

British cucumbers causing a stir

31st January 2013



Shoppers in Broadstairs found an extra surprise when they popped into Tesco yesterday. Cucumber grower Addy Breugem from Thanet Earth hand-delivered early fruits from his fresh new crop of cucumbers to the store.

Staff from Thanet Earth were on hand to talk to customers about the local greenhouse complex and to explain how the plants grow. They also handed out cucumber sandwiches and slices of specially-grown heart-shaped cucumbers for customers to try.

The new season crop is looking very strong and healthy with customers giving it a universal thumbs up. Whilst the stores will have to mix imported and British-grown crops for a few weeks, the British crop will steadily increase in volume and will continue with wide availability until the end of the season around November time.

The innovative 'high wire' growing technique used by A&A at Thanet Earth ensures an unusually early crop for the UK, and high yield from the plants. It also brings a consistency of quality and straightness of fruit not previously seen in more traditional growing systems.

You can learn more about the Thanet Earth crops of cucumbers, peppers and speciality tomatoes online at www.thanetearth.com

- ENDS -



Information for editors:

Thanet Earth is a state-of-the-art greenhouse development in Kent. When completed the site will feature seven enormous greenhouses, producing tomatoes, peppers and cucumbers. So far, four of the greenhouses have been constructed and are fully operational alongside an on-site packing factory. The crops are sold to the UK's supermarkets.

Thanet Earth is a joint venture, owned jointly by the Fresca Group of companies and three specialist grower companies.

For information about the business, its background and operations, see www.thanetearth.com

Follow us on Twitter - @thanetearth

Further information available from:

Judy Whittaker, Communications Manager on –
07918 194998 or judy.whittaker@frescagroup.co.uk