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Chambers doubles strawberry sales



The soft fruit specialist puts growth down to blossoming retail partnerships

UK soft fruit grower Chambers celebrated its highest ever yield of British strawberries this year, achieving a 100 per cent increase on its 2018 crop.

The company put the growth down to its blossoming retail partnerships, which has seen Chambers increase its own crop of strawberries and draw upon the business' extensive network of partner growers – via its membership of the Asplins Producer Organisation – to meet consumer demand.

The relationship with Asplins (a fruit producing, packing and marketing cooperative) makes it possible for Chambers to supply its supermarket customers with strawberries throughout the summer months.

Chambers has invested heavily in its operations, which includes introducing innovative growing methods and equipment.

In addition, the company has secured new sites to propagate plant stock, which is then sent to various partner sites both in the UK and overseas for growing and ultimately harvesting, enabling a year-round offering.

As well as growing strawberries, Chambers supplies a range of British berries including raspberries, cherries and blueberries.

Commercial director James Miller said: "Our long-standing partnership with the multiples has helped us to grow

even more strawberries than ever before, and enhance our business further.

"It has provided us with the stability to open new sites, invest in new equipment and create more secure employment in Kent.

"We have even more exciting projects in the pipeline and look forward to continuing to work closely with our key accounts to bring these plans to fruition."