

Britain's favourite fresh produce magazine since 1895



By Fred
Searle

Thursday 3rd December 2020, 17:22 GMT

Harvest London becomes pizza chain's basil supplier



Hydroponic grower now supplies 100 per cent of Pizza Pilgrims' basil from its vertical farm in North London

Hydroponic farming business Harvest London has become the exclusive basil supplier of restaurant chain Pizza Pilgrims.

The vertically-grown basil is now being used in all of Pizza Pilgrims' 12 London restaurants as well as their Oxford outlet, and within their nationwide 'Pizza in the Post' kits.

Harvest London has created a bespoke unit dedicated to growing the herb at its eco-friendly vertical farm in Leyton, North London.

According to the vertical farming company, the move will save Pizza Pilgrims over 250,000 food miles per year as they switch from an overseas supplier to the vertical farming unit just a few miles from their London restaurants.

It added that its controlled growing environment is "more space-efficient, uses 95 per cent less water than traditional

Pizza Pilgrims co-founder James Elliot said: "We're very passionate about the prospect of working with the team at Harvest London to create a more sustainable way of sourcing fresh ingredients for our menus.

"As expected, basil is our most used herb and we go through 82kg a week, so by switching to local vertical farming it's had a huge impact on Pizza Pilgrims' carbon footprint.

"Basil is just the start; with this new science and technology we plan to be able to grow specific pizza ingredients any time of year, not needing to rely on particular seasons."

Chris Davies, CEO of Harvest London, added: " Using vertical farming within a few miles of the restaurants means we can put incredibly fresh basil onto the pizzas. It's only hours from harvesting to eating, not days. This means our crop not

Harvest London has previously worked with London chef Adam Handling at his restaurant The Frog Hoxton, and with Through the Woods in Crouch End.

Enjoyed this free article from Fresh Produce Journal and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Fresh Produce Journal](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

farming methods and is pesticide-free”.

only saves emissions from transport, but the freshness also makes it taste better.”

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM