

Farmer is Co-op's onion king



Russell Armstrong provides 70 million onions to Co-operative stores.

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A SUPERMARKET chain has chosen a Fenland farmer and 'King of Onions' to be the face of its campaign to champion British produce.

The Co-operative Group picked Russell Armstrong to appear on the packaging of onions in more than 3,000 stores in the country.

Mr Armstrong, who works on the Coldham Estate, was chosen by the group to appear on all onions packaging because he supplies 40 per cent - around 70 million - of all onions sold in Co-op stores.

He 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.

"I'm now the King of Onions. I've had a little bit of ribbing from friends and

family but overall they're very proud of me.

"We've had quite a good year on the farm, with the sun in April and May pushing through the crops and the Indian summer in September making harvesting easier as it was really dry. It's all topped off with being the face of onions.

"It was clear we needed new packaging and it now means that customers will appreciate the farmers more and that the onions just don't appear on the shelves magically."

Christine Tacon, managing director of The Co-operative Farms, said: "The Co-operative has a long heritage in farming and we supply significant volumes of produce from our own farms to our food stores.

"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."

The new packaging, which features a large Union Flag and photographs and comments from the farmers, will be put in store over the next 12 months.



The new packaging for Co-operative's fruit and vegetables.

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