



&



Driving success in berries

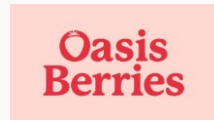
Delivering **GREAT TASTING BERRIES** that will **DELIGHT** our customers each and **EVERY DAY!**



Breeding



Production



Sourcing



Marketing



Vertically integrated for Control - Availability - Quality - Price – Varietal - Ethical - Sustainability

ASF Sandbrook Grounds (Evesham)

- 1000 crosses strawbs, rasps & blacks per year
- Evaluation of 20,000 seedlings annually

International Trialling

- Narrowing down to small number of advanced selections at trial sites in the UK and Spain

Commercial Scale Trials

- Commercial trials on grower farms in the UK, Spain, Portugal and Morocco

Propagation ramp up & roll out

- Propagation of high health plant stocks in the Netherlands

Sweet intense aroma

Fresh and fruity flavour

Good disease tolerance

Shiny attractive fruit

Sweet and juicy

Broad conical shape

Medium red colour

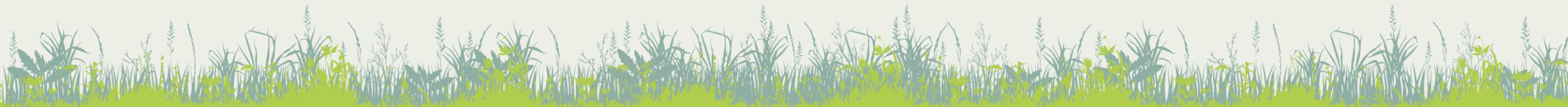


Brix level 12

Compact plant

High yielding

Short laterals



19 Scottish Growers

10,395 Tonnes of Fruit

£52.5 Million Turnover

40% of Scottish Soft Fruit





UK (Somerset)

14 Ha glasshouse
strawberries



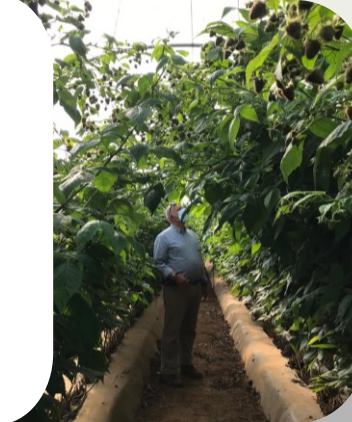
FELGAR

Morocco (Larache)

96Ha raspberries

600ha Strawberries

80ha blueberries



Chile (Talca)

100Ha blueberries



Oasis
Berries

Morocco (Agadir)

22Ha raspberries



Morocco (Agadir)

76 Ha Raspberries

18 Ha Blueberries





Our customers

Sainsbury's

ASDA

M&S

EST. 1884

little farms



angus
SOFT FRUITS

good
natured

ava
TASTE THE BERRY BEST

angus
SELECT



Picked in Peru...
Packed in Salford Priors



available from

angus
SOFT FRUITS

Collaborating to efficiently access markets, resources and services through...

Economic Empowerment

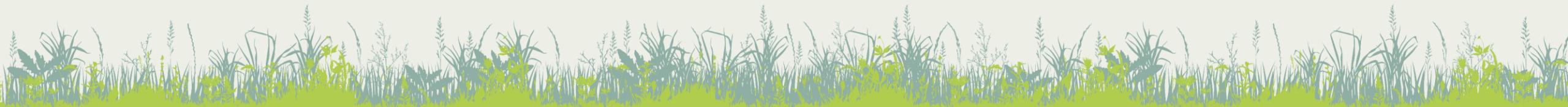
Market Access

Access to Resources and Services

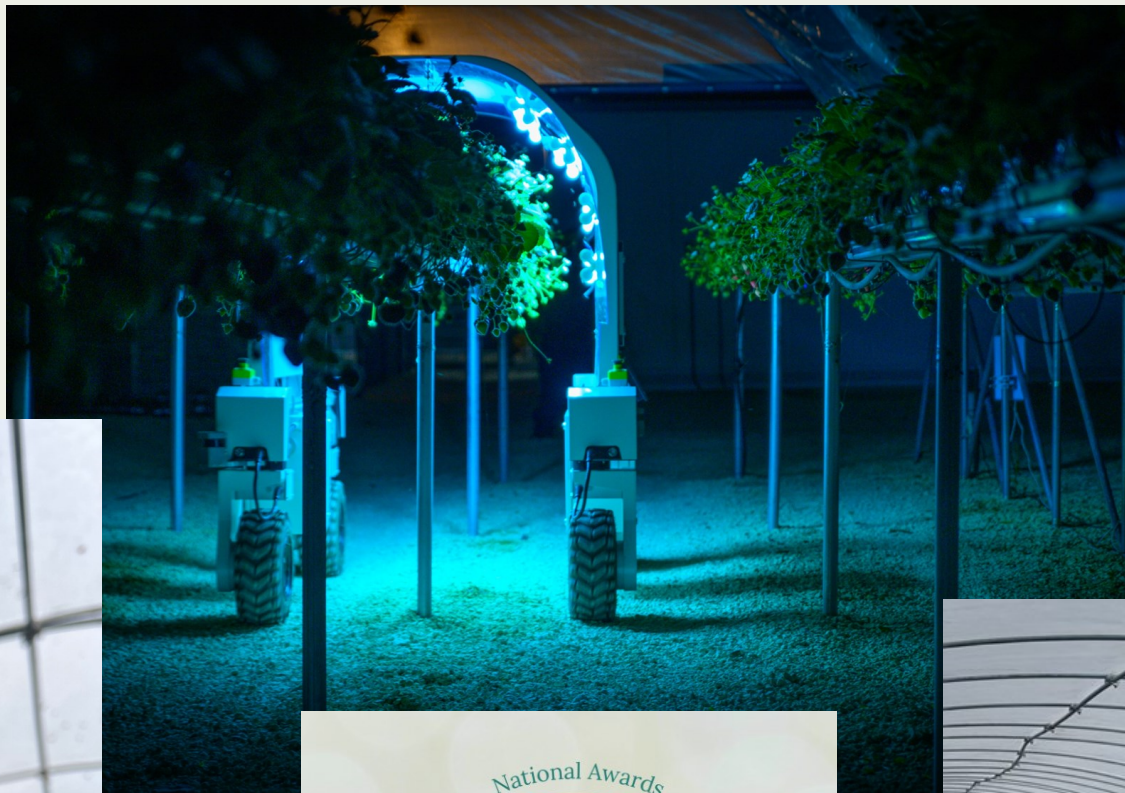
Value Addition

Social and Community Development

Advocacy and Representation



Innovation



Thank you!

