

Celebrating *British Produce*



freshdirect™
a Sysco company

 **Best of
British**

**Love
British
Food** 

Best of British

At Fresh Direct, we take pride in working closely with British growers and producers to bring you the very best in fresh, seasonal ingredients. Sourcing from expert suppliers across the UK, our Best of British range champions high-quality, responsibly grown produce that celebrates Britain's rich food heritage.

From sweet Isle of Wight tomatoes and vibrant British rhubarb to crisp salads and colourful rainbow chantenay carrots, our expert procurement team carefully selects ingredients across their seasonal peak.

With a strong focus on seasonality and sustainability, we're committed to supporting British agriculture all year round while ensuring our customers receive the freshest, most flavourful produce available. Whether you're crafting light summer dishes or hearty winter plates, our Best of British range provides the quality and provenance your menus deserve.



Watch our [Best of British video](#)

Berries



Code	Product	Pack	Supplier	County/ Region	Expected British season
5001738	Blackberries	1x225g	Driscoll's	Kent + other	July - Sept
591248	Blueberries	1x300g	Driscoll's	Kent + other	Aug - Sept
5001527	Raspberries	1x225g	Driscoll's	Kent + other	May - Oct
66751	Strawberries	1x400g	Driscoll's	Kent + other	June - Oct



Lettuce/ Leaf

Code	Product	Pack	Supplier	County/ Region	Expected British season
5001984	British Rocket	1x150g	Grow up Farms	Kent	All-year-round
1084391	Zesty Salad Bag	1x80g	Grow up Farms	Kent	All-year-round

Root Vegetables / Potatoes

Code	Product	Pack	Supplier	County/ Region	Expected British season
579515	Rainbow Chantenay Carrots	1x5kg	Freshgro	Nottinghamshire	Sept - Mar
480714	Piccolo Parsnips	1x4kg	Freshgro	Nottinghamshire	Oct - Mar
107774	Chefs Choice Chipping and Roasting Potato	1x20kg	Linwoods	Cambridgeshire	All-year-round
5001687	Jersey Royals	1x6kg	Nationwide Produce	Jersey	May - July





Micro Leaf / Herbs

Code	Product	Pack	Supplier	County/ Region	Expected British season
22761	Micro Garlic Chives	1x30g	Westlands	Evesham	All-year-round
22881	Micro Coriander	1x30g	Westlands	Evesham	All-year-round
22891	Micro Green Basil	1x30g	Westlands	Evesham	All-year-round
22861	Micro Purple Basil	16x30g	Westlands	Evesham	All-year-round
22831	Micro Watercress	1x30g	Westlands	Evesham	All-year-round
107918	British Baby watercress	1x250g	Westlands	Evesham	All-year-round
310230	Micro Mint	1x20g	Westlands	Evesham	All-year-round
156781	Micro Salad Rocket	1x30g	Westlands	Evesham	All-year-round



Code	Product	Pack	Supplier	County/ Region	Expected British season
3100151	Flowers Edible	1x20g	Westlands	Evesham	All-year-round
103211	Micro Red Amaranth	1x25g	Westlands	Evesham	All-year-round
8912751	Pea Shoots	1x100g	Westlands	Evesham	All-year-round
103261	Micro Sorrel, Red Vein	1x20g	Westlands	Evesham	All-year-round
3100141	Viola Edible Flowers	1x5g	Westlands	Evesham	All-year-round
1081331	Strawberry Mint	1x30g	Westlands	Evesham	All-year-round
22941	Micro Red Chard	1x30g	Westlands	Evesham	All-year-round
452911	Samphire	1x100g	Westlands	Evesham	All-year-round
1074471	Cornflower Edible Flowers	1x15g	Westlands	Evesham	All-year-round



Tomatoes

Code	Product	Pack	Supplier	County/ Region	Expected British season
300091	British Isle of Wight Red Cherry Tomatoes	1x250g	Isle of Wight Tomatoes	Isle of Wight	April - Oct
146258	British Isle of Wight Yellow Cherry Tomatoes	1x250g	Isle of Wight Tomatoes	Isle of Wight	April - Oct
5001752	British Isle of Wight Red Cherry on the Vine	1x250g	Isle of Wight Tomatoes	Isle of Wight	April - Oct
300086	British Isle of Wight Mixed Baby Plum Tomatoes	1x5kg	Isle of Wight Tomatoes	Isle of Wight	April - Oct
5001756	British Isle of Wight Beef Tomatoes	1x3kg	Isle of Wight Tomatoes	Isle of Wight	April - Oct
310052	British Isle of Wight Heirloom Tomatoes	1x3kg	Isle of Wight Tomatoes	Isle of Wight	April - Oct
108415	British Isle of Wight Heirloom Tomatoes	1x1.5kg	Isle of Wight Tomatoes	Isle of Wight	April - Oct
310108	Coeur de Boeuf Tomatoes	1x3kg	Isle of Wight Tomatoes	Isle of Wight	April - Oct



Brassicas

Codes	Product	Pack	Supplier	County/ Region	Expected British season
156421	Cauliflower	1x1	PC Thorolds/Peloton Produce/Riviera Produce/ Lincolnshire Field Products	Various	AYR, June to October best months . In winter may need to import
1082831	CauliShoots®	1x500g	Barfoots	Sussex	May - Oct
32541	Tenderstem ® Broccoli	1x500g	Barfoots	Sussex	May - Oct



Vegetables

Codes	Product	Pack	Supplier	County/ Region	Expected British season
1074851	Asparagus	1x500g	Barfoots	Evesham	April - June
22815	Beansprouts	1x5kg	JPAO	Bedfordshire	All-year-round
228112	Beansprouts	12x350g	JPAO	Bedfordshire	All-year-round
34755	Green Courgettes	1x5kg	Barfoots	Sussex	June - Oct

Exotic Fruit

Code	Product	Pack	Supplier	County/ Region	Expected British season
158601	Outdoor Rhubarb	1x2kg	Hammond Produce	Nottinghamshire	April-Sept



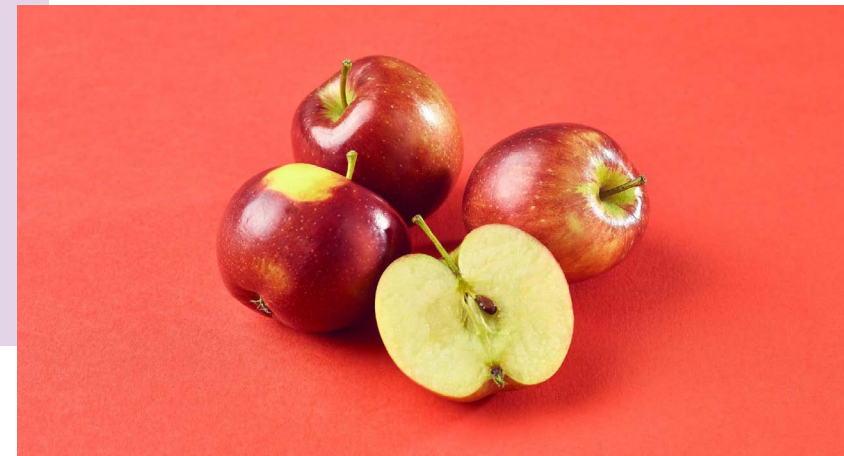
Mushrooms

Code	Product	Pack	Supplier	County/ Region	Expected British season
1074871	Maitake Mushroom	1x500g	Livesey Brothers	Leicestershire	All-year-round



Top Fruit

Code	Product	Pack	Supplier	County/ Region	Expected British season
107689	British Bi-colour Apples	1x8	Degroot/Ditchells Farm	Kent	Sept - Mar
107690	British Bi-colour Apples	1x12kg	Degroot/Ditchells Farm	Kent	Sept - Mar



Supporting British growers

1. Barfoots
2. Ditchells Farm
3. Driscoll's
4. Freshgro
5. Grow Up Farms
6. Hammond Produce
7. Isle of Wight Tomatoes
8. JPAO
9. Lincolnshire Field Products
10. Linwoods
11. Livesey Brothers
12. Nationwide Produce
13. PC Thorolds
14. Peloton Produce
15. Planet Produce
16. Red Star Growers
17. Riviera Produce
18. Westlands



All videos available online at
www.freshdirect.co.uk/our-suppliers/

Barfoots

Location

Bognor Regis

Produce

CauliShoots®, chillies, Freshlock® jacket potato, green asparagus, green beans, purple sprouting broccoli, purple sweet potato, Tenderstem® broccoli, sweetcorn



Their story

Barfoots has operated as a family-owned business since it began in 1976. As growers, they believe in improving their impact on the world while producing delicious, nutritious vegetables, and they put sustainability at the core of their business.

Sustainability

Barfoots founder, Peter Barfoot, has a CBE for Services to Sustainable Farming, highlighting their expertise in sustainable agriculture and a desire to 'do better'.

They are self-sufficient, investing in sustainable waste management with anaerobic digestion at the heart of this commitment. They actually produce much more energy than they need for their factories and fields!

Recent technology that extends the shelf life of their Freshlock® sweetcorn and jacket potato, which in turn reduces waste, is one of multiple successful initiatives they operate. Not only this, but they also contribute to a number of schemes to relieve food poverty and reduce food waste.



GrowUp Farms

Location

Kent & Cambridge

Produce

Lettuce leaves, rocket

Their story

GrowUp grow, harvest and pack, all in the same place – from seed to plate, they shorten the supply chain and only grow in the UK, reducing emissions and waste. What started as a small idea nine years ago has now blossomed into a £100m investment in Pepperness, their vertical farm located in Sandwich, Kent.

Sustainability

GrowUp builds their farms with renewable energy at the forefront, eliminating the need for non-green energy sources to grow plants. Pepperness, in Kent, strategically neighbours a bioenergy facility, providing access to 100% green heat and energy. This ensures perfect growing conditions without having to rely on environmentally harmful fossil fuels.

GrowUp Farms is a certified B Corp, with on-site renewable electricity and low carbon production.

Certified



Corporation

Driscoll's

Location

Kent & Staffordshire

Produce

Strawberries, Raspberries, Blackberries, Blueberries, Cranberries & Plums



Behind the berries

Driscoll's began in the early 1900's and grew into the global brand it is today, providing the freshest, best quality berries on the market, from multiple locations all over Britain.

Since 2020, Driscoll's have partnered with Fresh Direct, with all packaging co-branded to further strengthen the partnership.

Innovations in sustainability

Driscoll's are on a journey to reduce the use of single-use plastic, via new punnets made of recyclable paper packaging.

The new paper packs use around 90 per cent less plastic, compared to previous plastic packaging. This represents a plastic saving for Fresh Direct's customers totalling 47.5 tonnes per year.

They've built soil stores, planted acres of nectar-rich crops for bees, introduced owl boxes and planted over 800 metres of new hedging.

Fresh Gro

Produce

Root Veg

Their story

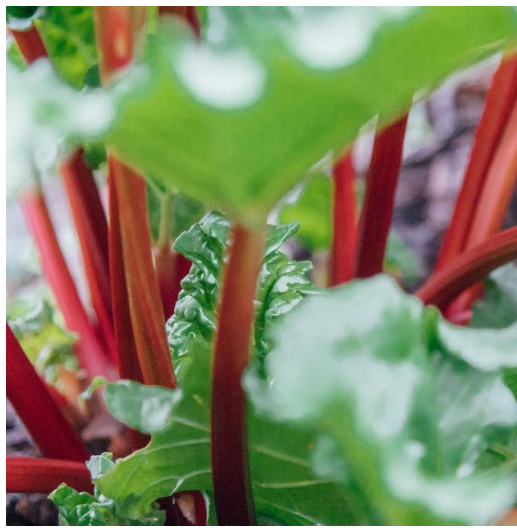
Founded in 1998 by ten farmers, Fresh Growers Ltd pioneered bringing Chantenay carrots back to the UK and now supplies over 90% of the UK Chantenay market.

Martin Evans, CEO, says “The future will bring more innovation and we are not just satisfied with keeping up with progress we feel it is important that we have a hand in creating progress.”

Sustainability

Central to Fresh Gro's sustainability journey has been the creation of the world's first carbon neutral carrot. They have also achieved carbon neutral status by reducing energy usage from field to the factory, where wind turbine and solar power create more energy that it requires to run it. In addition, it has focused on reducing food miles and improving the efficiency of the transport network.





Hammond Produce

Location

Nottinghamshire

Produce

Carrots, Kale, Leeks, Parsnips, Potatoes, Rhubarb, Savoy Cabbage, Spring Greens, Squash

Their story

The Hammond family have been farming in the UK since 1900. They produce over 50,000 tonnes of fresh British vegetables every year.

Expert British growers

A combination of expertise, planning, good-quality root crops, optimum soil conditions, planting precision and controlling pests allows for consistent supply of produce to Fresh Direct year-round.

Sustainability

'We are constantly trying to make the environment better for us and the wildlife that lives here.'
Their integrated approach to farm management is typified by their LEAF, Red Tractor and BRC accreditation. Hammond Produce is proud to be the home to 12 species of bird from the Endangered 'Red' List.

Isle of Wight Tomatoes

Location

Isle of Wight

Produce (Apr - Oct)

Aubergines, padron peppers, tomatoes

Where it began

Formerly 'The Tomato Stall', founded in 2007, Isle of Wight Tomatoes grows tomatoes renowned for their excellent flavour and innovation, grown on the island with the most hours of sunshine in the UK.

Innovation

'Zero waste, maximum taste.' Fruit is fully developed on the vine, providing maximum ripeness, higher sugar content and fuller flavour.

The company works alongside seed companies globally to create and trial over 200 new varieties to seek the best varieties for the future.



Sustainability

Isle of Wight Tomatoes encourages native bumblebees to pollinate 40 varieties of tomato across 27 hectares of glasshouses, using a closed-loop biodegradable system. This means all crop waste is recycled to enrich the organic soil.

Rainwater is stored and used in the growing process, with excess heat and CO2 from local power generators used to heat glasshouses and reduce emissions.





Livesey Brothers

Location

Leicestershire

Produce

Oyster, Shiitake, Eryngi and Maitake mushrooms

Their story

Livesey Brothers is a Leicestershire-based family-run mushroom farm that offers 100% British produce to major organisations across the UK, including us! They have grown significantly over the years and specialise in growing exotic mushrooms not commonly found in the UK, making them a very special and unique supplier.



Sustainability

Livesey Brothers stands out for its commitment to sustainability. By producing their own growing substrates, they eliminate the need for external materials. On-site, their mushrooms grow naturally on dead or decaying trees, replicating miniature trunks and logs, speeding up the process by consuming wood. This means the leftover substrate can be used to promote natural rotting when spread onto fields.

Collaborating with Fresh Direct, Livesey Brothers is now producing a range of woodland mushrooms, utilising reused packaging to ensure it is recycled and returned multiple times, eliminating any need for single-use plastics. They have also recently invested in solar energy to reduce their electricity and, therefore, their carbon footprint.

Peloton Produce

Location

Lincolnshire

Produce

Cauliflower, Broccoli, Kale and Savoy Cabbage

Their story

Based in Lincolnshire, and having only formed in 2020, Peloton has already gained a formidable reputation for producing some of the finest crops in the country. The great mix of nutrients in the soil allows Peloton to plant two crops a year and maximise the use of the land, producing a fantastic range of brassicas that Fresh Direct delivers to your doorstep, alongside hundreds of other top quality British products.

Sustainability

Sustainability plays an important role at Peloton, as the early crop is grown under polythene, but unlike some other growers, their process ensures that the polythene is made so that it can be reused for several years, until it's finally recycled and reused. The company is also focused on the peat that is used in brassica production, experimenting with wood fibres to try to reduce the amount it uses.



Innovation

Peloton are at the forefront of technology, automating the planting process, removing the reliance on hard-to-find labour and creating a uniform planting process to maximise the acreage across the farm.





PC Thorolds

Location

Lincolnshire

Produce

Broccoli, White and Red Cabbage, Cauliflower, Sweetheart Pointed Cabbage and Brussel Sprouts

Their story

PC Thorold is now unrecognisable from the 18-acre County Council smallholding taken on by Cecil and Jean Thorold in the 1940s. They currently grow approximately 3000 acres of vegetables within a 12-mile radius, the main crop production areas are in Gosberton on some of the best arable land in County.

Environment

PC Thorolds use their resources effectively to help deliver and meet environmental targets. Integrated Farm Management helps them set targets, monitor them and make sure they are running their farms like they want to and as they should do. Sustainability, efficiency, profit and enjoyment are core elements of the processes they put in place.

They've built soil stores, planted acres of nectar-rich crops for bees, introduced owl boxes and planted over 800 metres of new hedging.

Westlands

Location

Evesham

Produce

Speciality Tomatoes, Leaves, Edible Flowers, Micro Leaf, Tender Leaf, Samphire & Other Sea Vegetables

Their story

With over 150 product lines to boast about and 80 years of expertise behind them, Westlands Nurseries bring market leading innovation, and world-class produce into foodservice kitchens nationwide.

All Westland products are UK grown and they are proud to be the only commercial grower of Samphire in the UK.





Sustainability

Westlands pride themselves in investing time into the planet, and the community. This is backed by Red Tractor, LEAF and BRC accreditations.

The nurseries benefit from renewable energy, combining heat and power to generate electricity around the Evesham site and to heat the greenhouses, saving unnecessary burning of gases. Rainwater is collected from the roofs of the glasshouses and stored in an open reservoir. This is then treated to be used in the irrigation of crops. Water management systems are a high priority for Westlands. All water that has been recycled gets nutrients added for optimal crop growth.

freshdirect.co.uk

0344 873 0868 |  

Registered Office: Enterprise House, Eureka Business Park,
Ashford, Kent, TN25 4AG - Registration No. 03053702

