

NEWS

DECEMBER 2024

Christmas



MARTYN FLETCHER CEO

A heartfelt thank you as we celebrate a remarkable year.

In our 150th year as a company, we've been reflecting on a century and a half of progress, innovation, trusted partnerships and - at the root of our success - the fact that great people have always been the driving force that's brought us here today.

Those that came before us handed over a remarkable legacy. Those that are amongst us today are continuing to work incredibly hard to ensure we continue the forward momentum to hand over to those that will come after us. It's a big responsibility and we all have a part to play - the many successes across the business, that are illustrated over the next few pages, will illustrate what coming together as a group can achieve.

As we step into 2025, I am confident in our combined ability to achieve even greater success together. Our collective effort, resources, resilience, and passion for what we do will continue to propel us forward.

Thank you for everything you've contributed this year and here's to another year of progress, partnerships and our great people. After all - this is just the first 150 years of our story!

CHRIS MACK CHAIRMAN

150 Years of Fresca.

Much has been achieved in 2024 across the Group but the opportunity to celebrate such an amazing milestone in our history has been an absolute privilege for me. From my great grandfather selling produce from a market barrow 150 years ago, to one of the largest and most successful fresh produce businesses in the UK, it has been quite some journey!

I am proud that we have key customers that we have been supplying for more than 80 years, and suppliers with whom we have been trading for almost as long. I think that this says a lot about how we do business.

And the best part of this celebration has been the opportunity to acknowledge the contribution that so many people have made to this success over the years, right across the business. Thank You for being part of our story!

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LAURA EVISON CFO

First and foremost, a genuine thank you for a warm welcome into the Fresca Group and for making my first two months in the business so enjoyable.

Whilst I am looking forward to the Christmas break, I am also looking forward to getting stuck into 2025, to visiting different parts of the Fresca business and to meeting more of our colleagues.

We have some exciting plans to deliver both next year and beyond & I have no doubt that we will build on our successes & learnings from this year and continue to drive the business forward.

In the meantime, I wish you all a very Merry Christmas.



Fresca received the GroceryAid Gold award for driving awareness of their services to colleagues.



JAN



£3m investment into the TAC Avocado Centre of Excellence.



Curious Organic Blackberries launched in Waitrose stores on 31st January and ran for around 20 weeks.

FEB

DGM Growers were asked to showcase their Chicory Growing on Waitrose Farmers Instagram Reels.



MAR



Thanet Earth moved into lettuce production at new site in Chichester.

APR

Thanet Earth featured on the BBC when Michael Portillo paid a visit as part of his 'Great Coastal Railway Journeys'. It was a great showcase for the site.





MAY

In May, 3 new benefits were launched for all colleagues

Medicash – cash back for medical/dental treatments

Life Assurance Cover – equivalent to 1 year's salary

Industry leading rate of Enhance Parental & Neonatal Pay

Mack Southampton received a glowing letter from their Senior Buyer of Carnival UK Group, thanking them for going the extra mile whilst under pressure to get Cunard's first new ship in 14 years ready for her maiden voyage.

JUN



The new 'Thanet Earth Centre of Excellence @ Hadlow College' was opened, and promises to bring a new generation of greenhouse technical specialists to the industry.

JUL

New Fresca Group ESG Hub launched across the business.



AUG

The group's first formal Pledge for Equality, Diversity & Inclusion is published.

Brand new Benefits Hub was launched – the new portal contains details of all benefits offered to our colleagues.



SEP



OCT

Fresca is recognised for 150 Years of Excellence at the annual FPC Awards.

DGM Growers helped Waitrose with their pumpkin supply during October. Supplying them with munchkin, baby ghost and standard ghost pumpkins where the other supplier did not have the volume. Subsequently, this ended up with DGM being included in their tender process for 2025!



The Mack Ship Stores business expanded into a new dedicated unit to accommodate the increase in business.

NOV



Manor Fresh collaborated with Haith and Newtec to design and install a multi-million pound, state of the art potato grader, which went live in November in time for the Christmas peak.

primafruit
ARE NOW WAITROSE'S



Primafruit announced that it had become Waitrose's biggest supplier.

New Fresca Sustainability Report published.

DOING BUSINESS THE RIGHT WAY

Fresca Group Sustainability Report



fresca
Group
YOUR FIRST CHOICE PRODUCE PARTNER



DEC



SCAN HERE
TO READ OUR
SUSTAINABILITY
REPORT

The Avocado Company launch sustainable packaging with Sainsbury's on 31st December, a fully home recyclable packaging solution made from paper and bamboo.



As you know, 2024 marked our company's 150th anniversary. During the course of the year, we wanted to recognise the 2 most important components within any successful organisation – Our People, and Our Partnerships – with our customers, growers, suppliers and corporate partners.

Our company was originally founded by a gentleman called Matthew Mack, who wheeled his barrow of fresh produce into Covent Garden Market all those years ago.

We have been fortunate to have had 4 generations of the Mack family at the helm – Matthew's great-grandson Chris is, of course, our Chairman today.

To thank all our colleagues for the important part you all have played, and continue to play in our success, for our anniversary year, everyone received an extra day's annual leave – called the Mack Family Day.





THANK YOU FOR BEING A PART OF OUR STORY



At the end of November, we brought together senior representatives from our longest standing partnerships – customers like M&S, Sainsbury's, Waitrose and some of our Cruise Ship customers, Carnival and Fred Olsen.

Also some of our longest running grower and supply partners, like Martinavarro and Delassus; as well as our joint venture partners and other corporate organisations.





Receiving recognition from the fresh produce industry was a highlight in our year of celebration. Thinking we were attending the Fresh Produce Consortium's annual awards event as a sponsor of the Rising Star award, the FPC made an unexpected announcement that they were marking a special anniversary award for 2024 – "150 Years of Excellence".

Nigel Jenney, FPC's Chief Executive, said. Fresca Group has served with excellence for an incredible 150 years as a supplier of top-quality fresh produce to consumers across the UK. Founded by the Mack family in 1874, Fresca has stood as a beacon of quality innovation and leadership in the fresh produce industry. Over a century and a half, this outstanding company has grown from its modest beginnings into a global leader, providing the finest fruits, vegetables and flowers to the UK and beyond. The team at Fresca has given 150 years of unparalleled effort and dedication, agility and innovation, resourcefulness and ambition, which have led to solid partnerships with its customers, suppliers and communities.



SCAN HERE TO
LISTEN TO THE
PODCAST

FRUITBOX 

RECOGNITION OF OUR 150 YEARS FROM OUR INDUSTRY



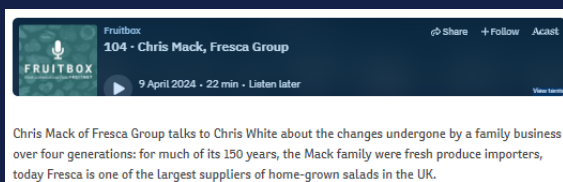
Chris Mack actually received the FPC's 'Lifetime Achievement Award' 10 years ago with, at the time, only 35 years under his belt!

JUDGES COMMENT:

"It is with great admiration and respect that we honour Fresca Group's extraordinary legacy of 150 years of industry excellence. Throughout the generations of the Mack family, Fresca has remained committed to excellence; adapting to changes in the market, embracing sustainability, and consistently setting the standard for the industry. This remarkable journey is not just a story of business success but a testament to enduring values, vision, and a dedication to the people and partners that have made it possible. As we celebrate this momentous achievement, we pay tribute to Fresca's past, celebrate its present, and eagerly anticipate the future ahead"

In April, Chris Mack was a guest on the Fresh Produce Journal's monthly podcast, FruitBox.

Fruitnet's CEO, Chris White, took a trip down memory lane with Chris. You can listen to the podcast by scanning the QR code opposite.

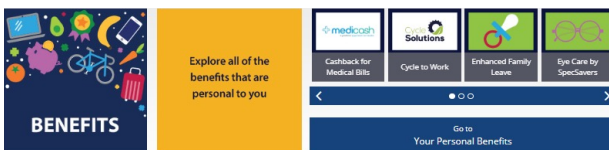


Chris Mack of Fresca Group talks to Chris White about the changes undergone by a family business over four generations: for much of its 150 years, the Mack family were fresh produce importers, today Fresca is one of the largest suppliers of home-grown salads in the UK.

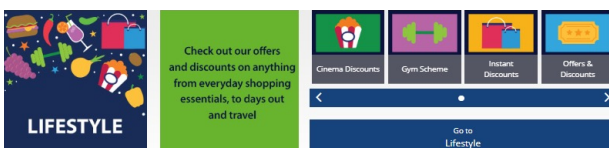
FRESCA'S BENEFITS HUB

Earlier this year, we launched a brand-new Benefits Hub. You can find information relating to all your personal benefits on the Hub, as well as discounts off lifestyle activities and general well-being advice.

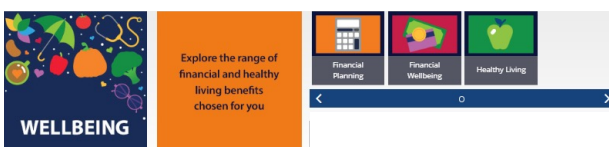
www.frescabenefitshub.co.uk



In **BENEFITS**, access information about your very own company benefits – eg how to get cash-back for medical or dental costs you've incurred, the Cycle to Work scheme info, Life Assurance cover etc.



In **LIFESTYLE**, take advantage of a host of discounts and money saving opportunities – from subsidised gym membership, to cheaper cinema tickets, to money off your weekly food shop or holiday booking.



In **WELLBEING**, explore a host of useful resources and tools within Financial (like budgeting calculators, energy saving tips, pensions advice), Healthy Living (health tips, mental health resources, men's/women's health topics) and Financial Planning.

Download the Salary Extras app from your mobile app store

DISCOUNTS IN AN INSTANT WITH THE SALARY EXTRAS APP!

Through the Salary Extras app you can access instant discounts from big name retailers, supermarkets, restaurants, holiday companies and much more.

www.frescabenefitshub.co.uk

To register, use the company password: **Frescabenefitshub** and your NI Number

Call 0330 236 7011 or email us at info@salary-extras.co.uk if you are unable to log in.

GIVING BACK TO OUR COLLEAGUES

Throughout the year, colleagues have been surprised with some treats like ice-cream, fish & chip lunches and other delights as a small token of appreciation from their businesses for things like successful audits and hard work throughout the year. Here are some of the highlights.



MENTAL HEALTH FIRST AIDERS AT ALL SITES



In October we celebrated World Mental Health Day, and are proud to say we have a full complement of qualified Mental Health First Aiders across our sites. On October 10th, we encouraged staff to take "walking meetings" or go out in their lunchbreaks and take a stroll to clear their minds. Maps of walks around the local sites were given out to colleagues.

We had great engagement this year, and will be repeating this for the month of May with a "Move More For Mental Health" campaign, in line with Mental Health Awareness week 12- 18th May 2025.

MENTAL HEALTH FIRST AIDERS ARE:

FRESCA GROUP

Shelley Linehan – Digital Content Business Partner

PRIMAFRUIT

Teresa Jurek – Staff Planning Manager
Igor Zyszkiewics – Quality Controller
Denise Monaghan – HR Director
Claire Bailey – HR Advisor
Claire Newton – HR Manager
James Gunther – Account Manager

DGM GROWERS

Simon Scott – Managing Director
Debbie Minns – Training Co-Ordinator
Kristine Strautmene – Quality Controller
Kathryn Allen – HR Manager
Ilma Sultana – Production Manager
Steve Egginton – Maintenance Engineer

MACK WHOLESALE

Deborah Westlake – Mack Bristol
Cliff Gregory – Mack Southampton
Richard Clapperton – Mack S'hampton
Akhlak Khan – Mack Birmingham

THANET EARTH

Chris Butler – Managing Director
Kristaps Elvigs – Section Leader
Naomi Hogg – HR Business Partner
Tim Jennings – Head of Operations
Emma Bullock – Head of People
Jotsarup Singh – Shift Manager
Martin Rattigan – Head of Procurement
Kat Kasia – QA Manager
Sarah Quattroluni – Training Manager

THE FRESH PRODUCE CENTRE

Lyndsey Edwards – HR Manager
Ian Pantrey – Warehouse Shift Manager
Samantha King – Customs Agent



COMMUNITIES RAISING MONEY FOR LOCAL CHARITIES

Each of our sites support a
Charity, chosen by colleagues.

The Fresh Produce Centre
support the Kent, Surrey & Sussex
Air Ambulance and have so far
raised over £2,000 for them in 2024.



KSS
AIR AMBULANCE CHARITY
KENT SURREY SUSSEX

Thanet Earth proudly
support Porchlight and

So far this year have raised
over £1500 for them.



Porchlight
Changing attitudes • Changing lives

Mack Bristol have also
supported Macmillan with
their recent Christmas
Jumper Day



MACMILLAN
CANCER SUPPORT

DGM have raised over
£600 for Macmillan, and are
proud to support their local
Under11s girls football team by
sponsoring their kit this year.



**Save the
Children**

Primafruit have supported
a number of Charities this
year: Save The Children,
MacMillan, MS society and
Reggie Gasdby Foundation,
and have raised £961.50 in
total for them this year.

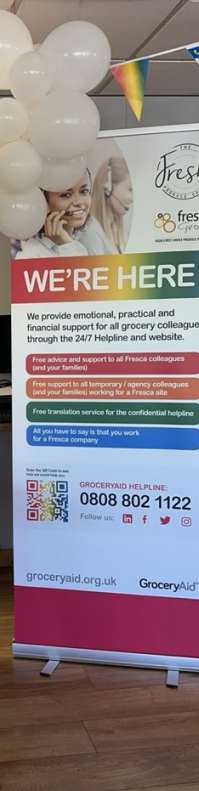
Manor Fresh held a
“swear Jar” fundraiser for
the month of September,
raising money for their
local Butterfly Hospice.
They raised £272.



**THE BUTTERFLY
HOSPICE TRUST**
Your local hospice for local people



GROCERYAID



FRESCA GROUP HAVE SUPPORTED GROCERYAID SINCE 2022

Colleagues from around the group attended the annual Diversity in Grocery event, hosted by GroceryAid.

We won our first GOLD 2023 award at this years GroceryAid awards, beating our silver award of 2022.

Groceryaid are here for you and your family when you need them. As an employee of Fresca Group you are entitled to free emotional, practical and financial support and guidance from GroceryAid.

ARE YOU ON GRAPEVINE?

SCAN HERE TO SIGN UP OR SPEAK TO YOUR LOCAL HR TEAM TO GET SET UP



Colleagues across Fresca celebrated GroceryAid day and raised money for this incredible charity by hosting sweepstakes for Eurovision and the Olympics. We have raised nearly £200 for GroceryAid.

A MESSAGES FROM OUR MD'S



CHRIS BUTLER
THANET EARTH

2024 has been a year of significant progress and achievement, all driven by our shared commitment to delivering our Aspire strategy.

Together, we've tackled the challenges of the tomato virus within our crop and its impact on our business, hosted numerous successful customer visits, installed several automation projects in the factory, and continued to prioritise health and safety improvements on site, ensuring a safer environment for everyone.

Our growth this year has been remarkable — so far adding over £11m of sales versus last year. We've expanded our product range within existing customer accounts and introduced our existing products to new customers, showcasing our ability to innovate and adapt in a competitive market.

Beyond these successes, it's been inspiring to see the impact we're making in our wider community. From supporting local charities, schools and community projects, to strengthening our internal connections through events and improved communication - we're building a culture of collaboration and engagement. We've also made strides in our sustainability efforts, many of which were highlighted in the recent report. While there is still much more to do, it's encouraging to see the foundations we've put in place to create a more sustainable future.

All of this progress underscores what we can achieve when we work together with focus and determination.

Thank you to everyone for your dedication and hard work. I look forward to continuing this momentum as we move into 2025.

Wishing you all a Merry Christmas and a successful New Year.



GARY LINSELL
THE FRESH PRODUCE CENTRE

I am really pleased to update on a year of real progress for The Fresh Produce Centre and our activity levels here in Paddock Wood.

The year started positively with the opening of our new £3m Avocado Ripening centre in a completely refitted Unit 2, now known as the Avocado Centre of Excellence. Over the year we have seen our packing activity grow by 15% on both avocados and tomatoes.

Huge thanks to all my colleagues for delivering such a strong year of improvements in 2024.

I'd like to wish everyone at TFPC and across the group a Merry Christmas and best wishes for 2025.



**SIMON
SCOTT**
DGM GROWERS

Firstly, I'd like to wish you all a Merry Christmas and thank you for all you have contributed in 2024.

When we reflect on the past 12 months, we have much to be proud of, particularly on the people front – from introducing mental health first aiders into the business, achieving our ambition to have 80% of our workforce as DGM employees, to reducing the number of accidents on site by over 40% ensuring that we all go home safe each day.

With the new production teams finally in place, we're becoming more efficient too. I'd like to thank you all for having your say in the recent employee survey - 93% of you have shared your thoughts with us and we'll share the outcomes with you soon.

From a trading perspective we have had a positive year. Introducing new products like butternut squash and lettuce, along with continued growth in fennel and Pak Choi, which has helped us push our sales to around £32m, with new growth opportunities coming in 2025 - watch this space!



**JAMIE
MARSKELL**
PRIMAFRUIT

On behalf of the Directors and senior managers at Primafruit, I would like to take this opportunity to thank you all for your continued focus and hard work, we have seen another year of challenges, be it weather or global issues. By working together, we have managed as a business to navigate our way around them and continue to supply Waitrose with a 96.7% service level.

In the recent company briefing we announced that we have become Waitrose's largest supplier - this is a fantastic achievement that everyone at Primafruit can be very proud of.

We would like to wish you and your families a happy and healthy Christmas and New Year.

A MESSAGES FROM OUR MD'S

CHRIS NEEDLE MANOR FRESH



"It's Christmas time, there's no need to be afraid."

Bob Geldof and Midge Ure presumably never worked in the produce industry!

Our wonderful, passionate, resilient, dedicated Manor Fresh colleagues know that this is a hard-working time which defines our year with our customers. Thank you to everyone for your efforts, commitment and support - now, and throughout the year.

As always, we shall face challenges, and we shall face them unafraid, as a **#onemanorfresh** team.

Hoping you enjoy some relaxed time with loved ones over the festive period, and wishing you a happy and prosperous new year.

Feed the (M&S) world.



STEVE SMITH FRESH CLEAR

Another busy year in the world of customs!

We helped our clients to prepare for new border controls introduced in April, launching a nightshift service to support the changes – in doing so we welcomed Monika Kowalow & David Baker to the team.

Progress has also been made in building our resilience - we invested in a second customs platform this year, providing us with a "Plan B" if our primary provider or remote servers are down.

We are currently managing Control Point applications for TFPC, Thanet Earth, Thanet Peppers and DGM Growers, collaborating with colleagues at each of the sites. We expect to secure CP status for these businesses in early 2025, this will allow them to bring trucks directly from port, avoiding the need to use border control posts such as Sevington for plant health inspections and T1 discharges.

I would like to say a huge thank you to the team for their hard work and professionalism. It's what enables us to stand out from the crowd.

Wishing everyone a very Merry Christmas and a Happy New Year.



PLEUN VAN MALKENHORST THANET EARTH PEPPERS, THANET GROWERS AND THANET EARTH LETTUCE

Christmas is always synonymous with new beginnings as it is the time we plant our new crop at Thanet Earth Peppers. Seeing the greenhouse go from empty and cold to green and warm is always a special moment.

It is also a moment to reflect on what has happened in the year gone by - both good and bad. And it is a confirmation that everything, like most things in life, is cyclical.

I would like to thank my colleagues at Fresca for making us feel part of the wider Fresca Group. 2024 has been our first full year as part of the group and what a year it's been, especially with the 150th anniversary celebrations.

Finally, a big thank you to my teams at Thanet and Chichester. You've all worked really hard, and I know it's not always been plain sailing. I wish you and your families a very good Christmas and I look forward to cracking on with everything twice as hard next year.



CHARLES REES MACK WHOLESALE

Christmas is a time for reflection and gratitude, and this is an opportunity to express my thanks for your hard work, dedication, and contributions throughout the year.

Your commitment and collaboration are the foundation of our success, and we look forward to even greater accomplishments in the year ahead.

Together, we have had to overcome some unexpected challenges this year but have taken them in our stride as we continue to grow as a team.

Wishing you a happy, peaceful and festive Christmas season. May the new year bring us all good health, happiness, and success.



LONG SERVICE AWARDS

FRESCA GROUP

Iain Hughes	25 years
Daniel Bramwell	15 years
Tomasz Szczutko	15 years

THE FRESH PRODUCE CENTRE

Steve Barratt	25 years
Neil Fowler	25 years
Alison Buss	25 years
Paul Luck	25 years
Oliver Baldock	10 years
Gary Brindle	10 years
Ewelina Galganska	10 years

DGM GROWERS

Brian Read	25 years
Heidi Dodsworth	15 years
Dalyte Serzinitiene	10 years
Kristine Strautmanine	10 years
Sadie Smith	10 years

MANOR FRESH

Wendy Styles	30 years
Jane Whitworth	30 years
Andrew Beautyman	25 years
Neil Bexon	20 years
Urszula Kolodziejczyk	15 years
James Frederick Rogerson	10 years
Callum Robert Rankin	10 years
Steven Pitkin	10 years

THE AVOCADO COMPANY

Charlie Winyard	10 years
Sarah Parker	10 years

THANET EARTH

Tim Jennings	25 years
Rob James	20 years
Richard Bonell	15 years
Jolita Braskaite	15 years
Mark Huckstep	15 years
Przemyslaw Urban	15 years
Violeta Vaitkeviciene	15 years
Ruth Sanders	15 years
Sean Smith	15 years
Dave Northam	15 years
James Provins	15 years
Scott Macaskill	15 years
Kat Kasza	15 years
Simona Vaitkiene	15 years
Michal Walendowski	15 years
Sarah Quattroluni	15 years
Dan Bramwell	15 years
Katinas Vitalijus	10 years
Antoly Rumjancev	10 years
Michael Gamien	10 years
Konstantins Svencs	10 years
Salvis Kreinats	10 years

PRIMAFRUIT

Wayne Gunther	25 years
Angela Moss	25 years
Darren Niblett	20 years
Angela Butts	20 years
Paul Bloomer	20 years
Tomasz Szczutko	15 years
Halina Spiewak	10 years
Juan Gotera	10 years

MACK BRISTOL

Richard Wade	35 years
Andrew Cluness	30 years
David Foulstone	25 years
Geoff Luxton	25 years
Seamus McDonald	15 years
Chris Upham	10 years
Alan McIntyre	10 years

MACK BIRMINGHAM

Michael Roath	45 years
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MACK SOUTHAMPTON

Simon Scott	40 years
Gary Palmer	35 years
Sean Browning	35 years
Micheal Arrowsmith	30 years
Andrea Angel	25 years
Sue Cocker	25 years
Martin Holloway	15 years
Paul Neilsen	15 years
Robert Bigwood	10 years
Mandy Scott	10 years
Kevin Convery	10 years
Andrzej Szymbor	10 years
Simon West	10 years

**THANK YOU
FOR BEING A PART
OF OUR STORY**