

# Freshview Journal

Edition 4  
Summer



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# Cook the seasons...

## New Season **Purple Sprouting Broccoli**

B & G Nurseries was established in the late 70's by Bob Byrd and Nick Gorin and provided the foundation for the growth of Ferryfast. The nurseries have expanded over the years from just 2 glasshouse sites to over 400 acres of land and 9 acres of glasshouses across several locations in the Vale of Evesham, providing us with a unique and extensive range of fresh produce.



**Fresh peas** also now available from B & G Nurseries.



## **UK Celeriac** also From Evesham



**Bramley Apples** Evesham new season will be starting beginning of August.



Freshgro has a farming base of over 20,000 acres. They grow and market both conventional and organic vegetables and also produce **piccolo parsnips, asparagus** and other root crops. It has nearly 2 acres of factory space and serves all the country's retailers.

# Cook the seasons...



**UK Chantenay carrots** will be back in season moving away from the short Spanish season. We use Fresh Growers who are a co-operative formed in June 1998 by 10 farmers with Martin as managing Director. They pioneered bringing back Chantenay carrots to the UK and are now the world's leading supplier, supplying over 90% of the UK Chantenay market.

**UK Leek** season is just starting again. We work with Seddons family farm, headed by Gary and his sons, growing leeks on the fertile soil of the West Lancashire Plain. They have been farming in the area for more than 5 generations and growing leeks for more than 50 years.



**Kales / Chard** and a lot more - Chris Molyneux farms the rich, dark soils of south-west Lancashire. But this is no recent story. The family has a long history of farming in the area, with a lineage stretching back to the Norman Conquest.

So generations of experience have helped to make Chris an expert in growing kale.



## **Rainbow chard and Cavalo nero**

New season spring and savoy cabbage has started from David Baxter at Highbrow Farm in Banks. Some of the the buying team had the pleasure of visiting to see the fields below just before harvesting.





# Cook the seasons...

## **Red and White cabbage**

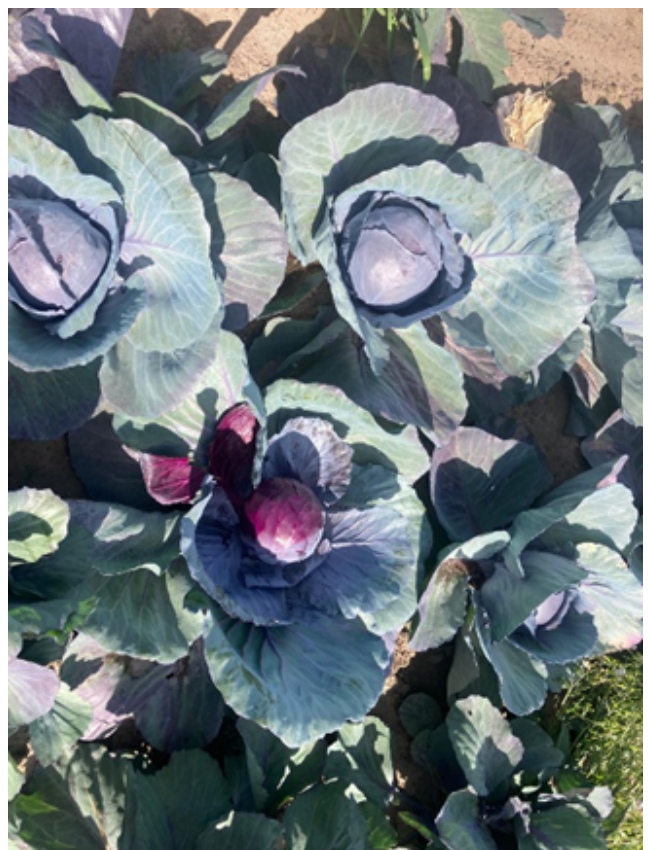
Lancashire grown red and white cabbage by Alan and Nancy Webster from Bangors Green Farm.

They started the business in 1988 growing cabbage and some salad crops on rented land.

There was 25 acres growing, 10 acres celery and 8 acres cabbage, on contract with 7 acres growing lettuce and salad onions.

They now farm 500 acres growing around 1.6m cabbage - approximately 1600 tonnes all year round, supplying catering, supermarkets and processing direct.

The remaining farm is growing combinable crops (wheat and beans) The family goes back many generations and the farm now has Michael and Edward (the next generation) and hopefully another generation with 2 grandchildren born recently.



# Cook the seasons...

## **English heritage tomatoes**

The 3kg boxes of vibrant colours and flavours are being sourced from Westlands in Evesham, and now see some coming through from Roy Halman at Woodland Farm in Knutsford. Quality is superb at this time of year.

## **English outdoor rhubarb, lollo rosso / oakleaf / lollo biondi**

Superb right now, and priced sensibly. All of ours are coming from Roy Halman. We can expect these versatile fruit and salad lines to be available well into the Autumn.

## **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.

## **Strawberries and Raspberries**

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 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.

New season **Cheshire potatoes** will start at the end of August. We are sourcing from our great friend and long-time growers David and Jenny Rathbone at Cuttleford Farm in Congleton.

## **English cherry**

Fresh 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.

**English fresh peas** are currently in season.

Quality is superb and we have never tasted sweeter!





# Chef spotlight with Ashley Smetham

## **Tell us a little bit about yourself**

My name is Ashley Smetham, I'm 33 years old, from Tamworth. I'm married with two daughters and another baby on the way. Yes I'm crazy lol !

I've been a chef since I was 15 and i've worked in many different styles of places.

## **How long have you worked for Branston Golf?**

I joined Branston 2 years ago as Head Chef and it was all new to me. I went from running one kitchen to running two as we have the Club House Bar and Restaurant and The Pavilion which is used for weddings and events for big numbers.

## **Why do you continue to use Freshview?**

I've used Freshview for a number of years now and what has never changed is the level of constant communication and custom service and that's why I keep using them.

## **What are your passions away from the kitchen?**

I have three loves of my life (other than the wife and kids) they are Man United, Leicester Tigers and St Helens Rugby League Team so if they are playing, I will be watching if I'm off work.

I also like to play golf which is handy working at a golf club.

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

I love to cook with fresh ingredients I love cooking lamb and scallops and using the best of local produce.

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

You can't beat a Chinese after a busy day at work or a Five Guys.

## **What are you most looking forward to for the future with Branston Golf?**

The growth of the club, there's been loads of investment here over the last two years and more to come to make Branston one of the best places to visit or be a member of.

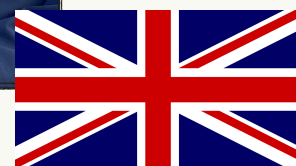


# Specialist Supplier Spotlight

Situated in Rugeley, Staffordshire, you will find Wade Lane Farm, the home of the Frogatt Family, Just Crisps & Just Oils.

5th generation & over 100 years on their 500 acre farm.

The Frogatt Family had always planned a 'Farm for the Future', from sheep farming to Pick Your Own and now specialising in 2 home grown ingredients - potatoes & rapeseed oil which form the only crisps in the UK made using 2 homegrown ingredients.



The potatoes used for Just Crisps are not just any old spuds, special varieties are bred just for crisps with low sugar, moisture & thick cut for a perfect crunchy golden crisp

**The only 100%  
British crisp!**



# Just... Crisps®





Wade Hall Farm is a sustainable farm. Their environmental achievements include a 25 acre lake, a sustainable water source, low carbon footprint due to the oil and potatoes being made on the farm. Solar panels create clean energy used on the farm.



## Multiple Great Taste Award Winners!

The cold-pressed rapeseed oil is fresh pressed & triple filtered for purity all year round, low in saturated fat, lower than sunflower oil which makes perfectly golden, deliciously crisp crisps

Just Oil is grown, pressed and bottled on the farm. Harvested in the Summer with the seeds being pressed throughout the year. Rich golden oil is produced from the seed.



**Just... Crisps®**





**Daniel Carter**

## **Freshview hero spotlight**

### **What is your role at Freshview?**

Updating management and account managers with weekly reports and assisting the Commercial Analyst Emily with any monthly documents requested.

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

I started in 2013, first role being in the Customer Service office where I worked in that role for 9 years.

### **Has your career progressed during your time at Freshview?**

Gained role of team leader in the Customer Service team in 2021 then a year later got offered the role I'm currently in which I started at the beginning of the year.

### **What do you enjoy most about working at Freshview?**

The people and how different a day can be, it's never the same!

### **Describe a typical day at Freshview for you?**

Every morning I send the account managers a daily list of customer updates which assists them keeping up to speed with all the customers they personally manage. Certain days I set out to do reports or pricing but when not doing reports I'd be analysing any information on behalf of the account managers.

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

I got married in March to my partner of 8 years who is from America, she is moving over here in a couple of months, I go out with my mates at least once a month to the pub... but I take it easy on the drinks now compared to how I used to, enjoy playing pool and watching football no matter how stressful that is to watch!

### **Favourite foods and why?**

Spaghetti Bolognese is probably my favourite food with steak, chips and gravy as a close second. I don't really have a reason as to why it's just something I had when I was younger so it reminds me of that.

### **Who has been your biggest influence and why?**

My parents and grandparents as they've always been there to support me and push me to be the best I can be.



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

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## *Seasonal Inspirations*

### *Cherry Clafoutis*

#### *Ingredients*

500g pitted cherries  
75g of ground almonds  
160g of caster sugar  
75g of flour  
½ Vanilla pod  
200ml of double cream  
125ml whole milk  
4 whole eggs  
4 egg yolks

#### *Method*

1. Pre heat oven to 180°C and grease a baking dish and sprinkle a little sugar over.
2. Mix all the dry ingredients together until evenly incorporated, almonds, sugar & flour.
3. In a separate bowl mix the eggs, cream & milk until a smooth texture.
4. Add the dry ingredients into the wet mix, mix in the vanilla seeds until a smooth texture.
5. Pour the batter mix into the baking dish, sprinkle the cherries over evenly.
6. Place into the oven for approximately 20 minutes until it turns golden.
7. Remove from the oven, allow to cool for a couple of minutes and serve.





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