



# Grower Pack

*Sourcing the finest from the best!*



# Your Produce, Our Responsibility

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## We are a FRESH produce company

Fresh Food Co EU markets  
and distributes fresh  
produce to chain  
supermarkets, food service  
providers, independent  
retailers and wholesalers  
across Europe and around  
the globe in a range of  
retail ready and  
wholesale markets.

# What We Do

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# Product Range



Baby Vegetables



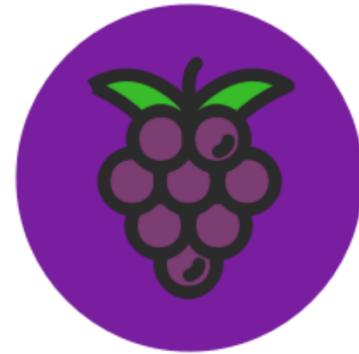
Exotic Fruit



Gourmet & Herbs



Specialty Veg



Soft Fruit



Citrus

[Click to learn more](#)

# Growing Value!

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*We aim to build long term partnerships with our suppliers all over the world.*

## **FRESHNESS**

The growers and farmers we represent work the hardest to produce exceptional speciality vegetables and exotics fruits, which gives us a compelling reason to work even harder for them!

## **EXCEPTIONAL TASTE**

Our growers work with us to ensure the right product is grown in the right season to produce maximum yields

## **SUSTAINABILITY**

When it comes to good produce – the variety of the produce, growing areas, horticultural practices, ripeness at harvest and post-harvest practices are all important factors, we ensure our growers work closely with us to grow Fruits and Vegetables with Great Taste, Food Value and Volume for Sustainability

# Experienced Specialists

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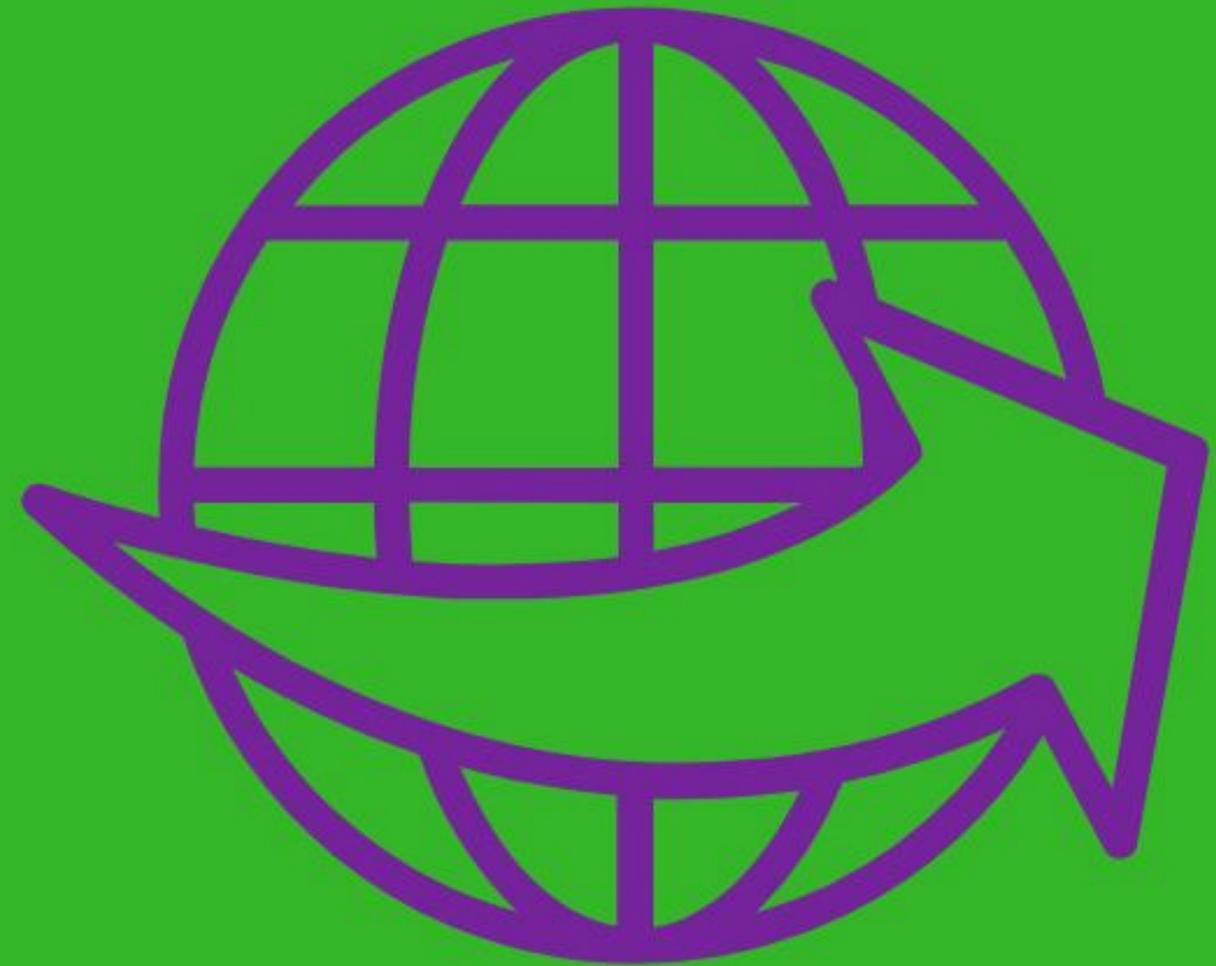
Genuine, spirited, forward-thinking, proactive people. Our job is to put your produce first and represent your brand! We are sensitive to our customers' needs and work closely together with our clients to address their special requirements through innovative solutions.

Exceptional produce, excellent service, and an unwavering commitment to food safety, taste and food value are what set us apart from the competition.

# Market Access

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We market and distribute an amazing variety of fruits, vegetables, and gourmet items in our ongoing quest to change the way Europe eats. Our growers gain market access through our network of warehouses and distribution partners in every major European capital city and our relationships with key fresh food buyers across the continent help ensure their product is always on its way to the market!



# Marketing Channels



Direct Marketing



Email Marketing



Personal Vists



Facebook



Twitter



Instagram



LinkedIn

[Click to learn more](#)



## FACEBOOK INSIGHTS

# 98%

### INCREASE IN ENGAGEMENT

Facebook offers up a great opportunity to market your produce to a specific audience and increase brand awareness for our growers.



**TWITTER  
ACTIVITY**

**19,600**

TWEET IMPRESSIONS

We use Twitter for tailored audiences and hashtag targeting for amazing engagement.



# INSTAGRAM ANALYTICS

# 2.92%

## ENGAGEMENT RATE

Visually inspiring consumers and driving awareness with image based content using Instagram

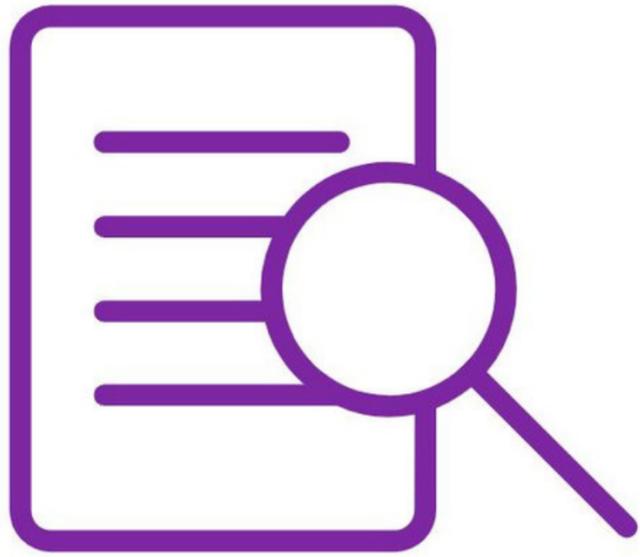


**LINKEDIN  
AUDIENCE**

**Over 4,000**

POST IMPRESSIONS PER MONTH

Using LinkedIn we market to your prouct to industry professionals and generating interest and potential leads on our existing networks



# Complete Transparency

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We value our open and honest trading relationships with our customers and growers, fully shared information about business strategies and metrics ensures better business decisions can be made





**Always  
Fresh!**

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## **Taste, Quality, and Sustainability**

We work closely with growers to ensure fresh produce arrives on the safest and fastest route to its final destination with a high degree of efficiency in the cold chain ensuring the quality of produce with good shelf-life.

Our approach is focused on blending fresh produce, customer service and technology to offer customized solution for our clients. From supply chain to cold chain management, our team takes care of every detail to make our produce is always on the go, either arriving from a supplier or on its way to our clients!

# Our Promise

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# Supply Type

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Growers can supply on two different bases, these have to be agreed prior to supply with a member of Fresh Food Co EU's team

## **TRADING PRODUCE**

Prices and other terms are agreed with a team member prior to supply, your invoices are based on agreed prices and terms.

## **COMMISSION SALES**

As your produce partner we work with you to get the best return for your product in the market, your invoices are based on final returns

# Working with us

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Dedicated to meeting the current and future needs of consumers worldwide. We deliver fresh produce year-round by air within hours of harvest to select global destinations!

We deal with exclusive specialty items available from niche farmers all around the world offering our clients a growing range of new fruits and vegetables to choose from.

We understand consumers like a diverse array of fruit and vegetables for year-round consumption, and the Fresh Food Co EU works hard to meet their expectations for range and quality.

This pack is designed to give growers as much information as possible about working with Fresh Food CO EU. Should you have any questions, please contact us.

# Get in Touch With Us

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## GOT QUESTIONS?

Contact us for more information

## PHONE NUMBER

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## EMAIL ADDRESS

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