

Product Provenance

Olive Oil

Name of Grower: Colline di Cori.

Colline di Cori olive oil originates from the renowned Appia Antica region of Italy, between Rome and the Tirrenian Sea.

The origin of the farm goes back to pre-Roman times. It was founded by the Enea, the famous Homeric hero and goes back to the 6th and 7th centuries BC.

The Appia Antica region is one of outstanding natural beauty and is conserved under legal orders. The whole area is totally uncontaminated by industry and intensive farming is not allowed. The Olive groves are irrigated from natural springs with water of a very high quality that is also used for retail bottled natural spring water.

The high quality of this olive oil allows a consistency of product across our range of vinaigrettes, dressings and oils.



Name of Grower: Latzimas

Inspired by principles and values, and by the love for the earth of their ancestors, this Greek family business produces the cold pressed virgin olive oil Latzimas, the Cretan Olive Oil of excellent quality.

The region of Latzimas belongs to the community of Prinos and is situated in the area of North Mylopotamos, Rethymno, Crete, an area with a Protected Name of Origin.

Latzimas oil is cultivated in the Kotzampasakis family owned olive groves in the area of Latzimas, Rethymno, Crete from the famous variety of "Koroneika", and subject to regular examinations according to the regulations of the E.U. (E.U. Reg. 2092/91)

Ideal conditions of soil, the sun, the sea-wind as well as the moderate climate throughout the year constitute the decisive factors for the cultivation of the olive tree and the production of high quality olive oil.

The quality of this olive oil is certified by the ORGANIZATION OF EXAMINATION AND CERTIFICATION OF ORGANIC PRODUCTS.

The family business cultivates, produces and standardises high quality olive oil in harmony with the environment, without the use of any pesticides or artificial fertilizers. The traditional procedure of cultivation, harvesting and processing as well as regular examinations and quality certificates guarantees an olive oil of superb taste.

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Cranberries

We use New England Cranberries.

Thousands of UK holidaymakers who visit New England at this time of year, the glorious image of crimson cranberry lakes against a backdrop of the rich reds and golds of the New England Fall is rightly a top tourist attraction.

During the early 70s just a few stores such as Harrods and Fortnum & Masons stocked fresh cranberries. In 1976 The US introduced us to Cranberry Sauce and it soon became the nation's favourite with Christmas turkey. We consume around 1700 tonnes of cranberry sauce a year, most of that is eaten on Christmas Day.

We got our first taste of cranberry juice in 1988 with the launch of plain classic Cranberry Juice. However, it took six years for our palates to get accustomed to this unusual fruity/dry juice. But embrace it we did with the news that this juice can reduce the risk of cystitis and later more clinical research revealed it helps prevent stomach ulcers and gum disease and, protects the heart with its high concentration of antioxidants

The 'Delia effect' hit in 1996 when she named cranberries the star ingredient of her BBC TV series and accompanying cookbook. It created a shortage of fresh cranberries and sales of sauces and juices escalated.

Cranberry is vying with apple as the nation's second favourite juice flavour after orange. We drink around 120 million litres of cranberry juice a year.

Oranges

Growers: Florida's Natural Growers

Florida's Natural Growers is a cooperative of citrus growers who own their own groves in the heart of central Florida. They are one of the largest organisations of growers and producers, with a membership base of 13 grower associations. The entire cooperative is made up of more than 1,000 grower members who own more than 50,000 acres of fine Florida citrus groves. The cooperative, the first of its kind, was organised in 1933 by a group of growers to market their crops. The growers have always had a personal interest in bringing the best possible product to the market. They own the land, they plant and raise the trees, they process and package their own products, and they own the company, so they can guarantee the quality and purity of their juices and other citrus products.

Passion Fruit

We use Kenyan 'Commonwealth' Passion Fruit

When the first Christian missionaries landed in South America in the sixteenth century, they found a plant which seemed to be a very good omen for the success of their mission. They called it the passion flower because they thought that it symbolised the death of Christ. The five sepals and five petals of the flower, which are similar in appearance, represent the disciples without Peter and Judas. The double row of coloured filaments, known as the corona, signifies to some the halo

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around Christ's head and to others the crown of thorns. The five stamens and the three spreading styles with their flattened heads symbolise the wounds and the nails respectively. The tendrils resemble the whips used to scourge Christ and the lobed leaves look similar to the clutching hands of the soldiers.

The egg-shaped passion fruits have a tough leathery, sometimes wrinkled, skin, that is usually purple or red although there is a yellow variety available. Filling the central cavity is a yellowish aromatic pulp, surrounding numerous hard black seeds attached to small peg-like outgrowths on the fruit wall. This pulp, which is made up of juicy outgrowths from the seeds (arils), is rich in vitamin A and contains appreciable quantities of vitamins B1 and C. Both the seeds and the pulp are edible. The fruits are usually eaten raw and are popular in fresh fruit salads. Many of the yellow-skinned passion fruits are grown for juice production.

Generally the purple varieties of passion fruit are grown in subtropical areas. In the major producing countries which include Brazil, Kenya, Australia and Hawaii, passion fruit are grown on plantations. Under these conditions each vine will produce around 100 fruits per year. Purple varieties are picked by hand from the vines whereas the yellow-skinned varieties are allowed to fall to the ground before being collected.

Berries

Grown outdoors in California

The Berries we use all come from California and are outdoor grown. Nowadays most European berries are indoor grown.



Herbs

Growers in the UK, USA and France

Kingbird Farm in Berkshire, New York State, is proud to offer a wide variety of high quality culinary herbs from our certified organically managed beds. All herbs certified Organic by NOFA-NY Certified Organic LLC.

These herbs are nurtured with rich compost, moisture conserving mulch, and careful hand cultivation. They are available by the freshly cut bunch, potted plant, or packaged dry for winter cooking.

Other growers:

J L Roustant, Route de Grignan, Les Granges Gontardes, France

M. Latour, quartier les blaches, Pierrelate, France

M Calamel, domaine de Beauregard, Orange, Vaucluse, France

C Bremant, Gaec de Generas, St Restitut, France

J L Baumea, Clansayes, France

and

C.A. West, Warren Hill Farm, Oakley IP21 4AN, UK

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Pineapples **Fairtrade growers in Costa Rica**



The Asoproagroín Association of Fairtrade Pineapple Growers was formed in 2002. There are now 137 farms growing in Guanacaste and Alajuela, areas of northern Costa Rica with high unemployment and few opportunities.

Many Asoproagroín farmers are now EurepGAP certified and the remainder are in a programme working towards certification.

Oké pineapples from Asoproagroín were the first pineapples in the world to be awarded the FAIRTRADE Mark, and were awarded five stars out of five in a taste test by celebrity chef Hugh Fearnley-Whittingstall in an article in the Times' Saturday magazine. The pineapples are of the supersweet Golden variety, chosen because of its popularity with the European consumer. The Pineapples are exported all year round.

How Fairtrade benefits the Producers

Most jobs in the region are on small farms and many families survive on around £500 a year. Many farms producing the Fairtrade pineapples are around one hectare each in size.

Fairtrade has meant:

- Asoproagroín Fairtrade farmers receive 20% more for their crop than they would on the conventional market.
- In one of our communities the road which was the principle way of transporting fruit from the field to the port was in very bad shape and that has been repaired.
- In another community computers have been donated so school children can begin to learn to use them.
- In another region the growers decided to use the next premium money for a home for old people, to buy wheelchairs and baths and everything they need, plus the operational costs.
- As Asoproagroín is expanding its volume, a new packing house has been opened with coolrooms and a professional packing line to help maintain quality.

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Mangoes

Fairtrade growers in Peru

The Asociación de Productores de Mango del Alto Piura (APROMALPI) was established in 1996, when a group of small mango producers in the district of Chulucabas, in the northern province of Morropón, in Peru, organised themselves into an association.

The association now includes 110 families and is seen as a great example for small producers in Peru. The organisation was awarded the prestigious 'Day of the Farmers 2005' award for its region by the Peruvian government.

The Board of Directors is democratically elected every three years.

How Fairtrade benefits the Producers

Most of the farmers have between two and three hectares on which to grow their mangoes; the smallest amount of land farmed by a grower is half a hectare.

Fairtrade has meant:

- Technical assistance. The organisation supports small-scale farmers with training and ensuring high quality control throughout the production process.
- Market development. AgroFair has helped the Association in exporting their products by giving access to new markets and has identified credit facilities.
- Involvement of women. The women in the community play their part by helping with administration, taking part in training courses, taking care of the nursery and participating in the general assembly which meets three or four times a year.
- The quality of life, food, education and homes are getting better thanks to being integrated into AgroFair and Fairtrade.
- Improved earnings. The farmers now earn around twice as much for the mangoes they sell as Fairtrade as they do for fruit sold on the conventional market.
- Improved Facilities. They have just finished building a new packing station. This includes coolrooms, put in place with the help of AgroFair Assistance and Development, which help to maintain the quality of the fruit before it is exported.

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Bananas

Fairtrade growers in South West Ecuador



The El Guabo Association of Small Banana Producers was formed in 1997 in the town of El Guabo in the south west of Ecuador.

The Association represents growers from 339 farms in 15 different communities. Nearly ninety of El Guabo's members are certified organic. Help in obtaining EurepGAP certification is being received from AgroFair Assistance and Development.

It is one of the world's leading exporters of Fairtrade bananas, supplying Europe and the USA. The Association also exports organic baby bananas or Oritos, and Fairtrade and organic-Fairtrade banana puree which is used in drinks, baby food and cosmetics.

El Guabo has 63 active women producers, all participating with the same rights and responsibilities as the men. They manage their own farms and in some cases do agricultural work themselves. They believe very strongly that women are capable, particularly in terms of persistence in getting what they want for themselves and their farms.

How Fairtrade benefits the Producers

Before Fairtrade the growers sold through intermediaries and the prices they received were often too low to cover their basic costs. Decent working conditions and fair wages were impossible. Establishing the Association and achieving Fairtrade Certification has changed thousands of lives. The Association is run by a board which is elected every two years and each producer feels they have a big stake in the success of the whole business.

Fairtrade has meant:

- A guaranteed fair price for the crop and long term trading arrangements.
- Improved education for all children in these communities. The Association is currently working with schools for children with special needs, paying for teachers who give speech therapy to children who need it
- Families can afford healthcare. The Association has paid for medical equipment for a centre for children and adults with respiratory problems like asthma.
- Workers are affiliated to the social security system.
- Improved working conditions. High wire cables have been installed to help transport bananas from the trees to lorries - a major improvement from the days when farmers struggled with heavy loads to the packing stations and crippled backs were commonplace.
- Training programmes have been introduced for farmers and workers.

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Balsamic Vinegar

Producers in Modena, Italy

Our suppliers are Villa San Romagna of Modena. (*Aceto Balsamico Tradizionale di Modena*).

Traditional Balsamic Vinegar of Modena is obtained from crushed grape-must which is cooked and matured through slow acetification, derived from natural fermentation and progressive concentration. Then it is aged at length in a series of small barrels of different kinds of wood, with no additional aromatic substances.



Onions

Various growers across Britain

We know our onions! We only use onions from members of the British Onion Growers Association.
www.onions.org.uk.