



Press release

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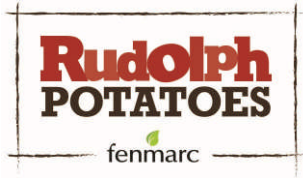
TV CHEF RAVES ABOUT RUDOLPH

As freshly dug Rudolph potatoes are delivered to restaurateurs, chefs and retailers as part of 'Rudolph Day' (**Wednesday 21st September**) farmer's daughter and TV chef Rachel Green explains why she believes British grown Rudolph is the rising star of maincrop potatoes.

"Rudolph has to be one of the most exciting potatoes that I have had the privilege to use for a very long time. It is such a colourful potato with its striking red skin and snowy white flesh. You immediately want to pick them up and start cooking!" She goes on to say; "As we are approaching winter, comfort foods are on so many menus - in restaurants and at home, and Rudolph fits the bill perfectly. Whether its delicious mash that's smooth and fluffy, or amazing roast potatoes - that when roasted with their skins on, deliver a dish that has a vibrant pink tinge to it, Rudolph really does cater for all tastes".

Rudolph, from Fenmarc, is highly praised for having the versatility of a Maris Piper potato, and is equally good baked, mashed or roasted. To demonstrate just how good Rudolph is to cook with Rachel has developed a number of deliciously different dishes, including: Baked Pesto Saddleback Potatoes; Fiery Red Wedges, a colourful dish and an exciting alternative to chips; Pavta Batata, a wonderful curry where the potatoes hold really well and Baked Potato Skins that take on a middle eastern flavour great for so many occasions.

With food waste at an all time high Rudolph can help here too, as it has great keeping qualities making it a very reliable and convenient potato for chefs and consumers alike. Rudolph, which is exclusive to Fenmarc in the UK, also



grows well, needing less water than its popular rivals and its ability to grow quickly gives the skin an attractive unblemished appearance.

Rachel, an ambassador for British food, is a qualified chef, caterer, and avid food campaigner with impeccable farming credentials going back 14 generations. She added: "It is a great pleasure to work with Rudolph, it truly is an inspiring potato and I can't wait to introduce it to my cooking demonstrations".

New season crop is available now. For sales enquiries please contact Fenmarc on: 01354 662 400

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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.