

BRIEFS

Guide plugs strawberries

Celebrity chef John Torode has helped Driscoll Jubilee strawberry growers develop a 'Savour the Flavour Strawberry Guide' on www.jubileestrawberries.co.uk. The move follows a survey showing that 40 per cent of people are unaware of strawberry varieties and 74 per cent do not pay attention to which they buy.

BerryWorld offers new mix

BerryWorld is expanding its prepared range Snackeries with a Berry Mix of strawberries, blackberries and blueberries and grapes. It was launched into Co-operative stores on 25 May

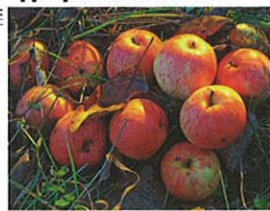
Asda weighs up imperial

Asda is selling 1lb punnets of strawberries ahead of a potential roll-out of imperial measures to other fresh produce. Research found that 70 per cent of the supermarket's shoppers were confused by metric.

Wine week exchange

Growers from Bergerac wine producer Château Masburel visited Yorkshire's Leventhorpe Vineyard as part of an exchange that marked last week's English Wine Week and the start of weekly flights to Bergerac from Leeds.

Apple pioneer celebrated



Hereford Cider Museum is staging an exhibition on horticulturalist Thomas Andrew Knight as part of Herefordshire Year in the Orchard. To mark the bicentenary of his *Pomona Herefordiensis*, or Book of Apples, the RHS has created the Pomona Award for the county's best orchards. Visit www.yearintheorchard.org

Dutch groups form sales link

Inova Fruit has been formed in Holland by The Greenery, Royal Fruitmasters, Fruitveiling Zuid Limburg, Veiling Zaltbommel and Veiling Haspengouw to sell Junami, Rubens and Wellant.

Copella enlists Sadie May Stowell and Dr David Bellamy for Hampton Court Flower Show exhibit

Show garden promotes English apples

APPLES

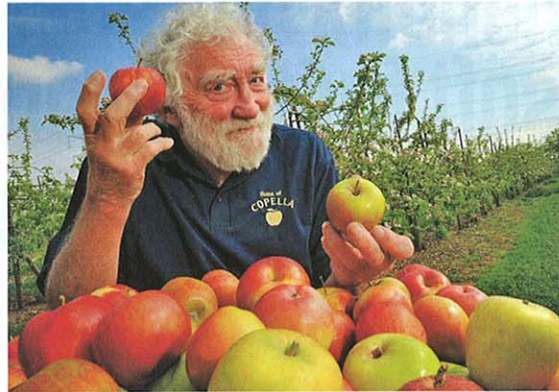
By Rachel Sixsmith

Apple juice maker Copella has joined forces for the second year running with landscape designer Sadie May Stowell to raise awareness of the plight of English apple varieties.

Award-winning Stowell will enter The Copella Plant and Protect Garden at the 2011 RHS Hampton Court Flower Show in July.

Copella's plant and protect ambassador, botanist and environmentalist Dr David Bellamy, will attend the show to speak at the garden about the importance of preserving English apple heritage.

The garden itself has been created to celebrate the beauty and diversity of English apples and encourage people to plant and protect



Bellamy: importance of preserving English apple heritage stressed

their own apple trees. It was prompted by the decline of English apple orchards and the decrease in demand for traditional English varieties.

Stowell said: "The Copella garden highlights an important environmental issue. Last year, we created the

Copella Bee Garden to emphasise the importance of bees and their worrying decline. This year, we are raising awareness about the decline of English apple varieties.

She added: "We hope that the garden will serve to remind people of all the

Campaign goals

The Copella Plant and Protect campaign was launched earlier this year with the support of botanist and environmentalist Dr David Bellamy and the National Trust to champion English apple varieties, pledge money to support English orchards and get Britons planting and protecting English apple trees.

Visit www.copellafruitjuices.co.uk/plant-and-protect/take-action

things they love about English apples and will encourage them to plant and protect their own apple trees."

Bellamy said: "We are very lucky Britain is home to such a fantastic range of apple varieties with different flavours, shapes and textures."

Plant and Protect Layout inspired by apple orchard cycle of life and decay

The Plant and Protect Garden focuses on the continuous cycle of life, decay and regeneration in an apple orchard.

The layout echoes the natural shape of apples and apple tree leaves, while the life cycle is reflected in features such as a rolling earth mound, inspired by a fallen apple, from which a wooden sculpture rises. This

symbolises new life emerging from decay and the constant regeneration present in orchards.

Many of the plants selected attract pollinating insects, which are key for enhancing biodiversity and vital to any ecosystem, as Copella's plant and protect ambassador Dr David Bellamy will explain to visitors.



Design: tree and leaf shapes

To either side of the garden, young apple trees are planted, including Cox's Orange Pippin, and James Grieve – just two of the many English apple varieties used to make Copella apple juice. These young trees highlight the need for the continued replanting, maintenance and regeneration of English apple orchards.

BerryWorld backs charity's Strawberry Teas

, the UK's leading supplier of berries to the UK's supermarket industry, is supporting Breast Cancer Care's Strawberry Tea fundraising initiative to raise £500,000 over the summer season.

The charity encourages members of the public to hold their own events, all themed around strawberries. The aim is to raise awareness of and funds for Breast Cancer Care and the work it does with the 49,000 people



New variety: tea inspiration

who are diagnosed with breast cancer every year.

To support the campaign,

BerryWorld will be holding its own Strawberry Tea event at its Broxbourne head office on 17 June. Managing director Adam Olins said: "We are pleased to be contributing towards the vital work the charity performs."

The tea party will serve a combination of fresh strawberries, handmade cupcakes and other strawberry-inspired treats, all using BerryWorld's newest variety of British strawberry, Sweet Eve.

BerryWorld be also supplying volumes of Sweet Eve for Breast Cancer Care's internal Strawberry Tea, as well as offering to supply other commercial tea event being held throughout the campaign.

Breast Cancer Care has created materials to help fundraisers organise their own events, including a website featuring some Sweet Eve recipes, each developed exclusively to enhance the natural sweetness of the berries.