

MARKET TIMES

PAGE 2-7
NEWS BITES

PAGE 8-9
NEW NINE ELMS
ARTWORK

PAGE 10-11
FOOD-BOXING CLEVER
& CELEBRATING DIWALI

PAGE 14-15
2020: REVIEW OF THE YEAR



This issue's cover features a montage of images highlighting the market's Christmas credentials.

**IN MEMORY
OF DENNIS
EDWARDS
20 APR 1949 -
19 JUL 2020**

SEE PAGES 12-13



A festive message from the Editor



What. A. Year. That's the only way I can even begin to sum up the twelve months we've all had here at New Covent Garden Market.

We've seen the worst of times, as the Covid-19 outbreak brought an overnight standstill to the hospitality and catering industries that all our businesses rely on for their livelihoods. We've also seen a real determination to succeed despite dreadful circumstances, with businesses on the Fruit and Vegetable Market moving to a direct-to-customer offer via their home delivery fruit and vegetable boxes (a festive version of which can be seen on the cover of this issue). You can read more about what inspired the home delivery service on page 10.

I only joined the CGMA Comms team back in November last year, but what's amazed me in my short time working at Nine Elms is the spirit and tenacity shown by traders. Particularly so in the Flower Market after the first lockdown brought so much uncertainty about the future. It's been brilliant to visit the Flower Market in the run up to Christmas and see traders so busy with customers and, although we still don't know what the future holds, we can be positive that we're all moving in the right direction.

Many of you have been supporting local charities and the community through partnerships with City Harvest and Waste Not Want Not (Battersea), enabling excess food to be redistributed to those who are truly in need. Find out more about these much-needed collaborations (and our traders' work to support frontline NHS workers) on page seven. Plus we can't forget our local community, which we've been able to support this festive season with donations of Christmas trees from the Flower Market (see page three, opposite).

Due to Covid-19 our online campaigns became more important than ever this year, with lots to be proud of. Our British Flowers Week campaign kicked off in June, coinciding with the Flower Market's reopening. With the support of the Duchess of Cornwall, this year's event was held totally online with webinars and lots more making for our most successful-ever event.

The Fruit and Vegetable Market supported British Food Fortnight in September and October, creating a unique partnership with restaurants and businesses across old Covent Garden Market (our first joint-venture since the Nine Elms move in 1974). Read more on page five.

And businesses from our Food Exchange building took part in the annual Bread & Jam festival, that helps emerging food and drink brands to launch, scale and grow their businesses. The festival is a place where entrepreneurs can network with each other and industry experts to talk about the Food Exchange and how we can - and do - support London's vibrant food entrepreneurs (such as Pollen + Grace, a hugely successful former Food Exchange community member that was in attendance).

Finally, we've got a photographic review of 2020, looking back at highlights for each month, on pages 14-15.

We hope that you enjoy reading this issue of Market Times and please do get in touch if there's anything you'd like to see appear in future issues. You can find all our contact details on the right. Merry Christmas!

Garin

Garin Auld, CGMA Communications Team



Pictured above: Luke from Zest could be sharing his thoughts via the Market Workers' Committee next year. Please consider standing or nominating a colleague.

Put yourself forward for the Market Workers' Committee

A Market Workers' Committee will be created in the new year and Covent Garden Market Authority (CGMA) wants to hear from five workers who'd be happy to take part.

The Committee will meet once a year for a one-hour meeting, with members able to request ad-hoc meetings at any time across the year. CGMA can also request meetings to seek members' advice or when it will be taking decisions that will affect market workers and tenants' businesses.

The committee will take advice from tenants on a broad range of subjects that affect working lives: anything from health and safety matters to toilet facilities can be discussed.

Interested? If you want to take part or know someone who does, please email your name and contact details before Friday 15 January 2021 to hello@cgma.co.uk.

A 'complex' project

Working on one of the capital's most prestigious and complex projects is how Yaneet Patel describes his new role as part of the construction team working on the redevelopment of New Covent Garden Market.

As Vinci's Deputy Development Manager, Yaneet (pictured far right) will work alongside St. Modwen's Senior Project Manager Nick Harrington (pictured left), continuing the partnership between our joint contractors Vinci and St. Modwen (known as VSM). "I'm very excited to be joining the development," says Yaneet, who's primary focus will be on the land surrounding the market site (pictured in the background), alongside the Market's redevelopment.

Yaneet previously spent a number of years in the Midlands working on low-rise family-housing projects with local authorities. "It's a great project to work on and will hopefully leave a legacy for all of London. It will have its challenges, from a logistical, archaeological and a design perspective, but it all adds to the excitement!"



Market features in Foodism magazine

New Covent Garden Market businesses are featured in a wonderful two-page spread in the Christmas issue of Foodism magazine, promoting our home-delivery offers.

Foodism is London's largest food and drink magazine, with hard copies available from a wide assortment of food venues and supermarkets across the capital. Titled 'From the field to your fork', the feature appears in Foodism's sought-after festive special issue, as well as on their website.

It includes interviews with Fruit and Vegetable Market tenants, including Jason Tanner from The Menu Partners. "The response to our home deliveries has been phenomenal," says Jason, adding: "Customers are impressed by our fast turn-around, with the fresh produce quite literally picked from the fields hours before. This ensures the finest quality, while our team of experts provide a friendly professional service and prompt delivery every time."

You can read the full article here: www.foodism.co.uk/promotions/new-covent-garden-market/

Get involved with Market Times

What did you think of this issue? We want your feedback, especially if there's something you'd like to see featured in our next newsletter. Please do get in touch: it's your news and your stories.

Email: hello@cgma.co.uk. Tel: 020 7501 3490.

12 Days of Christmas at New Covent Garden Market



Pictured above, main photo (left): taking a bow on Buyer's Walk are the Days of Christmas home delivery suppliers, representing independent London businesses at their very best. Each day featured a box from a different business. **Pictured above, main photo (right):** The Menu Partners, a new company led by Premier Group's founder Jason Tanner (right) and the Absolute Group's founder Nigel Harris (left). **Pictured far left:** Dan McCollough, Managing Director, First Choice Produce; Balance Box founder, Jennifer Irvine; Swig Wine's festive box; Mighty Small's box of goodies; Eurofrutta's Head Buyer, Igor Krawczyk; and I.A. Harris's Richard Harris.

Festive visitors to New Covent Garden Market's social media channels had 12 wonderful chances to win a home delivery box packed with the finest market produce as an early Christmas present.

Between Tuesday 1 and Saturday 12 December new posts appeared daily on New Covent Garden Market's social media channels (@marketfood). The giveaway prizes were promoting 12 of the 32 businesses at the market that are offering home delivery, and also promoted the launch of

our new home-delivery shopping page, found from the menu bar on the New Covent Garden Market homepage. It's now easier than ever before for shoppers to browse our assortment of products and book a delivery of fabulous fresh food.

Each day of the 12-day contest saw customers and subscribers with a chance to win a home delivery box from one of twelve different companies at the market. All they had to do was check out our Instagram each day at

@marketfood for the chance to win. Then simply like the post, follow us and the company we're collaborating with for the giveaway that day, as well as tagging a friend who they'd love to share the prize with.

The campaign has been a success, with many thanks to all the businesses that took part: First Choice Produce; The Menu Partners; Balance Box; I.A. Harris; Eurofrutta; Mighty Small; Linkclass; West Green Foods; Swig Wines; Ripe; The Pure Package; and Classic Veg Box.

The light in the darkness

For the second year running New Covent Garden Market has partnered with nearby Griffin Primary School on Condell Road, to create a stunning outdoor advent calendar 'window'.

Created by the staff and decorated by the school children, this year's theme is 'Light in the Darkness', very appropriate given the demands of 2020.

Thanks to a generous donation from New Covent Garden Flower Market and our redevelopment partners VSM, we've been able to join the Nine Elms Advent Calendar trail for another year, creating a display with trees, plants, fauna and accessories bought entirely from the Flower Market.

"We ran a themed day focusing on light as a symbol in religion," explains Louise Black, Griffin School's Deputy Head. "We've made sure that every class or child made their stars for our window."

The Advent Calendar trail is the brainchild of Revd Betsy Blatchley, Southwark's first Pioneer Minister in the Arts. The trail is part of her remit to explore arts, spirituality and social justice in the heart of Nine Elms. Betsy says it's great the market can continue our association with the school, who visited the market's Food Exchange building earlier in the year as part of Science Week.

Picture right: Preparing the Advent Calendar Window at Griffin School on the Carey Gardens estate, one of three estates that border the market.



Christmas 'tree' is the magic number

The market has joined up with our redevelopment partners VSM to donate three 10ft Christmas trees along Thessaly Road this December. You'll find one in the garden of the Yvonne Carr Centre, another inside the school gate at St. George's Primary School and the third outside the R.O.S.E Community Centre (pictured above). The trees, lights and all materials have been sourced entirely from businesses at the Flower Market for a truly local, community Christmas.

Brand new look for County Supplies

Fruit and Vegetable wholesaler County Supplies have reinvented their offer this year, with a new brand identity and website launched to great acclaim.

The rebrand reflects County Supplies commitment to sourcing the finest-quality produce and delivering first class service, with a side dish of London charm supplied by New Covent Garden Market. "We would never have grown into the company we are today were it not for the County Supplies family," says Managing Director Robert Hurren, adding: "I'm proud to be surrounded by people who care about food as much as I do."

The County Supplies management team have all been with the business for more than ten years and collectively have an amazing 150 years' experience in buying and operations.



Growing your mind

The Flower Market supported World Mental Health Day in October by highlighting how plants and trees can enhance mood, improve self-esteem and lower blood pressure.

Caring for plants reduces physiological and psychological stress. It's thought the tasks associated with looking after plants suppress the sympathetic nervous system activity and promote comfortable, relaxed, and natural feelings.

Pictured right: Freddie Heathcote at Arnott & Mason Horticulture



Oppo on the radio

Food Exchange-based Oppo Ice Cream sang the praises of New Covent Garden Market when they were interviewed on pop-up radio station Radio Local.

Nine Elms businesses joined forces with innovative performance artists Hunt & Darton during September to re-imagine their upbeat show, Radio Local – a daily live radio show broadcast from Battersea Arts Centre on Lavender Hill – that brought Nine Elms stories into people's homes.

Oppo founder Charlie Thuillier (pictured left) explained how the Food Exchange is a hub for start-up businesses and how having like-minded food businesses under one roof is beneficial to everyone.

Listen here: www.bac.org.uk/radio-local/



Faces behind the flowers

A series of video interviews called 'Faces behind Flowers' appeared on the Flower Market's social media channels during the first lockdown.

Hosted by florist Simon Lycett and created to highlight Flower Market traders during the lockdown, Simon and his guests remained optimistic about the future despite the challenges of Covid-19.

Filed as a Zoom/Facetime internet interview, Simon chatted with Graeme and Luke from Zest Flowers in the first instalment, delving into the background of Zest and how the company came about. Graeme and Luke even revealed how they really felt about the early starts that working in the Flower Market bring (spoiler: they're used to it!) and the difficult challenges of the lockdown.

Further instalments interviewed Freddie & Martin from Arnott and Mason, plus lots of other Flower Market faces. See our Instagram channel for more: www.instagram.com/marketflowers/

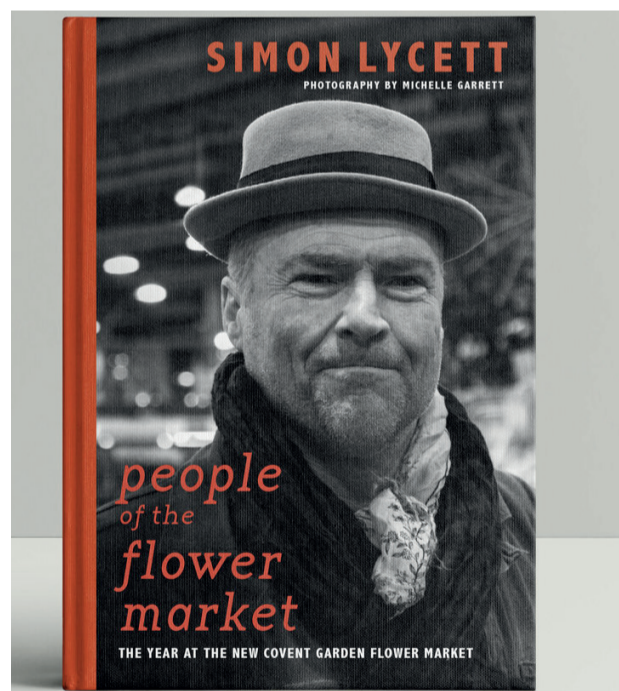
New book from celebrity florist celebrates the people of the Flower Market

Friend of the Flower Market and celebrity florist Simon Lycett has published a new book entitled 'People of the Flower Market', pictured right, a selection of fine portraits and reportage shots taken at New Covent Garden Market.

Billed as 'a wonderful photographic record of the last year at the site of the New Covent Garden Flower Market', the book contains amazing portraits of both traders and customers, with hundreds of stunning colour and black and white images captured by photographer Michelle Garrett.

The new hardback follows Simon's previous book, 'The Flower Market Year', that captured a year in the life of the Flower Market before it relocated to its current interim site.

Simon has been a customer of the market for more than 30 years and is about to star in his own American TV show on the HBO Max channel. Called 'Full Bloom', Simon works with up-and-coming florists as they create artistic creations in a floral face-off of epic proportions.



The public love our perfect pumpkins



Pictured above: Good Morning Britain presenter Laura Tobin filmed the weather for the ITV show live from Old Covent Garden.

Fruit & Vegetable Market business Classic Veg Box teamed up with old Covent Garden's Apple Market in the run up to Halloween to sell pumpkins directly to the public.

It was the second collaboration since the move to Nine Elms in 1974, with fresh flowers from our Flower Market dressed by luxury florist Maison De Fleurs.



Arch 42 to link Nine Elms Lane with Wandsworth

A contest has been launched by the London Festival of Architecture and Wandsworth Council to transform a historic railway arch, pictured left, on the market.

Known as Arch 42, the tunnel will enable pedestrians from the new Nine Elms Tube Station (due to open in late September 2021) to pass through the Market to reach Ponton Road and Wandsworth Road on the other side.

Six teams have been shortlisted from 80 entries and a public consultation is now taking place. To see the candidates visit: <https://www.londonfestivalofarchitecture.org/competition-shortlist-arch-42/>.



Pictured above: Richard and Annie Harris from IA Harris. **Inset:** a happy Weezy customer

Supermarket chooses IA Harris

Fruit and Vegetable Market wholesaler I.A.Harris & Son Ltd has partnered with new online supermarket Weezy to supply customers in Fulham and Chelsea with fresh produce - all within 15-minutes of ordering from the Weezy app.

"The quality and variety from the market is nothing short of spectacular, and it has a long history, every Londoner knows it," says Alec Dent, Weezy's Chief Operating Officer and co-founder. "We first visited the market on the back of recommendations from two other small business owners and decided to partner with I.A.Harris & Son Ltd. We were impressed, not only by the quality of the produce, but also by the friendly and professional service."

So how has customer feedback been? "Because our customers order online, they can't see or touch the fruit and

vegetables before we deliver, so we have to be their eyes and ears. Happily, we get consistently high-quality deliveries, six days a week from the market, and our customers return time and again for more. Best sellers are bananas, avocados, strawberries, red peppers, tomatoes on the vine and juicy black cherries. Also, in the warm weather, we couldn't order enough watermelons!"

Each order is picked and packed at Weezy's fulfilment centre, before being delivered on electric mopeds or bicycles within 15 minutes, with a £2.95 delivery charge. As well as fresh groceries, Weezy offers over-the-counter medicines, cleaning products and alcoholic drinks, with expansion of the delivery area over the coming months.

Visit www.weezy.co.uk to find out more. You can also order fresh fruit and vegetables direct from IA Harris, via their website: www.iaharrishome.co.uk.



Mission Kitchen now on track to open during 2021

Construction is underway on Mission Kitchen, located on the Food Exchange building's first floor.

Construction will be complete in February with a fit out to follow before the scheduled opening later in the year.

As a unique shared kitchen and co-working space for London's small and ambitious food businesses, Mission Kitchen will also include a café and bar, with an ever-expanding seasonal menu. It's a key part of the market's redevelopment program which aims to create a stunning new food quarter for London.



"We're very excited that Mission Kitchen is finally arriving in the Food Exchange," says Giles Roddy, Mission Kitchen Liaison Manager (pictured left). "It'll be somewhere affordable for start-up businesses to make amazing food - however they cook it - in a huge production-standard kitchen with all the tools, equipment and help they will need."

The scheduled opening date is yet to be determined, but it's likely Mission Kitchen will open in mid 2021. Contact Giles Roddy, left to find out more: giles.rodgy@cgma.co.uk.

Pictured below: Flower Market legend Dennis Edwards sadly passed away in July. His funeral procession visited the market on Friday 14 August, before the funeral.



Flying the flag for British produce

New Covent Garden Market celebrated British Food Fortnight during September and October, promoting fresh British produce through collaborations with businesses at Old Covent Garden Market.

It's the first time since the move to Nine Elms in 1974 that the Fruit & Vegetable Market had returned to its original home, with the campaign highlighting the amazing relationships between our traders and their British suppliers.

With daily posts on New Covent Garden Market's website and social channels, the campaign featured interviews with wholesalers who explained why they're passionate about British produce and the growers who supply them. Plus wholesalers teamed up with Covent Garden restaurants to offer special menus created with fresh produce from the market.

As part of the fortnight's events, a competition called on the public to nominate someone they knew who had helped feed front-line workers and those in need within their community over the last six months. The winner was selected by chef and Love British Food ambassador Olivier Blanc who chose The Platform Café, a community food-growing project in South London's Loughborough Junction. They won a produce box donated by First Choice.

Picture right: George James Marshall from Bevington Salads, one of many businesses that celebrated their relationships with UK suppliers.



Dennis Edwards says a final goodbye to the Flower Market

Friends and colleagues of late Flower Market legend Dennis Edwards gathered at Nine Elms to say a final goodbye before his funeral was held in August.

Dennis sadly passed away on Sunday 19 July, with his funeral attended by family and close friends on Friday 14 August. Before the funeral, the hearse carrying Dennis stopped outside the Flower Market to allow him a final visit to New Covent Garden Flower Market and a chance for people across the estate to pay respect.

Dennis's funeral was also live-streamed via a large screen outside the Flower Market, so everyone could virtually attend.

Calling it a 'wonderful farewell', Dennis's wife Judith said: "We were overwhelmed by the love and respect shown for him on the day and deeply moved by the breathtakingly beautiful floral tributes, generous charity donations and words of comfort. He would have loved it!"

See page 12-13 for a full feature.

News in Brief

Food Exchange charity FoodCycle appear on Greenkode podcast



Food Exchange based charity FoodCycle has been interviewed for the Greenkode Zero Waste Kode podcast. They discussed food waste, sustainability, and rolling out the charity's Cook and Collect programs. If you've never heard of FoodCycle before, they combine surplus food, spare kitchen spaces and volunteers to create three-course meals for people at risk of food poverty and social isolation. You can find out more at <https://www.foodcycle.org.uk/> and listen to the podcast here: <https://bit.ly/ZeroWasteKodeFoodCycle>.

Bride says thanks to Flower Market for supplying her wedding flowers



New bride Emma Fraser has thanked a host of Flower Market traders after they supplied flowers for her wedding at short notice. Emma, pictured above right, got in touch to thank R French and Sons, DG Wholesale Flowers, Pratley Flowers, GB Foliage, and Bloomfield. Her wedding was on Saturday 26 September, with all the flower arrangements created by Emma and her friends. "I've already been recommending the market to friends who have recently got engaged," says Emma. "It was a life saver to be able to source everything from you as we couldn't really plan ahead in case our wedding got cancelled by new government regulations."

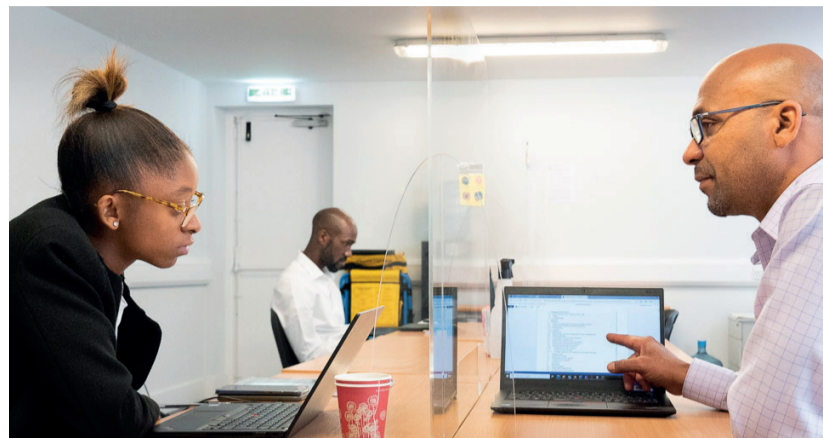
Free eco-bike trial is now available



Cross River Partnership (CRP) have offered all market businesses a fully-funded, electric cargo-bike delivery trial. This free trial can be used by all businesses that deliver into Soho and Covent Garden and is part of CRP's Clean Air Villages project, aiming to reduce carbon emissions from deliveries. Ecofleet are a highly reputable company and are liable for the delivery. The bike has a 275kg capacity and can be fitted with ice packs for refrigeration. Call Anusha on 078 112 26861 to find out more.

Free service that matches employees to jobs

Below: Wandsworth WorkMatch can help market businesses find new employees



“We’re a free service with strong connections with residents as well as organisational links such as schools, community groups and jobcentres.”

If you're a market business looking for new talent, on the lookout for a new job or would like some expert advice on recruitment practices then Work Match Wandsworth is the team to contact.

Based on Queenstown Road, opposite Battersea Park, the Work Match service was created by Wandsworth Council seven years ago to help local businesses match local talent with local opportunities and has now placed over 1,500 people in jobs.

From clerical and management, to logistics and hospitality, Work Match can help. "We have a growing talent pool of people and can introduce candidates to opportunities quickly and efficiently," explains Work Match's Muhit Rahman. "We advertise local opportunities on our platforms and screen candidates on behalf of employers to assess their suitability." They also offer training opportunities.

Want to find out more? Visit the website at <https://wandsworthworkmatch.org/> or call 02088715191 with the reference WMNGCM with your enquiry.

Supporting local business



Above: Life Force Hub's aims. Inset left: Founder Jason Maskell

In uncertain times, local businessman Jason Maskell wants to give back. And he's looking for help from New Covent Garden Market.

As founder of the Life Force Hub, Jason has created a not-for-profit, community interest company (CIC) that will use its profits and assets for public good. Life Force Hub aims to match business mentors with entrepreneurs across Wandsworth to help launch or grow their business.

"With a lot of business-support services being cut back, I felt it was time for a new approach," says Jason. "I've allowed my passion for start-ups to develop into a company offering business training, mentor matching and capital investment. Lots of businesses have entrepreneurial spirit, but need help to reach the next level."

Jason's looking for business owners at the market who are interested in

becoming business mentors or corporate partners to help fund the Hub's training, events, and engagement outreach programs.

"We want to give back to the local community and keep skills within Wandsworth," says Jason. "We're creating an online directory to promote our work are in discussions to create a retail space for local companies that have products or services to promote." The long-term goal is to offer investment capital to local companies, supporting local people and their businesses to make a real difference over the coming years.

To volunteer or discuss how Life Force Hub can help your business, please email info@lfhub.org or you can contact Jason directly on 07467 255002.



'Friendly Florist' runs podcast series

Paul Hawkins has long been known as the 'Friendly Florist' and now he's added another string to his bow: a series of flower-related podcasts.

Available on his website, Fabulous Flowers TV, the 29 podcasts are billed as 'humorous floral podcasts, uplifting flowery films and floral mindfulness for your soul', with Paul now working on a festive special.

The series so far includes interviews with industry insiders such as the Crosslands Flower Nursery and The Real Flower Company, plus individual episodes on everything from Peonies to Sweet Peas.

"If you want to hear some jolly flower banter and pick up some tip-top flowery tips, do tune in," says Paul. It's called Fabulous Flowers TV and is available on Spotify, Apple and Podbean."

Paul has purchased his flowers from New Covent Garden Flower Market for years and runs Paul Hawkins Flowers, based near Chelsea's Stamford Bridge stadium. Although the podcast is a new venture, Paul's no stranger to a TV camera, having started with a presenting role on classic Channel 4 show 'The Big Breakfast' in the '90s. Paul's also hosted a 13-part series for Channel 5, with regular appearances on This Morning, GMTV and BBC Breakfast.

Supporting charities during lockdown



New Covent Garden Market has played a huge part in supporting local charities with food donations during the Covid-19 lockdown, gaining huge praise from the press.

From delivering food to frontline NHS hospitals and supplying charities with food donations, many of the businesses in the Fruit and Vegetable Market worked to ensure those who were most vulnerable were receiving access to nutritious, fruit and vegetables.

Market businesses have been described as 'wholesale heroes feeding the capital' as they featured in the media throughout lockdown. In total the market received more than 60 pieces of coverage in less than a month, including a wonderful feature in the Telegraph highlighting how our Fruit and Vegetable Market businesses continued to feed London during the Covid-19 crisis. A story in the Daily Mail called our wholesalers 'London's best kept secret' and the Evening Standard described our Fruit and Vegetable businesses as 'the wholesale heroes feeding the capital'.

In the early days of lockdown when supermarket shelves were empty, a group of tenants got together to create boxes for NHS workers. In a generous

gesture, Bevington Salads worked with 2 Serve Wholesale, IA Harris, Yes Chef UK, Euroharvest, DDP Ltd, Entremettier, Lays of Chelsea and Premier Fruits to generate donations.

They visited St. George's Hospital in Tooting to distribute 40 free boxes of fruit and vegetables to key workers at the Intensive Care Unit, a story that was brilliantly captured in a video promoted on the market's Instagram feed.

Across the market, businesses have also worked with charities Waste Not Want Not, City Harvest and Food Cycle (who are based in the Food Exchange), to ensure surplus produce was distributed to people who needed it.

Waste Not Want Not is a charity which has been collecting unwanted food from the market for almost four years and distributing it to people who need it the most. The Battersea branch has been collecting surplus produce from twelve different market businesses and - since the outbreak of Covid-19 - they've increased their weekly market collections from one to four times a week. The fresh fruit and vegetables are redistributed to at least 250-300 vulnerable local families each week.

Pictured left: delivering produce donated by market traders.

Premier partnership helps NHS front line

Fruit and Vegetable Market wholesaler Premier Fruits has been recognised for its charity partnership with Darren Burrows' Harvest for Heroes team, supporting NHS front line workers.

The Independent newspaper commended Darren in its 'Happy List 2020', celebrating Covid-19 heroes from across the United Kingdom.

Providing NHS staff with free boxes of fruit, vegetables, milk and other essentials, Darren and his Harvest for Heroes colleagues continue to work with New Covent Garden Market's Premier Fruits to deliver free fruit and veg boxes directly to London hospitals and NHS workers. Their sterling efforts have been recognised by The Independent's readers for their remarkable efforts during the Covid-19 pandemic

"In this time of such extraordinary turmoil, extraordinary characters have stepped up to make a difference," says the paper's Editor Christian Broughton. Founded in 2008 as an antidote to the many awards that glorify wealth or celebrity, the Happy List highlights individuals who help others, this year focusing on the response to the Covid-19 crisis.

Created as a reaction to the Covid-19 lockdown crisis across the country, which saw food become especially hard to source, Oliver Bailey and his team of volunteers at Harvest for Heroes set out to raise £500,000 to provide frontline NHS staff with free fresh fruit, vegetables, dairy and pasta at the end of long and gruelling shifts. Thanks to the generosity of the public, a £12 donation created a box including broccoli, onions, potatoes, carrots, bananas, apples, pasta, eggs, milk and more. All produce was supplied by Premier and delivered to several London hospitals.

By the middle of August, Harvest for Heroes had raised £29,528, almost a third of their £100,000 target.

Pictured right, top row, the Harvest for Heroes logo. Middle row, left to right: comedian Johnny Vegas joins the Harvest for Heroes delivery team; boxes of produce ready to be delivered to NHS hospitals; and a Harvest for Heroes delivery to NHS workers at University Hospital, Lewisham.

Visit their justgiving page to donate: www.justgiving.com/crowdfunding/harvestforheroes



“ In this time of such extraordinary turmoil, extraordinary characters have stepped up to make a difference”



Nine Elms in full Bloom

A bright, new mural artwork entitled 'Bloom!' is now on display on the facade of New Covent Garden Flower Market, highlighting the importance of our iconic market and the people who work within. 'Bloom!' by the south-east London based BLKBRD Collective was chosen after more than 230 artists submitted work as part of our annual Vitrine Art Commission. It'll be on display until October 2021.



Above main image: 'Bloom!' by the BLKBRD Collective, on the Nine Elms Lane facade of the Flower Market. **Inset top:** the BLKBRD Collective's Tasnim Mahdy, Sondos Mahdy and Dean Bowen. **Inset bottom:** the central panel of 'Bloom!'. Battersea Power Station and Nine Elms' skyscrapers are in the background.

If you drive or walk down Nine Elms Lane then you can't miss New Covent Garden Market's 'Vitrine' artwork, on the side of the Flower Market.

Brought to fruition by London's largest contemporary arts festival, Art Night, the Vitrine aims to promote and nurture emerging artists, working within photography, painting, text, illustration and other two-dimensional mediums.

This year there were 237 submissions, with five short listed candidates given an overnight tour of the market in full flow. "We were delighted to take them on a tour of the market to provide creative inspiration and insight," says Megan Morrison from the Covent Garden Market Authority (CGMA) Communications team.

The artist's brief was to raise proposals that celebrate the themes of our market such as fruit, vegetables, flowers and/or plants. The artwork's aim was to connect the market with Londoners by putting an emotive spotlight on the produce and people that makes the market so renowned.

The winning artwork, 'Bloom!' by the south-east London based BLKBRD Collective, was chosen as it's a celebratory mural of the market and its integral workers, highlighting the importance of the fruit, vegetable and floral industries that keep London running. BLKBRD Collective's more recent work has been used by news organisations to illustrate and celebrate key workers on the frontline of the Covid-19 pandemic.

"We're highlighting the fundamental fact that our traders are essential key workers," says Jo Breare, General Manager, CGMA. "This artwork is current

at a time when we are all much more reflective on what it means to be a key worker and those things that are most important in our lives."

Now into its second year, the Vitrine Art Commission is a three-year public art initiative funded by St. Modwen in association with CGMA. The aim is to promote and nurture emerging artists, working within photography, painting, text, illustration, and other two-dimensional mediums.

"More than ever it's important to harness the benefits of community spirit, celebrate the richness of the arts and celebrate the diversity of our society," says St Modwen's Rob Williams. "This art installation does all of those things and we are proud to be backing this important local project for another year."

This year saw an all-time high in submissions, as artists from around the world competed for the opportunity to design the artwork, inspired by the fresh produce that New Covent Garden Market is famous for alongside the market's physical context and communities. Vivid and bright when seen from the roadside, the Bloom! artwork offers passers-by and market visitors an accessible insight into the trade and custom of our market – traditionally not visible to the public due to the market's night-time working hours.

For more information on BLKBRD Collective, please visit their website or head to Instagram: @blkbrdcollective. The Vitrine art commission is entirely funded by St. Modwen (CGMA's construction partners, working together on the market's redevelopment).



We work closely with Wandsworth Council and Nine Elms community groups representing local business and residents and the Vitrine artwork is part of the bigger cultural programme for Nine Elms. Cultural Consultant Aida Esposito explains why art, creativity, and engagement with the local community are all vital to New Covent Garden Market's redevelopment.

Creativity and community: where the art is

Buildings don't exist in a vacuum; every place comes with its own history, its own surrounding environment, and most importantly, the people who live there.

That's the thinking at the heart of several initiatives undertaken at New Covent Garden Market's redevelopment. Creating a place that is fit-for-purpose means consulting with local people to make sure they don't end up being shut out of their own neighbourhood as it evolves.

"Developers think 'we'll just build something, then people will come and use it,' says Cultural Consultant Aida Esposito. "But by involving people in the development, you build in ownership and permission for people to come back."

One of the boundary walls of the market site - on Thessaly Road - was a dark, physically oppressive element of the surrounding area that residents really didn't like. "Once we identified that as an issue, one of our first cultural programmes was to transform that wall into a much more colourful, joyous space," says Aida. Working with developer Vinci St. Modwen, Aida brought in landscape collective Edible Bus Stop and street artist Mr Dane to work with local schoolchildren, planted flowerbeds, and installed seating. Part of that wall overlooked a primary school and there was nowhere for parents to gather while waiting to collect their children.

"Those mini gardens are now maintained by a community group," she says. "You can't buy that level of ownership."

Another programme to engender buy-in from the local community was the Bonnington Café on Thessaly (pictured above), a pop-up created to ensure local schoolchildren living in food poverty were able to access readily-available cooked meals during the summer months. Initially created as an affordable alternative to the expensive local cafes and restaurants where locals might never go, the café soon took on a life of its own. "We had people asking if they could



run art classes, yoga classes, dance classes, and we just kept saying yes, and it became an incredible hub of community activity that was generated by what they wanted to do, on their terms, at a price point that was accessible to them," says Esposito. "A project like that ostensibly has nothing to do with a developer, but actually it has a lot to do with changing places, changing lives."

Aida believes there is a "moral imperative" for developers to respect what came before, especially in cities like London which are constantly being rebuilt and renewed, and to appreciate that communities existed there before.

"Be aware of the disruption you cause, and also of the value you can bring to that community, whether that be eating in local establishments, offering apprenticeships, or helping local schools," says Aida. "Large businesses can do things

which actually don't cost a lot, but have an incredible impact and long-lasting legacy. That community may actually be your future customer base."

Of course, it's impossible to discuss the future of communities without also acknowledging the effect the pandemic has had on our society, and Aida anticipates that it will influence developers' cultural strategy in several ways, simply by highlighting issues which have always been there.

"The pandemic has crystallised how precarious that dotted line is from being able to afford to feed your family and not being able to," she says. "The food and hospitality industries have been decimated by the pandemic, and businesses that were ethical and robust suddenly found themselves unable to pay next month's rent. I think we're going to see more of this in the months to come."

New Covent Garden Flower Market sent floral supplies to neighbouring St George's School during British Flowers Week so the children could get involved. It's a small gesture but one that makes a big difference.



With beautiful British flowers from Zest Flowers and lovely vases from Lavenders of Covent Garden, the students were set the task of arranging a bunch to decorate their window and take home. "It's so wonderful to be working with New Covent Garden Market," says Sarah Collymore, Headteacher at St George's School. "As a neighbour, it is great when we can collaborate. Hopefully when lockdown is over, we can come over and see how the flower distribution and arranging works in practice. We definitely had some budding florists."

St. George's School is known for having a wonderful garden, with the flowers donated by the market certainly inspiring the children. "We saw the creative side of the children - and staff," says Sarah. "We have long-term plans

for the school gardens, including a huge community focus on our Happiness Garden and it would be great to think the market could become more involved in this with us, sharing their skills and creativity."

With all the flowers being British, and a local connection to the market, the students enjoyed working with the different colours and scents, as Sarah explains. "The smell of the flowers was absolutely divine and it was lovely to have the time to work with the flowers with all of our senses, especially touching the thorny roses."

With this year's British Flowers Week theme being 'healing' and the power of flowers, the students were asked how it made them feel working so closely with the flowers. Perhaps

surprisingly, they loved handling and smelling the flowers as it was a new experience for many of the children. "Working with the flowers was certainly a calming, sensory experience for the children and staff," says Sarah.

New Covent Garden Market and our redevelopment partners VSM will be teaming up with students at nearby Griffin Primary School on Condell Road for a second year this festive season, as part of the Nine Elms Advent Calendar project. "We're excited about the links we've made through this fantastic project," says Louise Black, Deputy Head at Griffin School, "and the further opportunities they'll bring us in the future." If you'd like to get involved by supporting either school, please let us know at hello@cgma.co.uk.

Traders are boxing clever

With the Covid-19 lockdown bringing a dramatic overnight closure to the hospitality industry, all traders across New Covent Garden were hit particularly hard. However, several businesses from the Fruit and Vegetable Market were able to rapidly recalibrate, moving from a business-to-business offer to serving consumers directly via home delivery boxes of fresh fruit and vegetables. Vernon Mascarenhas, from Nature's Choice, reveals more about the new home-delivery model.



Above main image: One of the vibrant fruit and vegetable delivery boxes on offer from Nature's Choice via their online shop. Inset: Vernon Mascarenhas, a director at Nature's Choice

Q. How has business changed since March?

A. Our primary business is supplying restaurants with fruit and vegetables, but also working with farmers to grow bespoke for the chefs. So, when the lockdown was implemented it immediately hit us.

Q. What happened when lockdown was introduced?

A. Immediately we went to zero orders, as all our restaurants had literally closed. So, I got together with my team and within 24 hours they had built a website which people could visit and order fresh fruit and vegetables from. We saw an opportunity and grabbed it

with both hands, offering next-day delivery of the produce that was coming in from our farms. We concentrated on fresh produce from our farms, as we could guarantee the quality and freshness. On day one we did about 16 deliveries, by day three it had risen to 100, and by day seven we had more than 600 deliveries. It was just that quick!

Q. How did you achieve such a fast turnaround in such a short time?

A: What we did was minimise contact between staff. We split into two teams and changed our operation so that we opened the business 24-hours a day. We kept staff distanced and this was only manageable due

to the cooperation of all our team members, who were brilliant from the start. We worked with all our customers to show them the best way forward to order local, seasonal, British produce. Staff now work night and day and they buy their produce at night from fellow market wholesalers, ready to pack and send to customers the following morning. It doesn't put extra strain on regular deliveries.

Q. Was it hard to spread the word of your new home-delivery offer?

A. I'm lucky that I have contacts in the media world, so I was able to reach out and get publicity in most of the major newspapers, including The Guardian and

The Observer. At the start of the lockdown I was interviewed by Jeremy Vine on his BBC Radio 2 show, which literally has millions of listeners. We've now gone full circle, as I was interviewed at the start of August for The Food Show on BBC Radio 4, celebrating how successful our delivery service has become.

Q. So your own business has thrived, and you were able to support farms?

A. That's right, keeping the supply chain going throughout the lockdown was very important to me. We're talking about saving hundreds and hundreds of jobs in farms across the county. We want to know that... Continued on next column

“ Keeping the supply chain going throughout the lockdown was very important to me. We're talking about saving hundreds and hundreds of jobs in farms across the county...

Continued from previous column ... those farmers can keep on producing their amazing produce that our customers love.

Q. What's the feedback been like from new customers?

A. We've had fantastic feedback. Many customers have never ordered from the market before and are tasting Nature's Choice produce for the first time. They're used to getting their fruit and vegetables from supermarkets and, as expected, they've been amazed at the taste difference. It's the same quality fruit and vegetables that we deliver to our Michelin-star restaurants. We now have masses of new contacts who love our produce and want to order from us on a regular basis.

Q. How are home deliveries now restaurants have reopened?

A. Now we do a combination of the home deliveries alongside our regular business. We're not doing the 600 a day like before, during lockdown. But we're still doing enough orders to make it work. We've now expanded our delivery area and we've been encouraged to make it part of our regular business as it's already successful.

Q. How have restaurants changed post lockdown?

A. Restaurants are very different now. Before, a chef would place the order and expect it at their restaurant by the next morning. Now, chefs are calling me each day and I explain what's available. They then create their menus from the available produce. What's different about Nature's Choice is that we set our prices for restaurants, which are then fixed for the entire month, rather than fluctuating each week. This enables chefs to plan their budget and the dishes on their menus accordingly.

Q. So has this changed the terms of payment to you as a supplier?

A. Yes it has, very much so. Our new customers are now strictly on a seven-day term. Any of our old clients are now also on a seven-day payment plan until that invoice is cleared. Previously, customers would have between 60 and 90 days to pay their invoice, so we were basically a bank. That's changed significantly.

Q. Does the new structure give you more protection as a business?

A: Should there be a second Covid-19 peak, and our customers are unable to pay, then we're only seven days into debt. If there were invoices from 60 days that needed paying, then we would not be able to survive.

Q. What are your predictions for the future for Nature's Choice and the hospitality sector in particular?

A. Going forward, the main difference is that menus will be written daily, with chefs talking to me to determine what produce is available. It's not like before, with a chef coming to me with a list and me going out to source that produce. Now it's me saying we've got this and this and explaining what we have that day or that week. The chefs can create their menu from that. I think it's a great way of working.

You can find a comprehensive list of all the Fruit and Vegetable Market businesses offering home delivery here: www.newcoventgardenmarket.com/blog/home-deliveries-of-fresh-fruit-and-vegetables-from-new-covent-garden-market

New Covent Garden Market celebrated the Hindu festival of Diwali for the first time this November with a beautiful floral installation on display outside the Flower Market entrance, created by long-time customer Jayesh Florist.

Flower Market celebrates Diwali

The colourful and vibrant Diwali display was created by a Jayesh and his colleagues, two of whom (Naresh and Rahul) are pictured below. Jayesh is a long-term supporter of the Flower Market, with a florist shop in Willesden, north-west London.

"We've been a family-run business since 1982 when my parents started trading," explains Jayesh. "We've always bought our flowers from the market as we've got such great relationships with all the traders. I know you can always find what you're looking for."

Unfortunately, the wind wasn't kind to the display since it was outdoor and exposed to the elements. But all its beauty was captured thanks to photographer Clive Bournell, as well as celebrity florist Simon Lycett who shared a video interview with Jayesh on New Covent Garden Market's @MarketFlowers instagram feed.

This year saw Diwali - known as the Festival of Lights - fall on Saturday 14 November. The Hindu festival celebrates Rama-chandra, the seventh avatar (an

incarnation of the god Vishnu). It is believed that on this day Rama returned to his people after 14 years of exile during which he fought and won a battle against Ravana, the demon king.

Jayesh explains that the centre of the display represents religious symbol Aum, with bright Diyas on both sides and a floral rangoli on the floor. "Diwali is a representation of good over evil and light over darkness, so it's a perfect celebration for us all at the moment."



Above: left to right: the Jayesh Florist team of Rahul, Naresh and Jayesh with the completed Diwali display at the Flower Market entrance.

Florist and artist Alice McCabe created a flower-based installation at the Glass Cloud Gallery, inspired by and using flowers and foliage from the Flower Market



The windows of the Camden People's Theatre hosted an art installation in September and October, using flowers and foliage from New Covent Garden Flower Market.

'Fieldworks' was created by florist and artist Alice McCabe (with fellow artist Hannah Luxton, who created a companion piece), featuring large hanging tapestries of flowers with a collage overlay, inserted into a mesh structure in gestures - almost like a painting.

Alice purchases all her flowers from the Flower Market and she's been developing new dried-flower works during the Covid-19 lockdown, which directly inspired Fieldworks. "I get excited about visiting the Flower Market because of the unexpected edge of what I might find and leave leeway in my designs for working with what looks best on the day, alongside any ordered purchases, getting a sense for how an arrangement will work."

Pictured left top: the artwork, as seen in the theatre's windows on Hampstead Road, NW1. **Left bottom:** detail from Alice's 'Fieldworks' piece.

Remembering Dennis Edwards

Flower Market legend Dennis Edwards, one of our longest-standing tenants at New Covent Garden Flower Market, sadly passed away in July after a short battle with Cancer. In this interview, captured in March this year, Dennis talked about his life and impact on the Flower Market.



Pictured above: Dennis ready for business in the Flower Market. **Pictured right:** Dennis visited the Flower Market for a final time ahead of his funeral, which was live streamed for those who couldn't attend.



Nominating Dennis Edward for a 'Lifetime Achievement Award' at the Fresh Produce Consortium's Fresh Awards 2020 was an easy decision to make. Unfortunately the awards were cancelled due to the Covid-19 outbreak, but it's hard to imagine a more worthy winner.

Dennis spoke to the CGMA Comms team back in March this year as part of the nomination, sharing his memories of his time working at the Flower Market and what it meant to him. It's hard to put into words just how much of an impact Dennis made on literally thousands of people working and buying from New Covent Garden Flower Market over the last six decades.

To have been positively influenced by Dennis Edwards and his innovative business practices over his lengthy career was indeed a privilege. He said he 'hoped they picked up a few things over the years', which is truly an

understatement. Clearly influenced by his mentor Charlie Gardener (who transformed the market by introducing Dutch growers), Dennis's respect for Charlie has now come full circle by making a positive difference to many careers across the UK's flower business.

It's no exaggeration to say that Dennis's strategy to introduce more Dutch flowers at the market benefited his companies and the entire fresh produce industry as a whole.

Originally selling mostly British flowers, Dennis quickly realised Dutch growers were having a huge impact on the British flower trade. "The Dutch were catering to each wholesaler by growing exactly what the customer wanted," explained Dennis. "Their motto was 'We flower the World' and over the years we helped the Dutch growers live up to their ambition. I have literally sold millions of flowers over the years, with the majority from Holland, and the sterling

figure comes into hundreds of millions over my career."

Dennis' biggest single sale came from an unusual source: Westminster Cathedral in London's Victoria. His John Austin business delivered 50,000 roses for church-goers to lay flowers at the relics of St Thérèse of Lisieux. Relishing the challenge, Dennis co-ordinated the delivery thanks to his strong connection with his Dutch growers, providing 15,000, followed by further deliveries of 10,000 at a time. "All it took was one phone call," said Dennis, playing down all the hard work that would have been needed to bring an event of this scale to the public.

For such a larger-than-life character, Dennis stayed humble and modestly summed up his life on the Flower Market thus: "Hopefully, with my actions, I've been able to positively influence people I've worked with and I'll be able to leave a successful legacy for the future."

“Hopefully, with my actions, I've been able to positively influence people I've worked with and I'll be able to leave a successful legacy for the future”

Obituary: Dennis Edwards, 20 April 1949 - 19 July 2020

Dennis was known as a true legend of New Covent Garden Market, having enjoyed a long-standing love affair with the Flower Market for more than 50 years. As co-owner of Dennis Edwards Flowers, and the previous owner of John Austin Flowers Co, he was a familiar face and friend to many.

A true confidant, Dennis supported florists across London for decades, supplying them throughout their careers with top-quality flowers. Dennis's respect for his customers was totally reciprocated by everyone who had the good fortune to meet him and his presence at New Covent Garden Flower Market will be sorely missed.

As a third generation Covent Garden Market trader, Dennis started in the Flower Market as a porter back in 1966, aged 17. Planning to stay for one year and then join the Fruit and Vegetable Market (where all his family worked), when he turned 18. But he quickly fell in love with the way the Flower Market operated, the friendly banter and the competition with colleagues.

Dennis's career at the Flower Market saw him take on many roles. Starting as a market porter he worked his way up to become a flower buyer. He also worked in a country order department (distributing flowers across the country via the train network).

Over the next six decades Dennis would build an illustrious career, with highlights including sourcing Lily of the Valley for HRH the Duchess of Cambridge's wedding bouquet, flowers for the coffin at the funeral of Diana, Princess of Wales, as well as 3,000 rose petals for the 9/11 remembrance service.

It was when Dennis started working with the legendary and inspirational Charlie Gardener, credited as the first flower wholesaler to sell Dutch flowers in large volumes, that he got the bug to start his own company. Dennis opened John Austin and Co, successfully running it for more than 20 years.

In 2012 he opened Dennis Edwards Flowers and although Dennis's name was above the door, it was a partnership and purely a business decision to capitalise on his well-known name. What's more, Dennis was instrumental in ensuring the Flower Market's move to its new interim home as part of the multi-million pound redevelopment of New Covent Garden Market. Through his deeds, Dennis played a big part in ensuring London's streets will continue to be flowered by New Covent Garden Flower Market and carry on the traditions of the story he started back in 1966.

ITV London News aired a film about Dennis's life and recent passing, a touching tribute to his career in the Flower Market with previously-shown footage, as well as interviews with fellow traders, his customers and friends. The entire segment from ITV News can be watched on YouTube here: www.youtube.com/watch?v=vdlvqDVca_Q&ab_channel=Mark1333.

Dennis' business partner Eddie, and Eddie's son Sonny, will now carry on the iconic business, continuing to offer their army of enthusiastic customers a one-stop shop for all their floral needs ensuring that Dennis's memory will be kept alive for years to come.

We know Dennis will be remembered at New Covent Garden Flower Market as a true gentleman and legend in the floral industry.



Pictured above: Dennis with his business partner Eddie. **Pictured left:** Dennis met actress and former Labour MP Glenda Jackson when she visited the Flower Market back in the 1990s. It's been a closely-guarded secret what Dennis said about the flower in his hand that made Glenda laugh so much. **Pictured below:** Dennis (far right) with his Flower Market colleagues just before the Flower Market moved from its home on Wandsworth Road to the new, interim building on Nine Elms Lane.



2020 review of the year

Here we take a look back at the year - you could say it's 2020 vision - pulling out highlights from across the year for the Fruit and Vegetable Market, the Flower Market, and the Food Exchange.



January

The Flower Market's Peter Smith of Smith & Green honours his daughter, Molly, by riding her horse, which he calls "a motorbike with a brain", in London's New Year's Day Parade.



February

The Food Exchange celebrates turning two years old, having created a thriving environment for 30 food entrepreneurs to make their home at the market. Inset: the Oddbox team.



March

Sharing business cards and making new connections at the market's breakfast to celebrate International Women's Day. Inset: Griffin Primary School visit the Food Exchange.



April

Traders work through lockdown to deliver fruit and vegetables to NHS staff, including Bevington Salads' George James Marshall. Inset: Oppo donate proceeds to NHS charities.



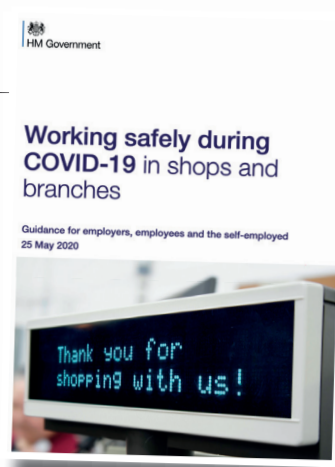
May

Market businesses team up with Harvest for Heroes to deliver food to hospitals. £12 buys a box which includes broccoli, onions, potatoes, carrots, tomato, and lots more.



June

The Duchess of Cornwall supports the market's British Flowers Week, recording a video message and creating her own lockdown bouquet with flowers from her Scottish garden.



July

The Flower Market's Dennis Edwards sadly passes away after a short illness. Pictured above is the tribute created for Dennis by his many friends in the industry and at the market.

August

The Flower Market appears on a podcast from the Royal Horticultural Society (RHS) to discuss its history. Inset: a consultation on the market's redevelopment is launched.



September

In partnership with Art Night and VSM, the market reveals a new mural on Nine Elms Lane to recognise essential key workers during lockdown 2020.

October

The successful British Food Fortnight saw a host of market businesses taking part. Pictured is Eddie Barrett of H.G. Walker Ltd. Inset: Tenants were offered a free eco-bike trial.



November

The signing of a settlement agreement between Covent Garden Market Authority (CGMA) and Covent Garden Tenants Association (CGTA) will see the redevelopment pick up pace.

December

With the second lockdown over, it proves that Covid-19 won't stop the buzz at New Covent Garden as both markets continue to safely welcome customers to Nine Elms.

Four facts and a fake

As one of the market's newest tenants, Oddbox joined the Food Exchange community earlier this year with a unique delivery service of boxes packed with so-called 'wonky veg' (hence the name).

Offering farm-fresh, colourful fruit and vegetables that are rescued from going to waste, Oddbox aim to reduce food waste, prevent unnecessary CO2e emissions and save water along the way. What's more, they've thrived during lockdown. Here the team share five facts about their business but one is a deliberate fake. Can you guess which one it is? The answer is upside down at the foot of the page.

Pictured left to right: Ana, Mona and Issie from Oddbox's Marketing Team.



Market Times wants to hear from you

What did you think of this issue? We want your feedback, especially if there's something you'd like to see featured in our next newsletter. Please do get in touch: it's your news and your stories.

Email: hello@cgma.co.uk. Tel: 020 7501 3490

Editor: Garin Auld. Photos: Garin Auld, Cassie Burt, Clive Boursell, Tom Moggach, Rona Wheeldon, Jessica Williams, Christa Holka, Jo Monck and Michelle Garrett.

Take Five answer: Three is the fake fact. It's actually one-third of the edible parts of food produced for human consumption that is lost or wasted globally, a staggering 1.3 billion tonnes per year!