

# Local farmer champions home-grown food

by Lucy Leeson

A Swinefleet farmer is at the forefront of a campaign to champion British farming.

Jack Parsons, from The Co-operative Farms' Goole Estate, near Swinefleet, will be pictured alongside other British growers who supply produce to almost 3,000 Co-operative food stores.

He will join fellow Co-operative farmers Lucy Mason, from Kent; William Barnett, from Herefordshire; and Russell Armstrong, from Cambridgeshire, to help front the campaign.

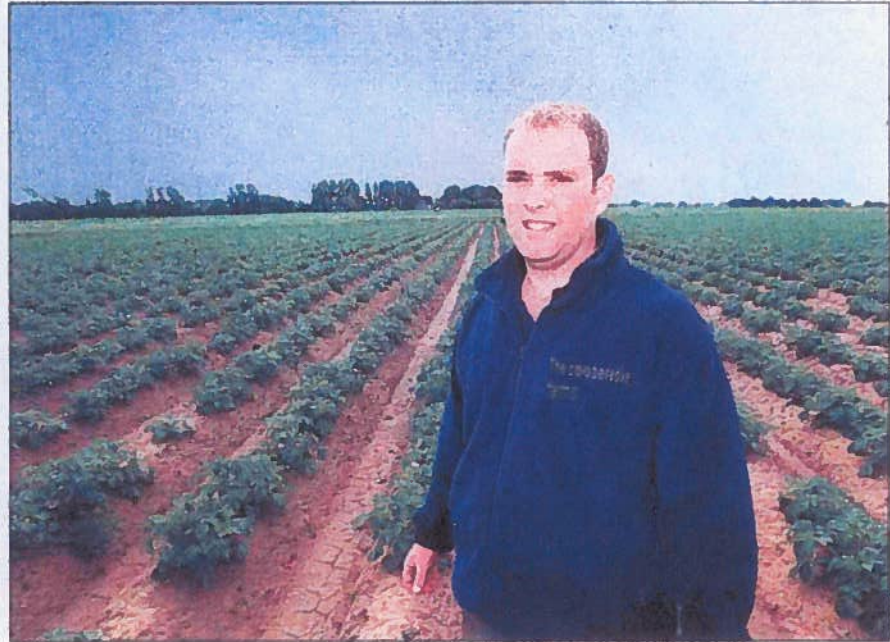
The new packaging, featuring a large Union Jack and photographs and comments from the British farmers who grow the fruit and vegetables for The Co-operative, will be rolled out over the next 12 months in line with the British season for each crop.

As the UK's only supermarket to also run a major farming business, The Co-operative is backing British growers and emphasising the quality and freshness of its fruit and veg, and the care taken to get the best British products to its stores.

Jack said: "I'm extremely proud to be a British farmer and help promote the fresh quality seasonal produce that is grown and enjoyed by people across the country."

The Co-operative Farms, one of Britain's largest farmers, which has farmed the land for more than 100 years, will play a key role in the rebrand of all its British primary produce packaging.

Christine Tacon, Managing Director of The Co-operative Farms, added: "The Co-operative has a long heritage in farming and we supply significant volumes of produce from our own



farms to our food stores. Research told us that our customers trust British farmers to deliver great quality produce and they value our support of UK farming.

"This bold new packaging will highlight key British produce lines when they are available in store and demonstrate our continued commitment to British farming. It will also enable our customers to support these growers

and also get the freshest and highest-quality products, when they are at their best – during the traditional British seasons."

The launch will also feature promotional lines of Cox's apples, Conference pears, and Maris Piper potatoes and onions which are also grown on The Co-operative Farm in Swinefleet.

● Co-operative Group farmer Jack Parsons. (20-10-01 SU)