



**Press Release**

**November 2011**

## **FENMARC CELEBRATES RUDOLPH'S FOOD AWARD SUCCESS**

Fenmarc are delighted with its recent success at two major food awards that recognise the quality and versatility of its exclusive potato variety - Rudolph.

Rudolph won gold in the vegetable category at the True Taste of Food & Drink Wales Awards (21<sup>st</sup> October) and just last week at the Quality Food Awards (10<sup>th</sup> November), Rudolph was highly commended in the fresh produce category - for its Asda Extra Special Rudolph Potatoes.

On its recent success, Jo Giggs from Fenmarc said: "We are absolutely delighted that Rudolph is being recognised for its fantastic eating qualities, versatility and distinctive appearance. The fact it tastes good and is consistently reliable is a key factor for both retailers, chefs and consumers - but the fact that it grows well, needs less water than its popular rivals and has the ability to grow quickly really does make Rudolph a rising star of maincrop potatoes".

Fenmarc recently invested in a brand identity and integrated PR and marketing campaign for Rudolph to help differentiate it from other maincrop potatoes. Exhibiting at BP2011 (stand no 145/153) Fenmarc will be showcasing Rudolph potatoes with live cooking demonstrations by TV Chef and farmer's daughter Rachel Green.

For all the latest campaign news please visit [www.rudolphpotatoes.com](http://www.rudolphpotatoes.com) or you can follow Rudolph on twitter @rudolphpotatoes.



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### **Editors Notes**

1. About Fenmarc ([www.fenmarc.com](http://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.