. The sands of Nottinghamshire are relative newcomers to root-crop production, yet now play a significant role in the supply of carrots, parsnips and potatoes.

In the south-west, Cornwall has a great tradition in winter and early season cropping, especially of cauliflower, potatoes and narcissus.

Yorkshire is the home of rhubarb production while, across the Pennines, the deep, rich soils of Lancashire's coastal area around Southport are ideal for vegetable and salad crops.

Growers in the Tay and Dee valleys in Scotland have a reputation for growing berries, alongside the areas' more traditional root and brassica crops.

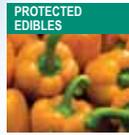
West Sussex, on the south coast, has some

of the highest light intensity levels in northern Europe and consequently has developed a significant glasshouse production area, as has Humberside in the north-east. Hertfordshire's Lea Valley has traditionally supplied London with tomatoes, cucumbers and peppers, grown under glass, and was also the source of much of the fresh produce enjoyed at the 2012 Olympic Games.

Organic production is now an important element in UK horticulture with crops grown on a wide range of scales, from smallholdings selling through farmers' markets and box schemes to national businesses supplying supermarkets.

Latest figures published by the government's Department for Environment, Food and Rural Affairs show 13,500ha of

vegetables, 2,000ha of fruit and nuts and 5,500ha of ornamental plants were grown in a certified organic system in the UK in 2011.



LEAFY SALADS

British growers have expanded their range with new varieties of lettuce and baby leaves, produced both outdoors and under glass, and new products such as pot-grown whole heads

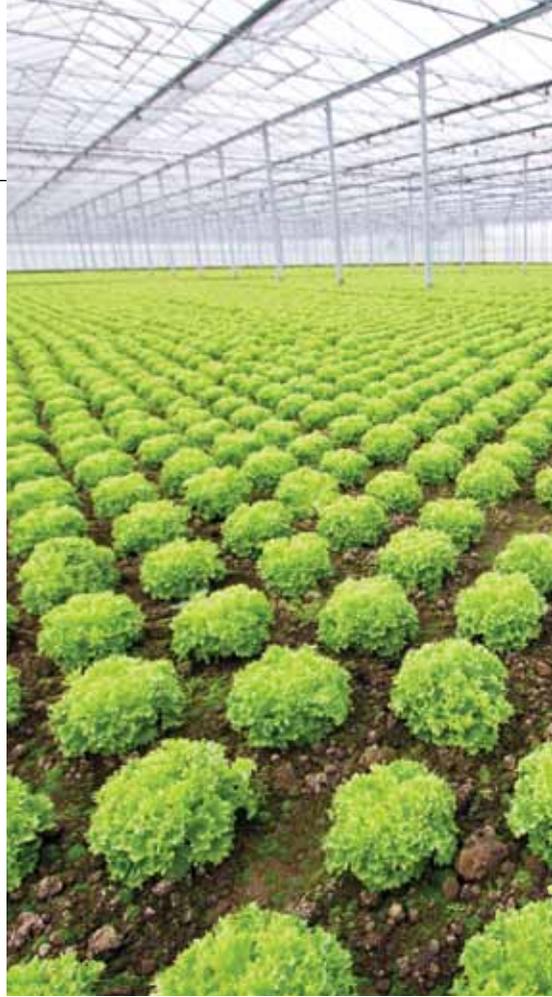
The range of salad leaves grown in the UK has been transformed over the last 10 years or so.

Where once the choice was limited to whole heads of iceberg, cos or butterhead, now more exotic types of loose-leaf lettuce such as lollo rosso, oak-leaf, endive and escarole feature along with prepacks of ready-to-eat baby leaves such as lambs lettuce, rocket, mizuna, red chard, radicchio, spinach and tat soi.

The UK climate is particularly suitable for field production of leafy salads as they grow best in an even temperature and many producers grow on land near the coast where the breeze keeps the summer temperatures down and the light is good. The season begins around mid May and finishes at the end of October.

Lettuce is also grown year-round under glass or in polythene-clad growing structures. Varieties planted in winter have been bred to grow well in short days and to need as little heat as possible while summer varieties have been bred to cope with higher temperatures.

The two main types of glasshouse lettuce are butterhead and 'curly' but a 'three heads in one' product, where one green and two



red-leaved varieties are grown tightly together in one rootball, are increasingly in demand, offering a mixture of leaf shapes and colours.

Glasshouse-grown lettuce is still commonly grown in the soil, sometimes planted through a polythene mulch to control weeds and moisture loss, but some growers have invested heavily in hydroponic systems. Lettuce grown in hydroponics can be sold with the roots intact, which enhances its shelf-life. Other new product lines for supermarket sales are pot-grown whole heads of lettuce or trays of growing cut-and-come-again leaves.



WATERCRESS

The health benefits of British watercress means it is attracting the interest of a new generation of consumers

Watercress has been grown commercially in England for at least 200 years and although its huge popularity has waned since the 1940s, it's now enjoying something of a revival since a group of growers got together to promote the plant's health benefits.

Nutritional analyses of watercress has shown it is rich in a range of vitamins, minerals and antioxidants, the highest of any common food. Various scientific studies have also shown watercress has a role to play in preventing cancer through its outstanding levels of isothiocyanates.

Marketing watercress in 'ready-to-eat' salad packs for maximum convenience for consumers has also helped demand – and it's sold in bags of mixed leaf salads too.

The main areas of production are Dorset and Hampshire in the south of England where chalk aquifers release the pure and mineral-rich spring waters vital to the way watercress is grown, rooted in shallow gravel beds. Growers work hard to farm according to environmental best practice and to promote wildlife conservation. For instance, they regularly fly falcons and hawks to scare away the pigeons that can decimate a crop and owls are encouraged to nest in the trees around the watercress beds to keep the mice population down. Their farms are also home to otters, water voles and kingfishers while the chalk streams they discharge to teem with wild brown trout.



HERBS

Culinary herbs are grown both in the field and now in pots under glass

For keen cooks without access to a garden or balcony, the development of specially grown living herbs in pots, now widely sold by supermarkets, has been a huge boon, adding to the extensive range of cut herbs already available to consumers.

Culinary herbs, such as parsley, basil and coriander, are grown in highly sophisticated glasshouses using advanced practices to control growth, for instance by brushing plants with rubber strips, and to control pests with natural predators and with traps. Herbs are also grown widely on a field-scale in the UK, using the latest techniques to ensure the highest production standards.

As well as pots, fresh herbs are marketed in prepacks, washed and cut, and frozen. Several companies have also introduced a range of 'micro' herbs and leaves – seedlings selected for their colour and intense flavour and harvested at between 10 and 25 days. These are sold cut or 'living' to both retailers and the food service sector.





CELERY

Celery is grown in several parts of Britain, with green varieties now favoured for their flavour and attractive appearance

Where once self-blanching was the main kind of celery grown, producers now plant primarily green varieties which British consumers demand for their flavour and appearance. Cropped mostly in the field, although some is grown in glasshouses, celery is marketed in the UK in three forms: as whole heads, as hearts, and as ready-to-eat separated 'sticks'.

Planting of outdoor crops starts at the beginning of March. Harvesting starts around the end of May and finishes in November.

G's Growers of Ely, Cambridgeshire, believed to be the largest producer of celery in Europe with a total of 1,000ha split between its UK and Spanish farms, is behind a revival in white celery grown in winter on the peaty soils

of the Fens in eastern England. This type of celery is produced in a traditional way, planted in June and July in wide rows separated by deep trenches at least 90cm apart, which contributes to its nuttier and sweeter flavour. During the autumn and early winter, the plants are progressively earthed up to protect them from frost and to keep the sticks white. Heads are harvested from September to December.

G's has applied to the European Commission for a protected geographical indication for Fenland celery as a mark of a regional speciality. Only three long-standing varieties are grown this way and production is restricted to certain parts of the counties of Cambridgeshire, Suffolk and Norfolk which have the right type of soil.

TOMATOES, CUCUMBERS AND PEPPERS

The UK leads in using biological solutions to pest and disease control

Tomato growing in the UK has changed considerably over the last 20 years or so in response to consumer demand for a quality product cropped in an environmentally sensitive, sustainable and safe way.

All significant production is in heated glasshouses, with fruit marketed from February to November. Supplementary lighting installed on about 12% of the crop area allows tomato growers to pick fruit every week of the year. Most crops are grown on rockwool, but increasingly this is being replaced by recycled organic materials such as coir and wood fibre. Organic tomatoes, planted in soil, now account for 7% of the commercial crop area.

Where once all tomatoes grown in the UK were the traditional 'round', or classic, type, now cherry, cocktail and plum varieties make up about half of the production area – and half of all tomatoes harvested are marketed left on the vine.

British tomato growers have paid a lot of attention to reducing waste and the amount of water and energy they need to use. But it is the development of biological control – the use of natural enemies to manage pests – where they can say they have led the world. Research continues to find biological solutions and better control strategies for both pests and diseases that may still need intervention by other means. For instance, improving humidity control and avoiding condensation

have been the subject of intensive research as a way of avoiding disease in the first place.

Cucumbers, sweet peppers and aubergines are grown to similarly high standards in hydroponic systems, using biological control and with the emphasis on finding ever more sustainable methods of production.

Cucumbers are picked from January to October, by replanting once or twice a season, and peppers are harvested from late March to mid November with peak production from June to August.



There's increasing consumer interest in chilli peppers at present, which are mainly grown under glass but also without protection on warmer southern sites and marketed conventionally and also as fruiting pot plants.





ASPARAGUS

The UK crop grows slowly for a full sweet flavour and fine texture

Asparagus has long been a traditional British crop, particularly in the Vale of Evesham in the West Midlands where its arrival each year is celebrated by a special festival. But increasing demand for local, seasonal produce together with new growing techniques has seen the area expand rapidly in recent years, to almost 2,000ha in 2012. And because the UK's climate is cooler compared with other asparagus-growing areas of the world, our crop grows more slowly, which gives it a full sweet flavour and a fine, tender texture much prized by chefs.

The UK mainly grows green asparagus. Until recently growers have relied on white varieties but now are also planting varieties that have been bred for green asparagus production. In fact, England hosts what is

believed to be the world's largest asparagus variety trials, at Hargreaves Plants in Norfolk.

Production is now more widely spread with growers in the south of England starting to harvest in early to mid April, finishing late June to give plants time to recover for the following year; the crop is even produced as far north as Scotland, where growers begin harvesting a few days later. Spears are available even earlier where growers have invested in polythene tunnels and cloches, which advance the crop by three to four weeks, and a small area is using underground heating which is giving limited production from early February. A new variety and a different production system is allowing one UK grower to harvest in the autumn as well.

BRASSICAS

Britain's geography and climate enables growers to produce a wide range of cabbage, cauliflower, broccoli, Brussels sprouts and kale

At more than 30,000ha, brassicas are one of the UK's biggest vegetable categories with production stretching from Scotland in the north to Cornwall in the south-west, where growers have the advantage of an earlier season because of the county's mild winter climate. The biggest acreage is to be found in the vegetable-growing heartland of Lincolnshire.

A wide range of cabbage is grown: white and red for long-term storage; pointed cabbage which is harvested between February and November; and the winter crops of savoy and January King. Also available in winter is curly-leaved kale and, more recently, cavolo nero or black cabbage.

Thanks to the spread of production, cauliflower is harvested year-round. Standard white cauliflower accounts for most of the area planted, some grown as 'baby' vegetables for prepacks, although coloured varieties are beginning to make an appearance.

Since broccoli, known also as calabrese, was first planted in the UK in the 1980s, its area quickly increased as consumers appreciated its flavour and versatility. It is in season from May to November. Sprouting broccoli has become more popular, too, thanks to breeders who have given the vegetable a sweeter flavour.

As newer types of vegetables have found favour with consumers, so the area of Brussels sprouts has suffered but it is still a major UK crop and sold in a variety of formats – loose, in nets, on the stem, and fully prepared.





British breeding company Tozer Seeds has also invented a sprout with a twist – by crossing it with kale. The result, the Flower Sprout, is a rosette of green and purple frilly leaves with a mild, sweet flavour which has been shortlisted for Fruit Logistica’s Innovation Award 2013.

The uses that brassicas can be put to is likely to change again as British breeders work on various speciality leaves for their potential to inject colour, flavour and texture into salad or stir-fry packs.



CARROTS, PARSNIPS AND OTHER ROOT

British carrots are available year-round and now marketed grated, sliced or diced in ready-to-use packs to meet today's demand for convenience

With more than 11,000ha drilled each year, carrots are one of the UK's most extensively grown crops.

Because of the technique of 'strawing' crops to protect them in winter, which was adopted in the 1990s, and because production is spread over several regions which have the necessary free-draining soils, British carrots are available year-round, from early to mid June, when the new season starts, to the following May.

Suffolk, Norfolk and Cambridgeshire in the east of England and Lancashire and Yorkshire in the north are the main production areas but over the years Nottinghamshire in the East Midlands and Scotland have become important too, particularly for the overwintered crop.

Carrots grown to stand in the ground, so they can be lifted fresh to satisfy demand in the winter, are protected from frost by a thick layer of straw which is laid in the autumn.



VEGETABLES

A revolution has also taken place in the way the crop is marketed. As well as loose, new-season bunched and baby carrots, the increasing demand for convenience is met by packs of ready-to-use grated, sliced or diced carrots or carrot batons. Organic carrots are also widely available.

Other root crops which are traditionally grown in the UK are parsnips, swede and beetroot. Although parsnips are typically associated with Christmas, they can be supplied year-round. Like carrots, they need a free-draining sandy soil and are strawed over winter, not so much to protect them from frost, which actually gives them a sweeter taste, but to help growers lift them out of the ground.

Important areas for growing swede are Devon in the south-west, Yorkshire and Scotland, a geographical spread which helps to extend the harvest to 10 months of the year.



Where once beetroot was only available 'raw' for consumers to take home and cook themselves, or pickled in jars, now it comes ready cooked or in baby or cocktail sizes which have been dipped in marinades. Beetroot juice is also now being marketed as a sports drink.



ALLIUMS

By using different storage facilities, brown onions are available virtually year-round while red and sweet types have joined the national crop

Brown onions are the mainstay of the UK's onion crop but red-skinned varieties have become more popular, accounting for around 20% of the total 9,400ha grown. Production is concentrated in the region of East Anglia and the counties of Cambridgeshire, Bedfordshire, Lincolnshire, Nottinghamshire and Kent.

About a third of the crop is grown from sets which are ready to lift from mid July with maincrop spring-drilled varieties harvested in late August and September, having been sown in March and April. Growers have invested heavily in drying and storage facilities and by using different storage methods, the British product is available nearly year-round: onions from ambient storage are marketed from August to February; onions from cold store are marketed from February to June; and onions in controlled atmosphere stores fill the June and July gap.

One company has recently installed near infra-red monitoring equipment, long used to detect internal defects in fruit, to raise quality standards further.

A relatively new addition to the UK-grown onion category is a milder type, the Supasweet, developed to suit UK growing conditions. The Supasweet was the result of a collaborative project between researchers, growers and retailers, which also gave the UK industry a way to assess and measure the flavour of onions so quality can be objectively controlled.

Traditional round and banana shallots are also grown, planted in March, harvested in July and August and available from stores until June.





Garlic is mainly confined to England's southern counties, although one producer is growing it very successfully in the Highlands of Scotland, using the variety Porcelain Hardneck. Both green and red spring, or salad, onions are grown, the winter hardiness of some varieties allowing the crop to be sold year-round.

Leeks are a traditional winter vegetable but are actually available for 11 months of the year, from early July to May, grown on 1,700ha. The British climate is ideally suited to growing the crop and most varieties are hardy enough to remain in the ground throughout winter.



SOFT FRUIT

Covered cropping and careful water management mean British berries are among the best tasting in Europe

Bringing much of the national production of soft fruit under cover – into glasshouses or temporary plastic tunnels – has transformed the quality and availability of strawberries and raspberries grown in the UK.

Before then, fresh British-grown berries could only be bought in high summer and most were used in jam or other types of processing. Now,

the majority of the soft fruit sold through supermarkets is grown under protection. The season has been extended, demand has increased fast and growers have invested in new plantings. Over the last 10 years, the area down to strawberries has increased by 50%, to around 5,000ha, while raspberries are up by 25% to almost 1,700ha.

Today, British strawberries are available from April to December and raspberries from June to November.

Making sure they are using the best varieties around is vital to growers. Because of its reliability, shelf-life and quality, Elsanta is still the most extensively planted strawberry but many other new ones are grown, some of which have been bred in the UK. Growers are actively funding research to find ways of growing strawberries and raspberries in more sustainable ways, for instance by using less water.

Commercially grown blueberries and blackberries are relative newcomers to the range of soft fruit produced in the UK.

British blueberries are said to have the longest season in the world, with picking





of glasshouse-grown crops starting in May and the Scottish plantations finishing in late autumn. A research project in Scotland is looking at the seasonality of 40 different varieties at five locations around the UK. The different elements of fruit quality, such as size, colour, and juice content, are being examined so that those with the most appropriate qualities can be identified for UK cropping.

The British blackberry season begins in June, reaches its peak in August and continues until November.

The area of blackcurrants is more than 1,500ha with 90% of the British crop going into making juice.



APPLES AND PEARS

British fruit has always had a reputation for flavour – planting more intensive orchards is now making it even more competitive too

British apples have long been renowned for their outstanding taste and flavour. This is due mainly to the mild climate in Britain, which offers regular rainfall and moderate temperatures over a long growing season, allowing the fruit to develop relatively slowly.

In the UK, the best known home-grown apple variety is probably Cox's Orange Pippin, which dates back to 1850 and is still the nation's favourite. But since the 1990s, growers have been planting newer varieties, such as Gala, second only to Cox in terms of annual production, Braeburn, Jazz, Kanzi, Rubens, Cameo and Zari. Such is the spread of varieties that the first new season apples become available in early August, with Discovery, and continue into May, with Braeburn and Jazz out of storage.

UK apple production is also well-known for Bramley's Seedling, which remains unrivalled as a culinary apple because it keeps its flavour after cooking. Bramleys are only grown commercially in the UK and are available year-round.

The introduction of the latest varieties coincided with stronger demand from both consumers and retailers for 'locally grown' apples, which has led



growers to invest in new, highly productive orchards and new packhouses and cold stores. Research has concentrated on improving crop quality, on how best to store fruit and on integrated management of pests and diseases – dramatically cutting the use of chemicals. As a result, there has been a massive revival in the apple industry in England over the last 10 years.

Pear production in the UK is dominated by the variety Conference, which is available from September to May. But, as with apples, interest in locally grown fruit is beginning to see growers invest in new, more intensive orchards and new varieties such as the Dutch Comice clone Sweet Sensation.

COBNUTS

Tender, sweet cobnuts, a cultivated variety of hazelnut grown mainly in England's southern counties, are an English speciality and the UK's only commercial nut crop. They are sold fresh, rather than dried as most other nuts are, and harvested either green, in mid August, or after the shells have turned brown, by October. The industry is small but is undergoing something of a regeneration.



BACKED BY WORLD-CLASS R&D

East Malling Research in Kent has been responsible for some of the world's most important research in fruit crops over the 100 years since it was established and its work has resulted in a range of developments which have been widely taken up, for instance in new rootstocks, post-harvest storage and pest and disease control.

More recently, East Malling Research is home to a new Conference pear orchard which is showing UK growers how new growing techniques and intensive plantings could make pear production more viable while a new cherry orchard (pictured above) is demonstrating the performance of eight varieties on a combination of two dwarfing rootstocks with different tree spacings and training.

CHERRIES AND PLUMS

Adoption of modern orchard systems has made the UK crop increasingly competitive

The renewed interest in UK sweet cherry production dates back to the 1990s when growers began to use modern orchard systems to help them to harvest high quality fruit more reliably and over a longer season.

By planting trees grown on dwarfing Gisela rootstocks, orchards became easier to manage as well as feasible to net to protect from birds. And some growers have found it worthwhile covering trees with polytunnels as cherries are particularly vulnerable to rain damage. As a result, the fruit, which is grown in the West Midlands, eastern counties and in Kent, has met a strong demand and the area of cherries is increasing year on year.



Kent and the West Midlands are the two main production areas for plums. The season starts with the variety Opal in July, goes on to Victoria which is available from mid August/early September, and finishes with Marjorie's Seedling in late August/early September. Victoria – a classic UK variety – accounts for about half of all plums grown.

Kent and the West Midlands are the two main production areas for plums. The season starts with the variety Opal in July, goes on to Victoria which is available from mid August/early September, and finishes with Marjorie's Seedling in late August/early September. Victoria – a classic UK variety – accounts for about half of all plums grown.



Growers have funded trials to find better rootstocks of both cherries and plums. In cherries they are looking for stocks that are more dwarfing even than Gisela and so more suited to production in tunnels, and that perform better on heavy clay soils, and also for dwarfing stocks that induce trees to bear a larger size of fruit. For plums, they look for dwarfing rootstocks to plant in high density systems and that induce high yields of large fruit.

Variety trials have also been run in both types of fruit, for more consistent cropping and for fruit with a longer shelf-life.

RHUBARB

There's a resurgence of interest in rhubarb, particularly the delicately flavoured forced stems available from December to March

There are not many fruits or vegetables that have become a tourist attraction in the UK but rhubarb is one of them. While it is grown outdoors in various parts of the UK, such is the crop's historic connection with the county of West Yorkshire, that the area where production is concentrated is known as the 'rhubarb triangle' and one farm regularly hosts groups of visitors who can see how the crop is grown.

Like some other traditional fruits and vegetables, UK rhubarb production has suffered at the hands of more exotic

produce. But thanks to promotion by high-profile chefs, it is attracting renewed interest, especially for the forced crop which is available to the trade from December to the end of March.

Yorkshire forced rhubarb, which features a particularly delicate and less acidic flavour than its counterparts when cooked, has been granted a protected designation of origin by the EU which acknowledges the importance of the location and the growers' techniques, which includes harvesting by candlelight, to the product's distinctiveness.



FLOWERS AND PLANTS

Daffodil bulbs and flowers are among the best-known of UK ornamental horticulture's exports but there's a huge diversity of seasonal flowers and garden plants available too

Few British households go without a display of daffodils in their gardens or vases each year but these flowers are enjoyed by many people around the world, too, thanks to the skill of British growers. Daffodil bulbs and flowers are probably the most valuable export for Britain's ornamental horticulture industry. Exports account for about half of UK production, worth more than £20 million to the UK economy.

Production is split between the south-west of England, eastern England and Scotland. The mild, frost-free climate in Cornwall and the Isles of Scilly favours early production of flowers. The Isles of Scilly, off the south-western tip of Cornwall, are particularly well known for the scented multi-headed varieties Soleil d'Or and Paper White. By using techniques such as covering crops with polythene sheeting, 'Sols' can be harvested from November to February.

The main outdoor Cornish flower crop begins around Christmas and in earnest in mid January, often using new early flowering varieties. Flowers grown in the eastern counties of Lincolnshire and Norfolk then take over, followed by Scotland which sees the supply through to the end of April.

Britain has a vibrant and diverse production of ornamental plants and seasonal cut flowers too. There are more than 600 nurseries growing trees, shrubs and herbaceous perennials for garden centres, multiple retailers, landscapers and public authorities; and at least 100 growers producing seasonal bedding and pot plants under glass. There's an increasing interest in seasonal cut flowers grown in the open or in polytunnels and a number of growers are now supplying them to supermarkets.



FOR MORE INFORMATION

More information on the various crops grown in Britain can be obtained from the following crop associations and grower groups. Most were formed to raise production standards and help to direct grower-funded research and development. Another key aim is to promote the British industry and many associations now fund their own consumer campaigns.

The British Growers Association represents and promotes UK growers, concentrating on vegetables and salads, and works with many of the individual crop associations.

Asparagus Growers Association

www.british-asparagus.co.uk

Promoting the British asparagus season and the producers who grow the crop

Association of Liner Producers

www.alp.org.uk

Eight growers of nursery stock liners working to a code of practice

Brassica Growers Association

www.loveyourgreens.co.uk

Represents growers of broccoli, Brussels sprouts, cabbage, cauliflower, and swede

British Carrot Growers Association

www.britishcarrots.co.uk

Represents growers of carrots and parsnips

British Daffodil Growers Association

adrian.jansen@lingardenbulbs.co.uk

Formed to raise the profile of British daffodil growers

British Growers Association

www.britishgrowers.org

The British Growers website carries facts, figures and news about horticultural production in Britain

British Herb Trades Association

www.bhta.org.uk

Represents producers of medicinal, culinary, and garden pot herbs and of essential oils

British Leafy Salads Association

www.britishleafysalads.co.uk

Information on how leafy salad crops are grown and harvested

British Onion Producers Association

www.britishonions.co.uk

Its aims are to improve quality standards and ensure year-round continuity of British onions

British Protected Ornamentals Association

www.bpoaonline.co.uk

BPOA members grow bedding plants, pot plants, cut flowers and other ornamentals under protection

British Tomato Growers Association

www.britishtomatoes.co.uk

Growing practices, research priorities and growers' approach to environmental issues

Cucumber Growers Association

www.cucumbergrowers.co.uk

Information on the UK cucumber industry

English Apples and Pears

www.englishapplesandpears.co.uk

Apple and pear production in England, the varieties grown and when they are available

Horticultural Trades Association

The Horticultural Trades Association (HTA) is dedicated to help develop the garden industry and its member businesses, including most garden centres and other garden retailers, growers, landscapers, manufacturers and suppliers. It operates a number of groups that represent the interests of specialist areas, which include:

HTA British Conifer Group

www.conifers.org.uk

HTA British Rose Group

www.the-hta.org.uk/page.php?pageid=78

HTA Seasonal Plants Group

www.the-hta.org.uk/page.php?pageid=504

HTA Tree and Hedging Group

www.the-hta.org.uk/page.php?pageid=58

Leek Growers Association

www.britishleeks.co.uk

Represents growers of leeks

Pepper Technology Group

www.peppertechnologygroup.co.uk

An association of pepper growers set up to promote sustainable and effective methods of crop protection, to develop efficient alternative sources of energy and water and provide information to consumers on peppers and pepper growing

Plant Propagators

www.plantpropagators.com

Represents vegetable and salad plant propagators

The Watercress Alliance

www.watercress.co.uk

Formed to promote the taste and health benefits of watercress

PHOTOGRAPHIC CREDITS/COPYRIGHT

British Summer Fruits, p19 raspberry
East Malling Research, front cover and
p3 apples and strawberries; p18; p20;
p21 cherry orchard

Frank P Matthews Ltd, p21 cobnuts
The Fresh Herb Company, front cover
pot herb; p8

Gary Naylor, front cover and p6 lettuce
crop; front cover, p3 and p24 daffodil crop

iStock/ContractPhoto, front cover and
p15 beetroot tops

iStock/stocknshares, p22 cherry picking

iStock/ShutterBug, front cover
rhubarb; p23

Meiosis, p19 blackberry

The Watercress Alliance, p7 watercress

www.british-asparagus.co.uk,
p2 asparagus; p11

www.britishcarrots.co.uk, p14;

p15 harvesting parsnips

www.britishleeks.co.uk, p17
close-up of leeks

www.britishonions.co.uk, p16

www.lovecelery.co.uk, front cover
celery; p9

www.loveyourgreens.co.uk,

p13 savoy cabbage

www.thinkvegetables.co.uk,
front cover peppers and tomatoes; p2
tomatoes; p10

All other pictures copyright of HDC or
Shaddick & Gunn

Published by the Horticultural Development Company as a supplement to HDC News

Concept: Ruth Ashfield

Editorial production: Shaddick & Gunn

© Agriculture and Horticulture Development Board 2013

While the Agriculture and Horticulture Development Board, operating through its HDC division, seeks to ensure that the information contained within this document is accurate at the time of printing, no warranty is given in respect thereof and, to the maximum extent permitted by law, the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.

This publication is not sponsored, endorsed or administered by any of the organisations mentioned. Any mention of individual companies is for information purposes only and does not imply endorsement; omission does not imply criticism.

This publication is valued at £25 and was produced for Fruit Logistica 2013.

HDC is a division of the Agriculture and Horticulture Development Board.

HDC

The Agriculture and Horticulture Development Board

Stoneleigh Park

Kenilworth

Warwickshire

CV8 2TL

Tel: + 44 (0) 247 669 2051

Email: hdc@hdc.ahdb.org.uk

www.hdc.org.uk