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By Carl Collen

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Tenderstem offers grower support

Broccoli brand backs growers and licensees during Covid-19 pandemic



Leading fresh produce brand Tenderstem broccoli has said that it has deployed its media relations and social media function with the specific objective of supporting growers and licensees during the Covid-19 crisis.

With the prospect of a shortage of pickers in the UK creating a challenge for the fresh produce industry, the team behind the brassica brand has been working with growers to help recruit pickers locally.

Response to a local PR campaign for Malvern-based grower AS Green led to 250 applications from people looking for work picking and packing, the group noted.

Coregeo, the master licensor for Tenderstem broccoli, also worked with licensees to create an animated video, which has been shared on social media, explaining some of the extra safety measures put in place on farms in Kenya, Guatemala, Morocco and Spain – reassuring and reinforcing the strict guidelines followed by everyone in the Tenderstem broccoli supply chain.

"Our growers and licensees have been working incredibly hard to ensure consistent supply throughout the Covid-19 crisis and we felt it was important to recognise that," said Tenderstem broccoli marketing manager Lacey Bradshaw. "We know consumers are interested in the provenance of their food, so we felt

it was vital to show how our family of growers and licensees have pulled out all the stops to keep supplies consistent while ensuring teams are kept safe.

"As the UK growing season begins, we'll continue to support growers wherever we can," Bradshaw added. "It's a really positive sign that so many people were keen to be considered for these roles helping to get Tenderstem broccoli from the field to our tables."