



**BECOMING
A MEMBER**
Your exclusive benefits



**THE VOICE OF THE UK FRESH PRODUCE
AND CUT FLOWER INDUSTRY!**

WHO IS FPC?

The Fresh Produce Consortium (FPC) is the independent trade association for the UK fresh fruit, vegetable and floral industries and their associated global partners.

We are wholly owned by our vast membership located across the UK and worldwide. We represent ALL ASPECTS of the supply chain from producers through to retailers, and laboratories to recruiters.

Operating exclusively for our members, FPC works closely with multiple stakeholders to advocate for industry PROGRESSION and to create OPPORTUNITIES that support the growth of our member businesses.

We offer EXTENSIVE services and benefits so you can make the decisions and connections that will enable your business to soar!

BECOMING AN FPC MEMBER WILL...

- ✔ Boost your knowledge
- ✔ Expand your horizons
- ✔ Voice your opinions
- ✔ Unlock exclusive data
- ✔ Broaden your network
- ✔ Support your industry
- ✔ Grow your business



BETTER TOGETHER!

WHO WE SERVE

FPC has over **700 members** and counting!

We represent **more than 65%** of the fruit, vegetables, flowers and plant industries in the UK.

Members of FPC get their opinions heard and continually gain knowledge to raise their business to the next level!

Our collective voice is **powerful!**

**- ALBERT -
BARTLETT**
EST. 1948

AMFRESH
UK

ASDA


Morrisons
Since 1899


BerryWorld


Driscoll's
Only the Finest Berries™


FLAMINGO
HORTICULTURE


**BLUE
SKIES**

 **MAERSK**



COLLABORATING, INFLUENCING, ACCOMPLISHING!

WHO WE WORK WITH

FPC is **extremely active** in engaging with UK and global stakeholders to voice and steer our industry's best interests.

Our close cooperation with regulatory bodies, certification and standards organisations, trade associations, NGOs, and industry partners ensures that our members regularly receive the most **up-to-date advice** and **relevant information**.



NO TYPICAL DAY FOR FPC!

WHAT WE DO FOR YOU

FPC helps solve any challenge for our members.

- ★ Lobbying for better UK border controls
- ★ Assisting in releasing a container from port
- ★ Connecting you with the perfect service provider
- ★ Producing critical guidance
- ★ Demystifying policy

Much of our work is behind the scenes, yet highly effective in benefitting daily trading for our members.

We are relentless in our efforts to influence current industry affairs and decision making, seek timely advice for members, develop standardised guidance documents, and work towards specified industry goals for your collective benefit.



OUR ACTIONS

- Lobbying government
- Joining working groups
- Attending industry meetings
- Preparing consultations
- Steering industry response
- Coordinating campaigns
- Organising industry events
- Offering personal member support

OUR AREAS OF INFLUENCE

- Post-Brexit
- Trade
- Technical
- Policy
- Sustainability
- Labour
- Regulations

OUR COLLABORATORS

- | | |
|----------------------------------|--------------|
| Government bodies | Agencies |
| Regulatory bodies | Researchers |
| Certification & Standards bodies | Embassies |
| NGOs | Scientists |
| Trade associations | Universities |
| | Members |



MAKING HEADLINES!

WHAT WE ACHIEVE

FPC is proud to work for the industry to achieve positive outcomes for our members.

- ★ Regulatory success! The UK's post-Brexit border strategy is a key area of FPC's ongoing focus. In 2024, our persistent lobbying secured a monumental victory for the fresh produce industry including: Delayed Import Checks & Fees, Reclassification of Key Products, Exemption from Border Checks, and Reduced Regulatory Hurdles.
- ★ Our ground-breaking partnership with IFE – we hosted the first-ever dedicated fresh produce section at the UK's acclaimed International Food & Drink Event.
- ★ The 5th Edition of FPC's Temporary Accommodation Guidance for workers in the UK – published following extensive reviews held with key stakeholders.

GOALS FOR 2025



🎯 BTOM

FPC will follow the phased changes to help members adapt to new plant health declarations and customs processes.

🎯 Guides

FPC will issue further key guidance documents and training to support members' understanding and preparation for any new import/export and food safety requirements.

🎯 UK border

FPC will continue to lobby UK government to raise border control concerns, particularly delays at ports of entry, and to advocate for full authorisation of Border Control Posts/Authorised Operators.

STAY AT THE FOREFRONT!

WHY JOIN?

FPC members receive an **INCREDIBLE** range of unique services so you can make informed business decisions to successfully navigate our ever-evolving industry!



Weekly Industry Updates

Stay informed about the latest UK legislation, regulation, and compliance requirements.



Events & Networking

Attend first-class industry events including: FPC Fresh Awards, IFE Fresh Produce Section, and FPC Careers.



Daily News & Social Media

Read top industry stories via Freshtalk Daily and Agritech Future, and news on LinkedIn and X.



Advice & Guidance Publications

Access essential guides to Worker Accommodation, Food Safety, UK Importing & Exporting, Labour, Packaging, Plant Health/Pesticides, Sustainability, and Technical/Regulatory Issues.



Quarterly Meetings: Sustainability, Technical & HR

Hear senior-level speakers explain all the legislative changes, specialist advice, new products and services, either online or in person.



Data Analysis

Receive interpreted data from Defra, UK Plant Health, RASFF, UK-FSA, EU Commission and more to understand trading context and food safety/plant health trends.

PLUS...

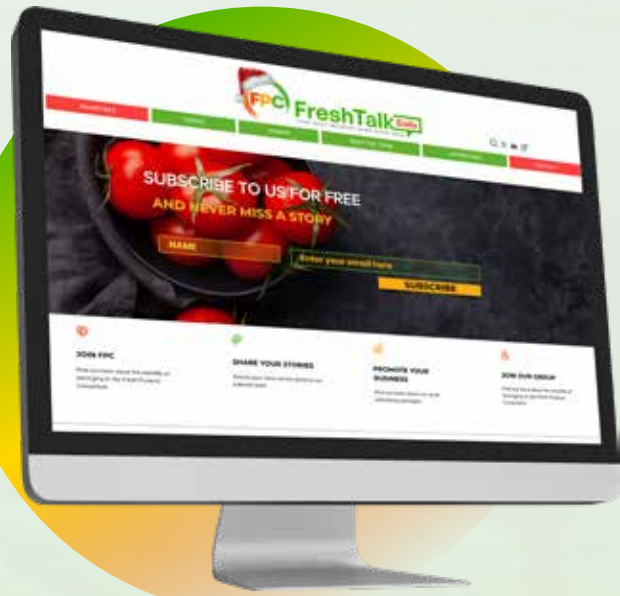
- ✔ Import/Export Support
- ✔ Workshops & Training Sessions
- ✔ Industry Visits
- ✔ Members' Only Website Access
- ✔ Annual magazine
- ✔ Digital downloads



ONLINE, IN-PERSON, IN PRINT!

HOW WE COMMUNICATE

Members receive regular updates from FPC via the following channels:



Weekly e-newsletter

Our Industry Updates highlight the latest UK legislation, regulation and compliance requirements.



Website

Our News, Advice, and Topics pages are updated continuously with breaking news, the latest advice, and biggest trending topics for the industry.



Freshtalk Daily

Our dedicated news website publishes the latest farm-to-fork developments from the fresh produce industry. The headlines are sent directly to members in daily e-newsletters.



Agritech Future

Our one-stop digital platform for all things agritech from exclusive features to reports, white papers, webinars and more, plus a monthly e-newsletter.



Social media

Follow us on LinkedIn and X @fpcfreshtalk for the latest news and views.



Annual printed magazine

Freshtalk is our end-of-year summary of news and achievements.

EDUCATION, INFORMATION, INSPIRATION!

IN-DEPTH PRODUCE NEWS

Freshtalk Daily

FPC membership includes access to Freshtalk Daily, the GOLD standard for reliable fresh produce industry news online, with a growing readership of 22,000+!

Freshtalk Daily covers everything from farm to fork and more.

We publish the latest hard-hitting produce industry news, insights, and analysis.

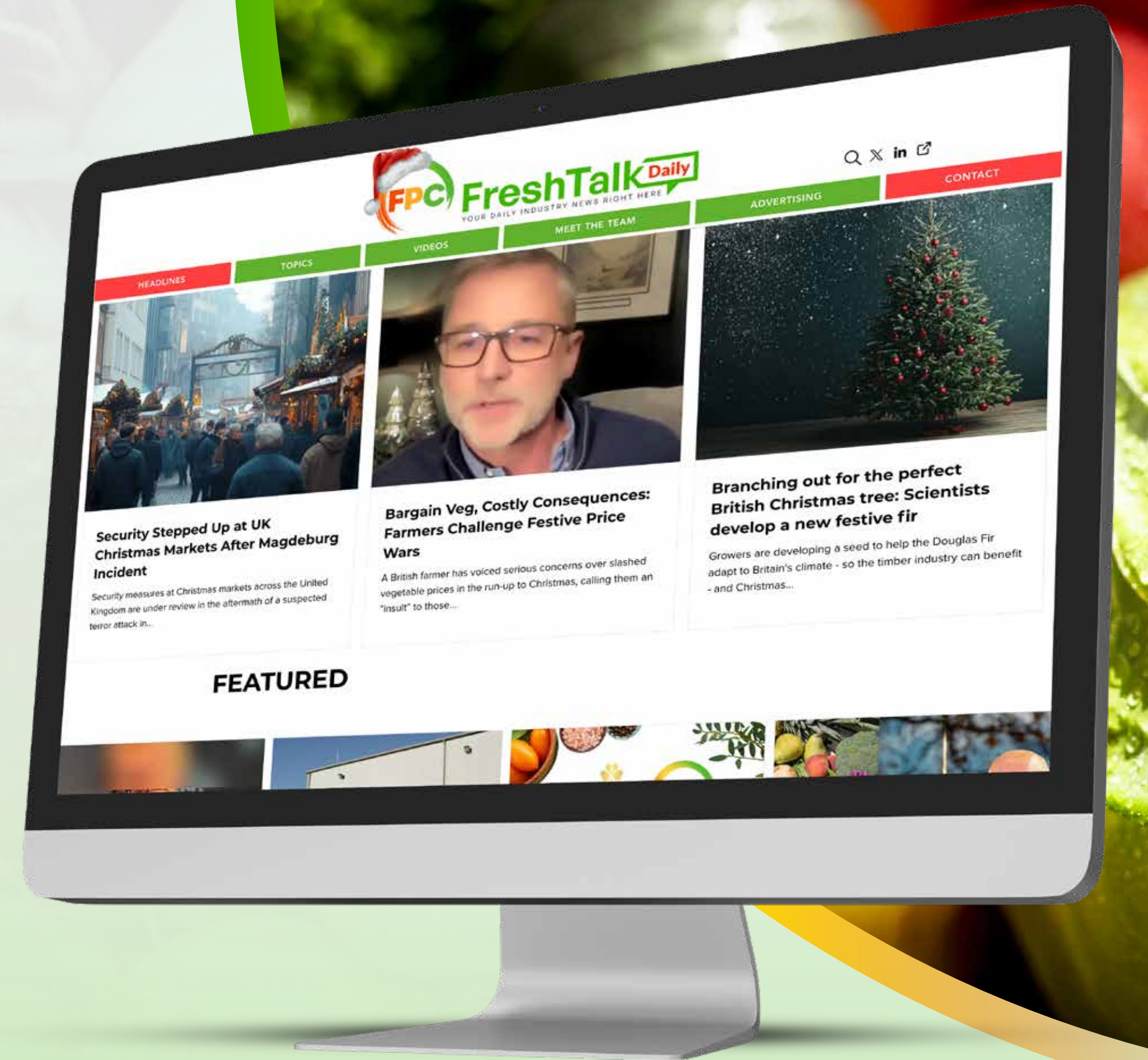
Members receive the headlines via email every day.

Subscribe for free, plus unlock fantastic advertising opportunities!

To share a news story, contact: sarah@freshproduce.org.uk

WWW.FPCFRESHTALKDAILY.CO.UK

VISIT



INNOVATION, TRANSFORMATION, EMPOWERMENT!

INVALUABLE AGRITECH NEWS

Agritech Future

Revamped in 2024, Agritech Future from FPC is your one-stop digital resource for all things agriculture, innovation and technology.

Members can unlock exclusive features, reports, e-books, white papers, webinars and more, plus receive a monthly e-newsletter.

Keep your finger on the pulse of Smart Farming, BioTech, AI and Robotics to push your boundaries and drive meaningful change in your business!

Promote your business, services, and more via targeted advertising opportunities!

Follow/Engage on [Instagram](#), [X](#), and [LinkedIn](#).

WWW.AGRITECHFUTURE.COM

VISIT



GETTING INVOLVED

Our Exclusive Member Meetings

Members can attend our quarterly Sustainability and Technical workshops online or in person. Plus our annual HR Forum!

This is your FREE ticket to specialist advice, new trends, products and services, plus the latest legislative changes from Defra, APHA and HSE!

Guest speakers from key agencies, associations, and companies cover a variety of hot topics to keep you in the loop.



Technical

- ✔ Border Target Operating Model
- ✔ Pesticide Residues
- ✔ Food Safety
- ✔ Food Fraud
- ✔ Audit Proliferation



HR

- ✔ Modern Slavery
- ✔ GLAA
- ✔ Accommodation Standards
- ✔ Recruitment
- ✔ Seasonal Workers
- ✔ Salary Survey



Sustainability

- ✔ Net Zero & Emission Reduction
- ✔ Food Waste
- ✔ Water Sustainability
- ✔ Food Security
- ✔ Plastics/Packaging
- ✔ Ethics

ATTENDING EVENTS

Our Networking Opportunities

Members are invited to join us at targeted industry events throughout the year.

This is your UNIQUE chance to network face-to-face and share information with a view to generating new opportunities to grow your business.

Join us at...



IFE

The **ULTIMATE** event to meet food & drink buyers!

FPC is the official host of the dedicated Fresh Produce Section at IFE – the International Food & Drink Event – designed to help members generate new routes to market.

IFE is the UK's largest and most successful product sourcing platform. Buyers attend from the retail, foodservice, hospitality, wholesale, distribution, import, export and manufacturing sectors.

Our hub features shared and individual expo stands. Over 3 days we showcase the UK's widespread fruit and vegetable offer plus the nation's range of produce supply chain services.

FPC promotes high-quality connections! We position grower-exporters in front of 30,000 senior food and drink buyers, as well as bring service operators in contact with both suppliers and buyers.



**EXHIBIT
WITH US!**

17-19 MARCH

2025

ExCel London

Enquire now

linda@freshproduce.org.uk

Visit for more info

www.ife.co.uk



FPC FRESH AWARDS

An **UNMISSABLE** date for your diary!

Every September FPC brings together around 700 of the finest operators from across the fresh produce and floral industries to honour achievements, network in-person, and make life-long connections in true style!

Our prestigious event features multiple free-to-enter award categories that celebrate all the winners from field to fork during a glittering evening ceremony.

Businesses can nominate themselves or others to win Grower of the Year, Rising Star, Best Place to Work and many more esteemed awards!



JOIN THE PARTY!

FRIDAY, 26 SEPTEMBER, 2025

JW Marriott Grosvenor House, London

Book your table: linda@freshproduce.org.uk

Visit for more info: www.fpcfreshawards.co.uk



FPC CAREERS

A BRAND-NEW virtual recruitment drive!

FPC is organising an exciting online event to encourage new talent and the next generation to work the fresh produce sector and its related industries across the UK and beyond.

We will connect high-calibre job seekers with prospective employers from right across the supply chain – production, import & export, retail, wholesale, foodservice, logistics, hospitality, agritech, packaging, and marketing.

Employers can showcase career opportunities to recruit top talent, inspire a new generation, and guide newcomers into a rewarding career within fresh produce.

Jobseekers can explore and apply for various roles, network with industry professionals and mentors, plus gain insights into this dynamic field.

All from the comfort of your own home or workspace!



**SAVE
THE DATE!**

THURSDAY, 8 MAY, 2025

Sponsor / Exhibit: linda@freshproduce.org.uk

Visit for more info: www.fpccareers.co.uk





OUR TEAM

FPC's brilliant team is always here to help...

📞 01733 237117

💻 freshproduce.org.uk

📍 Minerva House,
Minerva Business Park,
Lynch Wood,
Peterborough PE2 6FT



Nigel Jenney

CEO

Nigel heads up the Executive Team providing strategic leadership to effect growth and increased membership



Kelly Shields

Technical Director

Kelly actively engages with governmental departments to stay informed about evolving regulations and offer members technical support.



Nicola Chessum

Business Support Manager

Nicola is responsible for managing new memberships, supporting current members by aiding with queries, co-ordinating FPC's events and providing business support to the wider team.



Sarah-Jayne Gratton

Editor-in-Chief & Head of Social

Sarah-Jayne manages FPC's digital media channels and is the editor of FPC's FreshtalkDaily News and Agritech Future, both highly acclaimed publications for the fresh produce industry



Linda Bloomfield

Business Development Manager

Linda plays a pivotal role in fostering partnerships, cultivating industry relationships and driving initiatives that enhance the sectors growth and sustainability.



BECOMING A MEMBER

There are 2 ways you can join...

Join FPC today and take your organisation to the next level!

Why wait? Start your membership now to benefit immediately from our exclusive insight, support, and exposure!

Being a member of FPC makes us stronger and more effective in representing your industry!

Request your quotation at
freshproduce.org.uk

Read more about FPC
freshproduce.org.uk

Discuss your options:

infor@freshproduce.org.uk

+44 (0)1733 237117

FULL MEMBERSHIP

For companies trading in fruit, vegetables, flowers or plants in the UK.

ASSOCIATE MEMBERSHIP

For companies involved in the supply chain of fruit, vegetables, flowers or plants in the UK.

WE CAN'T WAIT TO WELCOME YOU!



**THANK
YOU!**

