

Freshview Journal

Edition 3

Summer

FRESHVIEW
Foods Ltd

Contents

3-4

Cook the seasons

Seasonal updates for your menus

5

Chef in the spotlight

Meet this issues featured chef

6

Specialist supplier spotlight

Gills Puddings

7-8

Market forces update

Dairy updates, why prices are escalating

8

Win a premium chef jacket

Make sure your name is in the hat to win a premium chef jacket!

9

Freshview hero spotlight

A q&a spotlight on one of our Freshview heroes

10

Seasonal inspirations

Two inspirational summer recipes

11

Get in touch

Follow us on social media

Cook the seasons...

Strawberries, English grown is now the only fruit we are working with. The weather has also increased the crop yield, with British strawberry volumes predicted to be up 50% on last year. More strawberries, and sweeter to the taste, what's not to like? Freshview are currently sourcing ours from Simon and Elaine Clarke at Manor Farm in Staffordshire and Charles Kidson and his family at Lower Roule Farm on the Staffordshire/Shropshire border. Both farms have been passionate producers of berries for over 40 years.

Sticking with berries. **Raspberries** again are sourced locally from Simon and Elaine Clarke at Manor Farm.

There is now a great supply of **English cauliflower** coming through. We are sourcing ours from Lincolnshire, the brassica heartland of the United Kingdom.

The **English broccoli** season is now well underway. We are sourcing direct from Stan Farrington at Farrington Farm in Hesketh Bank. Astonishingly, his family 'roots' in farming land in Lancashire can be traced back as far as the 12th century!

New season **English savoy cabbage** has started and quality and head size are good. We source ours direct from David Baxter at Highbrow Farm in Southport. A family run farm, Freshview has had a fabulous relationship with this brassica grower for over 20 years.

English fresh peas are currently in season. Quality is superb and we have never tasted sweeter!

Fresh **English cherries** are still about in abundance, but make the most of them before the season ends. We believe the English fruit is plumper and sweeter than the Spanish, so now is the time to make the most of this sometimes overlooked stone fruit.

New season **Cheshire potatoes** are now coming through. We are sourcing from our great friend and long-time growers David and Jenny Rathbone at Cuttleford Farm in Congleton.

Spanish onions. After a short break the new season is now well underway. Quality is great. As the crop is still not matured, the skins are still softer than the norm so we recommended you order little and often, and don't sit on stock.



Cook the seasons...

English heritage tomatoes. The 3kg boxes of vibrant colours and flavours are being sourced from Westlands in Evesham, and before the end of July we expect to see some coming through from Roy Halman at Woods Farm in Knutsford. Quality is superb at this time of year.

English cavolo nero. After a brief break in the season when we have to switch over to Italian crop, the new English season has just begun. We are sourcing ours direct from Molyneux's Farm in Lancashire.

English purple sprouting broccoli. Perfect growing conditions have resulted in the new season beginning earlier than predicted. We can expect to see this available in abundance well into the autumn period if we have a mild summer. We buy direct from Cuttleford Farm in Congleton Cheshire.

English outdoor rhubarb. Superb right now, and priced sensibly. All ours is coming from Roy Halman at Woods Farm in Knutsford. We can expect this versatile fruit to be available well into the autumn.

English corn. We expect the first home grown crop to become available any day now.

English leeks. New season has just begun, the warm weather has brought the crop forward a week or two. We are buying direct from the Seddon family farm in Hesketh Bank Lancashire.

English courgette flowers. Just starting from our good friends Jenny and Dave Rathbone at Cuttleford Farm in Congleton Cheshire. These are outstanding, perhaps the best we see at any time during the year.

English new season main crop potatoes Conditions have been near perfect for the crop that was largely sown in late February, and this has brought the harvests forward this year. Main crop are what we use for all our prepared potato lines, the first couple of weeks can sometimes be a little indifferent as the crop is immature and this, on occasion can prove challenging. As we get further into the season the quality will improve, and there will an abundance of superb potatoes available.



Chef spotlight with Chris Dediccoat

Tell us a little bit about yourself

I'm 39 years old and I'm Group Chef for Totally Delicious.

How long have you worked for Totally Delicious?

I've worked at Totally Delicious for 3 years. I started as Head Chef at our tapas restaurant and moved into a head office role after 12 months.

Why do you continue to use Freshview?

The variety and quality of produce is great and the level of service has been fantastic.

What are your passions away from the kitchen?

I enjoy spending time with my family and taking the dog for walks with my kids. I also enjoy gaming and DIY.

What type of food do you love to cook most of all?

I love BBQ'ing so grilled steaks or smoked ribs are my all time favourites, I enjoy cooking new things and flavours so I'm always trying something different.

What is your favourite type of comfort food to eat when you're feeling lazy?

Nachos. Super easy to do and you can play with the toppings to suit anything you fancy!

What are you most looking forward to for the future with Totally Delicious?

We have a diverse operation so we're going to be doing loads of new projects over Summer. We're growing our chef teams and bringing in new ideas and skills, so I'm looking forward to growing with my team and trying some new dishes on our menus.



Specialist Supplier Spotlight

Situated in the heart of the Shropshire Countryside, you will find Gills Puddings in Market Drayton. Going from strength to strength since 1996, Gills Puddings supply a range of cakes, desserts, puddings & pies - Premium cheesecakes to Christmas puddings and everything in between to restaurants & establishments in the UK.



Gills Puddings extended their operation in 2018 with an additional 2 units to keep up with the demand, and this also saw the opening of their gluten free bakery. They have a strong team of 26.



Gills Puddings have been working with Freshview for over 10 years. What makes their product unique is that everything is made by hand. They use Belgian chocolate, free range eggs and source their cream from Wells Farm.



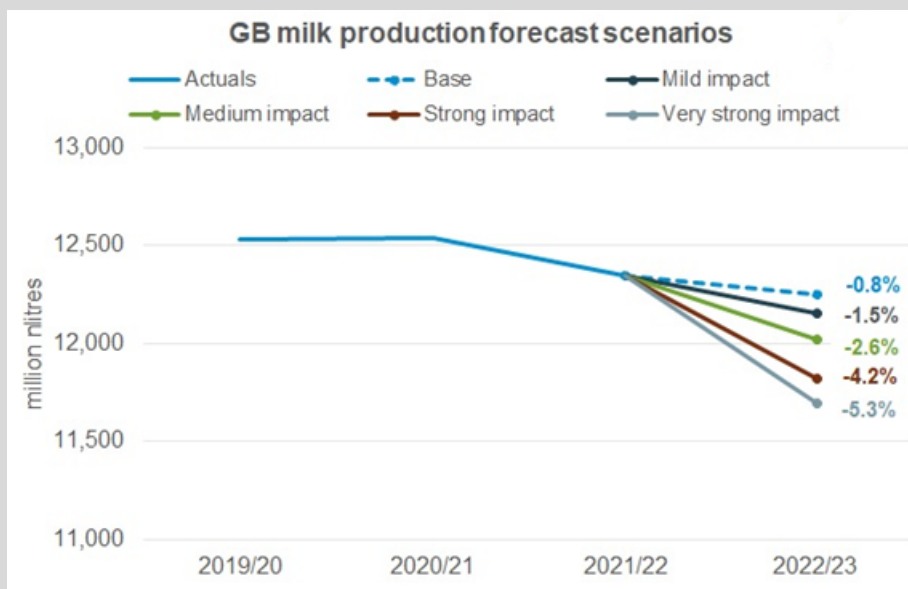
Market forces update

Dairy updates, why prices are escalating

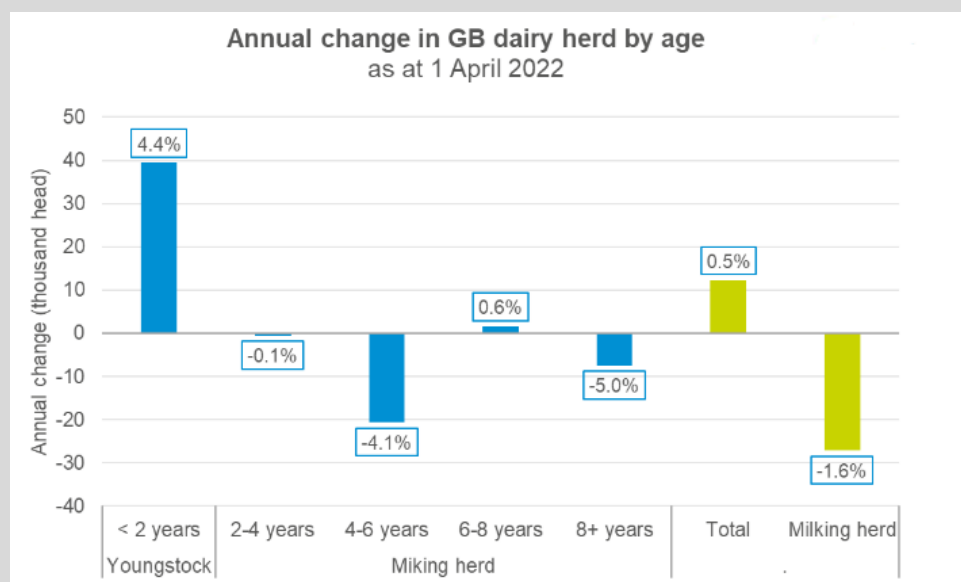
Quarter 4 of 2021 and 2022 to date has been dominated by inflation through the dairy supply chain, and the subsequent impact on milk production. It hasn't stopped there. Freshways, Marks and Spencer and Waitrose among others have already advertised further increases in milk prices.

The war in the Ukraine has made the inflationary pressures worse, adding significant volatility and uncertainty to markets and fuelling further cost increases along the agri-food chain.

GB milk production was forecast to decline by 0.8% in the coming season but in reality, it's down by 5.3%.



Farmers are not replacing their herds and even bowing out of producing milk. The 1.6% herd reduction below is 27,000 cows!



Continued...

We can all see what is happening out there with fuel prices. Combine this with feed and fertiliser, the majority of which comes from the Ukraine, and this means that producing milk very expensive. Labour availability is also increasingly becoming a major issue on farms, as indeed it is with the rest of the economy. Many farms are reported to be struggling to retain and recruit staff, as they have been reliant on foreign labour who have returned to their homelands because of Brexit, Covid and currency issues devaluing their incomes. Even the gas price affects milk production - Nitrogen fertiliser manufacture is intrinsically linked to the price of gas,

as that provides the hydrogen for the NH_3 (Ammonia) element. Gas prices are rising, which means fertiliser prices are also rising similarly.

It's surprising how much is affected from one country not even close to us. Even the wheat starch from the Ukraine is used to make cardboard which has meant a recent shortage on pergals! All the above is continuing to push the whole dairy sector pricing upwards – Milk, cream, cheese and yoghurts.

Win a premium chef jacket

Want to be in with the chance of winning?

Simply scan the QR code to answer a few questions and we will pop your name in the hat. The winner will be picked on Monday 1st September 2022. We'll contact the winner by email.



Freshview hero spotlight



Jason Jackson

What is your role at Freshview?

I am currently working in the Wholesale department, I've been in this role for over 4 years now.

What year did you start working at Freshview? And what was your first role?

It was way back in 1996 when I first started to work for Richard Harrison, my very first role was in the food preparation room, and quickly through hard work and commitment to producing the best quality products, I was offered and accepted the role of Manager for that department.

Has your career progressed during your time at Freshview?

My career has progressed through many different departments since I have worked for Freshview and I've progressed to management whilst working here.

What do you enjoy most about working at Freshview?

I like all the diverse people at Freshview, and that every day brings fresh new challenges.

Describe a typical day at Freshview for you?

Well it's a very early morning start for me, first I have to collect all wholesale picking sheets from the office, and process any orders that I have received, inputting them onto our bespoke booking system. Then I have to pick and sort the customers order and liaise with the buyers for any procurement for customer needs.

Tell us a little bit about yourself, home life and interests away from work?

I love spending quality time with my family, going out for meals, day trips and short holiday breaks. I really enjoy gardening at home, and have become quite the green finger lately.

Favourite foods and why?

I can't say I have a favourite food because I like all food, from all different nationalities. I just love eating.

Who has been your biggest influence and why?

My biggest influence would have to be my Dad. He taught me all my life skills growing up, and that if you work hard enough you can achieve anything.

Apricot Chutney

Ingredients

150g dried apricots (chopped)
2 apples (peeled and diced)
10g caster sugar
1 lemon (zest & juice)
50ml Cider vinegar
200ml white wine
2 banana shallots (diced)

Method

1. Chop up the apricots in a food processor
2. Add all the ingredients into a deep saucepan
3. Gradually bring to the boil
4. Once boiling reduce the heat to a gentle simmer
5. Cook the chutney until the liquid has nearly all reduced and is a sticky syrup consistency
6. Allow to cool and add to a jar/jars

Freshview Account Manager & classically trained Chef, Matthew Capper shares his Seasonal Inspirations.



Apricot & Almond Tarte Tatin

Ingredients

7-8 fresh apricots (Halved)
100g caster sugar
10g liquid glucose
30g butter
½ lemon (juice)
10g Flaked Almonds
1 teaspoon paprika

Method

1. Add the sugar and liquid glucose to a large frying pan over a medium heat
2. Once it begins to caramelize swirl the sugar round so it caramelises evenly
3. Once its caremelised and golden brown remove rom the heat and add the butter and mix with a spatula/wooden spoon
4. Now add the lemon juice and stir
5. Once boiling reduce the heat to a gentle simmer
6. Now arrange the apricot halves neatly in the pan
7. Roll out the pastry and cut out a piece slightly bigger than the frying ban and lay it on top of the apricots
8. Cook for 18-20minutes on 200oc until the pastry has turned golden brown
9. Remove from the oven allow to cool for 2 minutes and turn it out onto a tray
10. Sprinkle the top with the almonds and place in the oven for 2 more minutes
11. Remove from the oven, either portion and serve straight away or allow to cool and portion later
12. Serve with a ball of ice cream



Freshview Foods Ltd T. 01782 717806 www.freshviewfoods.co.uk

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