



Supplying London Wholesale Markets

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Talk

- South East Food Group Partnership Ltd
- Projects with London
 - Exec based at New Covent Garden Market
 - Working in the Greater South East
 - London Food Hub study

Case study: Peter Clarke@Western
International

Who are we?

Aim: to develop a flourishing regional food industry

- Supported by RDA's, Government Office/DEFRA, SEAFISH
- Bring together 6 county food groups
- Public Procurement
- Fisheries
- Link with London



Projects linking with London

- Business Development Mgr @
New Covent Garden Market,
Ruth Holbrook
 - narrowing the gap between
growers and buyers
 - farm visits
 - meet the buyer events
 - ...and matching service



LIMITED
SALES



New Covent Garden Market

- **Buyers:** seasonality, sourcing, POS
- **Growers:** market contacts, packaging, innovation, service



Working in the Greater South East

Close links to the London Development Agency through food strategy

- Creation of business development posts at all wholesale markets
- Peter Clarke, Western International





London Food Hub Study

- Improve supply chains into London, all local foods
- Feasibility Study by Bidwells Agribusiness
- Hot on demand! Customers, businesses
- Mapping production in the GSE match this with demand
- Price comparison
- Where are the gaps, where are the opportunities
- Study finished in September 2009
- www.southeastenglandfoodanddrink.co.uk/londonfoodhub



The End

Thank you for your time and attention

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