



# FRESH EXCELLENCE

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**BARFOOTS**  
FRESH PRODUCT GUIDE







# **5<sup>th</sup> GENERATION FARMERS SINCE 1976**

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A dark blue world map is centered in the background, showing the outlines of continents. The entire image has a subtle, repeating pattern of small, light blue wavy lines.

# **GLOBALLY INTEGRATED FARMING AND FOOD BUSINESS**





**PIONEERS IN FRESH  
PRODUCE EXCELLENCE**





# GLOBAL LEADERSHIP IN SUSTAINABLE FARMING

Peter Barfoot receiving a CBE from Anne Princess Royal.



# CONTENTS

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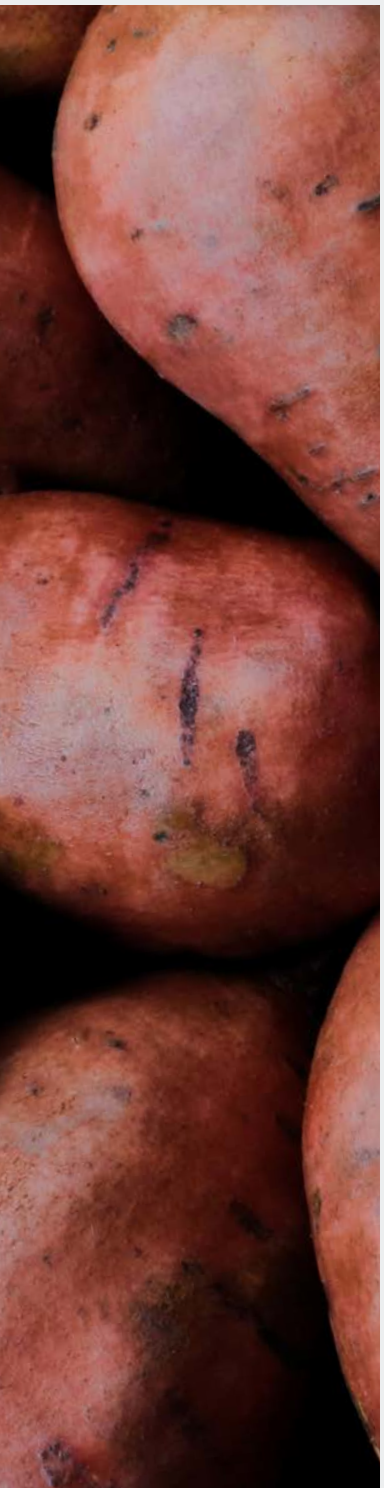
Our story began in **1976**, when **Peter Barfoot**, a fifth-generation farmer, started growing a single crop in the unique micro-climate of the Hampshire Basin. Today, Barfoots looks very different. We are still a **family-owned business**, but now we grow, process and pack a range of semi-exotic vegetables at farms and facilities **around the world**.

Our philosophy has not changed since our first farm...**look after the land as if you want to farm forever**. Today, as a global business, we're as dedicated as ever to nurturing the land and the local communities of which we are a part.

We've **pioneered sustainable farming methods** for decades, and have been **carbon neutral** on our energy requirements within our state-of-the-art UK manufacturing operation. Founder, **Peter Barfoot**, has even been awarded a **CBE** for **services to sustainable farming**.







We combine traditional farming techniques with innovative, modern practices to ensure **unrivalled quality** and **freshness**. We do this the world over, working in the UK, Senegal, Spain and Latin America, as well as in many other countries. We follow the sun to ensure a **year-round** supply of premium produce that's predominantly transported by sea and road to **minimise carbon emissions**.

With **farming at our heart**, we have a **unique passion** and understanding of fresh produce, with the utmost integrity in everything we do. From the largest retailers, to food service and meal box delivery start-ups, we have long standing partnerships that have delivered new products to consumers across the UK and Europe.

**If you have any questions relating to our products or capabilities,  
we would be delighted to hear from you:  
sales@barfoots.co.uk +44 (0) 1243 268811**







# **WHAT WE GROW**

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# WHOLE VEGETABLES

We supply premium fresh produce to our customers **all year round**.

We achieve this by operating farms and working with **growers around the world**.

To ensure our vegetables are always of the highest quality, we grow our crops in the best conditions using a combination of **modern and traditional farming techniques**.







# ASPARAGUS

**Barfoots farm over 750 acres of asparagus in the UK**, the majority of which is grown on the beautiful South Downs, providing south facing warmth and free draining soil that asparagus love. **Our British asparagus comes into season around the April 23rd, lasting roughly for eight weeks** until the Summer Solstice on 21st June.

The colder UK climate results in a slower growth rate, which creates a greater build up of anthocyanins, giving British asparagus a distinct purple hue and stronger taste profile. The anthocyanin pigments belong to a class of compounds called flavonoids that are thought to help promote good health through their antioxidant effects.

**Outside of the UK season, Barfoots Latin America provides a supply of incredibly delicious asparagus to the UK.** The supply chain process has been optimised to minimise carbon and maximise freshness. Our investment in farming in Latin America has made us the largest importer of asparagus into the UK, we have also **invested in restoration projects promoting biodiversity and soil fertility in the area.** From January we start transitioning into Mexican asparagus, and then Italian before our UK crop starts.






# BABY CORN

Baby corn is the ear of sweetcorn and is harvested at a young age, before silks have emerged. High in fibre, baby corn is nutrient-rich, providing vitamin A, vitamin C and iron. It is wonderfully crisp and sweet in flavour and is a fantastic addition to stir fries and curries, roasted as a side dish or chopped up raw into a salad.

**Baby corn is available all year round** from warmer climates. With long sunshine hours and a close proximity to the Senegal River, **our programme in Barfoots Senegal provides a large volume of baby corn.** Adjacent to Dakar port, they're easily transported by sea and road to our UK HQ. **Our sea freight model for baby corn is unique and enables our baby corn to be more sustainable.** We also source from India, Kenya and Thailand to supplement supply when required.





# **BUTTERNUT SQUASH**

**We were Europe's first importer of butternut squash back in the 90s**, when founder Peter Barfoot discovered the super vegetable on his travels and saw an opportunity for the UK market.

**Abundant in sweet, nutty flavour**, with a creamy texture, they're **versatile and easy** to cook, you can **eat the whole squash**, and they last for months, helping **reduce waste** too.

Butternut squash is an excellent source of provitamin A carotenoids, vitamins C, B, potassium, magnesium, and manganese. It's also rich in fibre.

**Butternut squash plants are very tender and grow best in warm climates with well-drained and fertile soils**. For decades we've worked in partnership with growers around the world to meet the growing demand of this wonderful vegetable.

**We grow butternut squash in Argentina, Greece, Portugal, South Africa and Barfoots Senegal.**





# CAULISHOOTS®

Launched in 2021, **CauliShoots®** are a new variety of cauliflower we've developed with our seed partner, Syngenta.

In the last few years we carried out growing and tasting trials until we perfected the ultimate cauli...**long succulent stems, sweet nutty curds, edible from tip to toe** and high in fibre and immune boosting vitamin C.

They are incredibly versatile, simply steamed, grilled, stir fried, barbequed, dipped in your favourite sauce or included in your favourite meal. With **no prep, and no waste**, they're super convenient too.

Grown on our farms in the UK from June to October, through Barfoots España our Spanish growers supply from November to June.

Find out more on the [CauliShoots™ website](#).





# CHILLIES

Chillies are known for their unique spice and flavour. Chillies also contain a health benefiting alkaloid compound, capsaicin, which gives them their strong, spicy, pungent character. Early laboratory studies suggest that capsaicin has anti-bacterial, anti-carcinogenic, analgesic and anti-diabetic properties.

It also found to reduce cholesterol levels.

**Our UK Cropping facility produces a wide range of chillies**, from the mildest varieties to the hottest from April to November.

We started growing British chillies in 2015, and have **trialled over 280 different varieties!** Working with meteorological weather data, we endeavour to maximise yield and quality in our glasshouse structures.

Our programme in **Barfoots Senegal** also provides **large quantities of quality chillies across the full range** of varieties, supplemented by Spain and Morocco and transported by road and sea to our UK HQ.





# COURGETTE

**Courgettes were the first vegetable that Peter Barfoot grew** in the early days on his small holding, seizing opportunities to develop, this **quickly scaled up to supplying major retailers.**

Courgettes, also known as zucchinis, like warm, sunny weather. During the English summer, courgettes can grow from a small flower to a full sized fruit in a matter of days. This makes them **one of the freshest vegetables available during summertime.**

Courgettes are nutrient rich and a particularly good source of potassium (as much as bananas!), vitamin C and folic acid. They are delicious simply roasted, steamed or thinly sliced raw into ribbons and drizzled with your favourite dressing.

With integrated production in the UK, Spain and Morocco, **we offer a consistent, reliable supply of courgettes all year round.**





# GREEN BEANS

Green beans are crunchy in texture and fine in flavour. Rich in vitamins A, C, K, they're also a great source of folic acid and fibre.

**With a year-round supply and an automated production process, Barfoots grows a range of green beans of the highest quality.**

We work closely with our growers and seed houses to ensure we always grow the best varieties for eating quality, customer specifications and to suit harvesting and handling techniques.

From January to June, we import beans from **Barfoots Senegal**. From April Morocco provides additional supply support, we then transition into Dutch beans in June until our own **UK crop is ready to harvest in July**. By the end of summer, we transition back to our Moroccan and Egyptian supply.





# PUMPKIN

Following trends in the US, **Barfoots were at the forefront of the mass supply of pumpkins to UK retailers.** We've continued to grow and supply millions of culinary and decorative pumpkins every Halloween since.

**Our range of Halloween pumpkins includes the Gourds, Ghost and Munchkin varieties.**

Pumpkins are sown in the spring, with flowers forming in June. By July, small green pumpkins have formed, and they're snipped away from the plant in August once they're orange in colour. During September they're cured and lined up in the fields which is quite a site, ready to be packaged in October.

90% water with a tough skin, pumpkins are a tender vegetable and a warm-season crop. **Culinary pumpkins have a longer season than Halloween pumpkins, finishing at the end of November.**





# RHUBARB

**Rhubarb originates from the North Western provinces of China and Tibet,** initially used as a medicine, the precise origin of culinary rhubarb is unknown.

Rhubarb is an excellent source of vitamins A, C, K, potassium, folate, magnesium and fibre, with antioxidant properties.

Our farms in the south of England afford us the earliest possible start to the outdoor spring growing season.

**During the winter, we grow forced rhubarb in Yorkshire and the Netherlands.**

The same type of rhubarb is farmed, after initial exposure to the frost, then it's lifted from the ground and placed into forcing sheds. Once in the darkened sheds, heat is applied causing the rhubarb to grow quickly in search of light.

**This growing process produces rhubarb that is sweeter and more delicately flavoured with an especially vivid red colour.**





# SQUASH

Originally farmed more than 10,000 years ago in Central America, there are a variety of vegetables in the squash family, abundant in colour, taste and nutrients.

It's incredibly versatile and delicious vegetable that can be cooked in a number of ways, with a long life ambient storage reducing waste, you could say it's the perfect vegetable!

**We grow and supply a number of varieties, including Acorn, Crown Prince, Harlequin, Kabocha, Onion, Spaghetti and Queen.** They all have their own unique vibrant colour inside and out, with rich taste profiles.

**Squash grows well on the south coast of England** between September and December. For the rest of the year, **to meet a 12-month supply schedule, we grow it on our farms in Argentina, Greece and Senegal.**





# **SUGAR SNAP PEAS**

Both sugar snap peas and mangetout are crisp, sweet in flavour and rich in nutrients including vitamin C. They prefer high altitude mountain sites for the cooler temperatures and lower disease and pest pressures.

**We grow sugar snap peas and mangetout in Kenya and Peru. We also farm sugar snap peas in the UK, ensuring a year-round supply.**





# SWEETCORN

**Barfoots is the UK's largest grower and importer of sweetcorn**, our founder Peter Barfoot pioneered the mass supply of supersweet corn to the UK retailers during the late 80s and 90s.

Sweetcorn grows best in sandy soils and warmer conditions. **Barfoots follows the sun around the world to offer year round, consistent delivery of the sweetest, freshest corn on the cob**, and our outstanding logistics for our overseas crops make Barfoots a market leader.

**Our UK farms are geographically situated to ensure the earliest crop possible**, with the season running from July to October. We then head to Europe for the Autumn, with Barfoots España suppling until early December before we turn fully to Africa. Barfoots Senegal, in partnership with SCL, start harvesting in late November until late May. Then we move back in a northerly direction, with Morocco and then Spain, Greece, France and Germany providing the goods in Spring until we return to full swing in the UK.

We process our sweetcorn to supply a variety of formats including twins, cobettes, ribs, bites and exclusively during the UK season, loose.





# SWEET POTATO

Sweet potato is a powerhouse of a vegetable, rich in fibre, vitamins and minerals. Super versatile they are delicious in savoury or sweet recipes.

Sweet potatoes love to grow in tropical and sub-tropical climates. We source our sweet potatoes in partnership with our growers in North Carolina (USA), Egypt and Argentina where conditions are ideal.

**Barfoots Latin America have developed an exclusive export of Argentinian Sweet potatoes.** We identified there were parallels in conditions between San Pedro, Argentina and North Carolina, USA where the majority of sweet potatoes come from. First trialled in 2019, **Argentina is now a unique, scalable contingency to USA crop where extreme weather conditions can risk production.**

The overlap in seasons allows us to optimise shelf life by utilising the peak of each supply window. We work closely with the agronomics of each sweet potato variety and maintain **state of the art curing and storage processes to ensure maximum product quality.**





# TENDERSTEM<sup>®</sup> BROCCOLI

Tenderstem<sup>®</sup> broccoli is a sweet, crunchy and vibrant vegetable, it's incredibly versatile and super convenient as the whole stem is edible and requires no trimming.

Packed full of nutrients, it's high in vitamin A and C and is a great source of potassium and iron, providing four times more vitamin A than traditional broccoli.

**Barfoots were the first to grow Tenderstem<sup>®</sup> in the UK, within the warmer climate of the South Coast.**

We continue to grow in the UK and Spain, ensuring a consistent, reliable, high quality supply. **West Sussex is one of the best locations in the UK for growing Tenderstem<sup>®</sup>**, due to the mild climate which helps to lengthen the growing season from the end of May to mid-November. **Outside of this season, over 1000 acres are grown in the Lorca Valley in Spain.**

We also work with growers in Kenya to supplement our supply when required throughout the year.






# **ORGANIC PRODUCTS**

As consumers increasingly endeavour to eat well and sustainably, **the organic market continues to experience growth**, and is now worth over a £3bn in the UK.

With extensive organic farming operations certified to the highest standards in the UK and abroad, Barfoots offers a wide range of quality organic products.

These include **Tenderstem® broccoli, asparagus, beans, sweetcorn, sweet potatoes, butternut squash, aubergines and courgettes.**





# **PREPARED VEGETABLES**

You'll have seen courgetti spaghetti, butternut squash noodles and sweetcorn ribs before but you might not know that they originated in the **Barfoots Innovation Kitchen.**

We've been testing new products and successfully getting them on to retail shelves and into restaurant and home kitchens for the last **two decades** so we know what it takes to make that happen.

If you have an **idea** or an **ambition** for prepared veg, we can help make that a **reality**. All products are available freshly prepared, plain or seasoned and in a variety of weights, shapes and sizes. **Read on for a few examples.**







# BUTTERNUT NOODLES

Boodles, as we call them, are a vibrant and healthy alternative to noodles.

Perfect in salads, stir fries or seasoned on the side of the plate.





# ASPARAGUS MEDLEY

Designed for retail, the asparagus, Tenderstem® broccoli and pea medley is the ultimate spring combination, available all year round.





# SWEETCORN RIBS

Succulent and juicy, our prepared sweetcorn ribs are an easy and delicious addition to the shelf or menu. Fun and tasty, loved by adults and kids, as a snack or side.





# FRESHLOCK® SWEETCORN

FreshLock® is our revolutionary vegetable innovation that reduces food waste whilst delivering delicious just picked goodness. The FreshLock® process gently pasteurises the sweetcorn extending the life whilst retaining flavour and crunch. 100% natural it's free of artificial preservatives or additives. Available in a variety of cuts, ready to eat with just a few minutes to reheat, it's super convenient too! Please get in touch to try, and discuss possibilities.

*freshlock*™  
by BARFOOTS



micvac



# GLOBAL SCALE

Barfoots is a globally integrated farming and food business.

We operate farms, packing and processing facilities and logistics, export and marketing offices in Europe, Africa, Asia, South America and North America.







# CULTIVATING EXCELLENCE IN OUR PEOPLE AND OUR PRODUCE




**To find out more please contact us:**

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## BARFOOTS



Barfoots is BRC, Organic and Ethically Certified.

