



Press Release

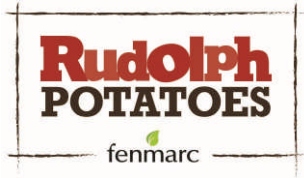
September 2011

FENMARC CELEBRATES RUDOLPH DAY
www.rudolphpotatoes.com

As new season Rudolph potatoes were being harvested, restaurateurs, chefs, retailers and media all joined together in celebrating this outstanding variety of potato. Rudolph Day (Wednesday 21st September) saw deliveries of this premium-red maincrop potato take place all across the country.

On the day that Fenmarc celebrated Rudolph potatoes being shortlisted for a prestigious Quality Food Award, Rudolph potatoes themselves were being celebrated everywhere from the BBC Media Village, to the dome at the top of The Gherkin. Arnaud Stevens (pictured below), Group Chef for Searcys and Head Chef at 40/30 The Gherkin said: "If, like a lot of chefs, you need a consistent seasonal product, then Rudolph is the answer. Its red colour is just fantastic and it makes a wonderful fondant and a fantastic mash – or Pommes Puree."





Arnaud added: “What’s great about Rudolph potatoes is how well they cater for all types of cooking, from fine dining to casual cooking. As they’re so consistent I would certainly use Rudolph for events where you can be catering for 200 plus people, as I know Rudolph will deliver every time.”

Rudolph is a great tasting, versatile potato with superb eating qualities. Couple that with its impressive appearance - striking red skin and snowy white flesh – and it is the rising star of maincrop potatoes. Rudolph is a tried and tested variety and is grown by a team of dedicated experts.

A new website www.rudolphpotatoes.com was launched to coincide with Rudolph day featuring recipes from TV chef and Rudolph fan Rachel Green, news, resources and information on Rudolph.

New season crop is available now. For sales enquiries please contact Fenmarc on: 01354 662 400 or visit www.rudolphpotatoes.com

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Editors Notes

1. About Fenmarc (www.fenmarc.com) - Fenmarc, a leading fresh potato and vegetable grower and supplier was established as a farming co-operative over 40 years ago by growers across East Anglia. The business is now privately owned, with sales in excess of £80 million. Fenmarc is established as one of the leading fresh produce suppliers in the UK, employing over 400 colleagues.

2. About the seed - Last of the breeding programme in the UK by Agrolon (before Agrico purchased the Agrolon seed business in UK approx 10 years ago). The variety was listed by Agrico in 2007 who own the copyright until 2037. The initial cross was made in the late 90's from a crossing of Chieftain x Stirling. Stirling was a strong parentage variety with strong resistance to blight, which Rudolph has subsequently inherited.



There are currently 14 growers producing circa 1000 tonnes of seed for Agrico UK, both in England and Scotland, from high grade to commercial production. The seed is mainly grown in the region of Angus, Fife, Perthshire & some high grade in Aberdeenshire & Morayshire. There is a small area in Yorkshire where the crop is also being grown, which Agrico UK are hoping to expand year on year. Rudolph has also had promising results with organic trials.