



# British Tomato Fortnight

Abi Clayton & Nyree Ambarchian

The background features a large, stylized circular graphic on the right side, composed of concentric, overlapping arcs in shades of blue and light pink. The text is positioned on the left side of the image.

# Jack & Grace

British Tomato Fortnight 2023

We started this year in a unique position as toms shortages made headlines across the globe.

This prompted a rise in enquiries from journalists and gave us the perfect opportunity to celebrate the start of the British tomato season.



# Here's the objectives we set.

**Promote British tomatoes as sustainable and better for the local economy.**

**Generate consumer loyalty by increasing awareness and understanding of British tomatoes through educational content.**

**Increase visibility and promotions of BTF in-store and online with retailers.**

**Drive consumer engagement by creating a connection between buyer and grower through grower stories, touching on personable, relatable topics – economical, political.**

**Educate consumers on how to create easy, affordable and delicious meals with our Toms in Ten recipes.**

## And here's a bit of a summary of our activity.

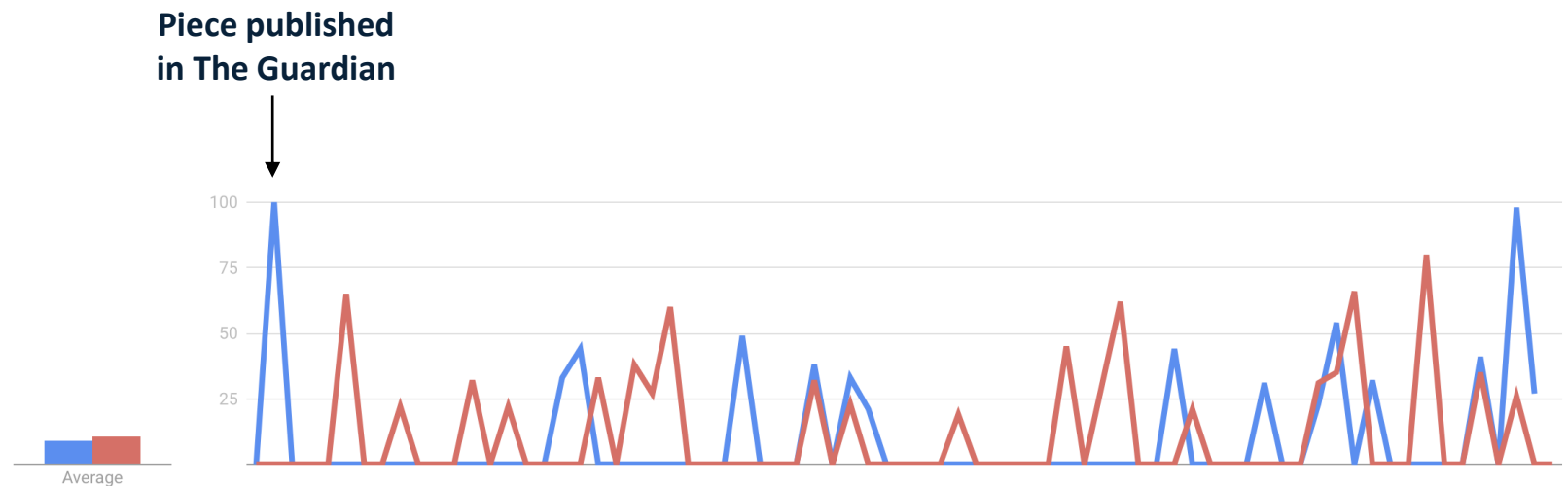
- Updating the BTGA website with new content including grower Q&A's, influencer Q&A's and fresh recipes.
- Running an SEO audit and launching a dedicated PPC campaign.
- Securing local, regional and national coverage, including broadcast.
- Creating ten new recipes with our Toms in Ten theme, in partnership with influencers Rukmini Iyer & Joe Woodhouse.
- Partnering with five brilliant brands to educate consumers with inspiring content for BTF 2023.



# Making an impact.

- The results below represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.
- We can see high demand for British toms around the time that we landed our first bits of coverage in The Guardian and again activity picks up in the build-up and during BTF.

- **British tomatoes**  
Search term  
United Kingdom , 4/1/23 - 6/11/23
- **British tomatoes**  
Search term  
United Kingdom , 4/1/22 - 6/12/22



# Driving interest during the fortnight.

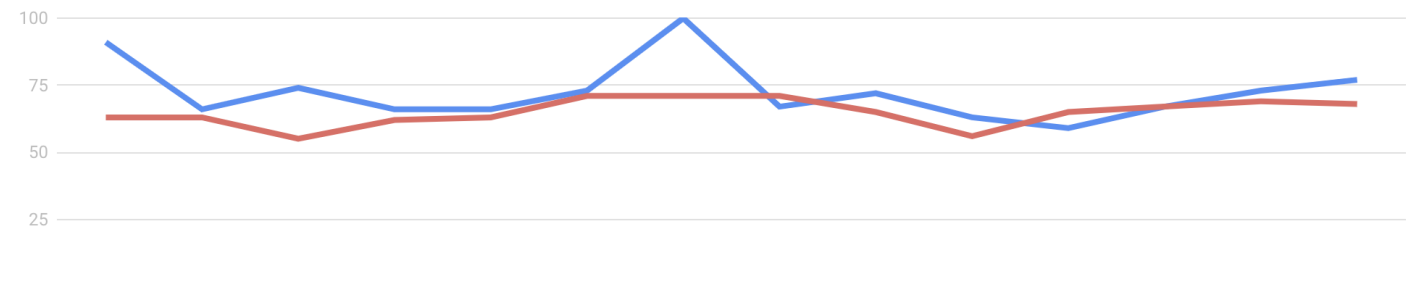
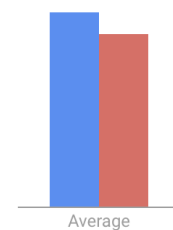
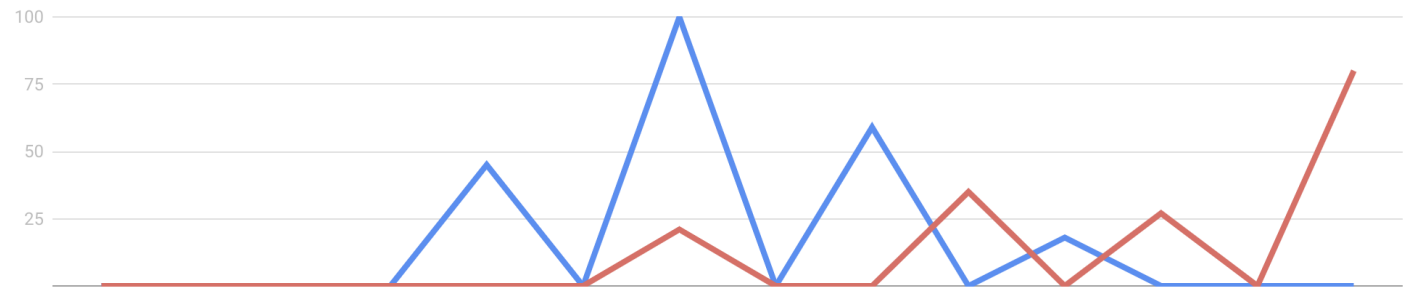
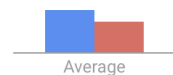
- The below compares data during BTF against the campaign dates for last year. We've seen a huge increase in interest for the search term 'British tomato fortnight' and for the more general term 'tomato' which is amazing news and shows the impact of our activity year on year.

● **British tomato fortnight**  
Search term  
United Kingdom , 5/29/23 - 6/11/23

● **British tomato fortnight**  
Search term  
United Kingdom , 5/23/22 - 6/5/22

● **Tomato**  
Search term  
United Kingdom , 5/29/23 - 6/11/23

● **Tomato**  
Search term  
United Kingdom , 5/23/22 - 6/5/22



**A look at our results**

***A look at our results***

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# Media coverage results.

We focused on celebrating our great British growers and targeted national, regional and consumer outlets. Here's a quick look at what we achieved!

## What we wanted to achieve:

5 pieces of national coverage  
20 pieces of regional coverage  
6 pieces of consumer coverage

## What we achieved:

11 pieces of national coverage (120% higher)  
43 pieces of regional coverage (114% higher)  
7 pieces of consumer coverage (16% higher)

We also secured 3 pieces of trade coverage.

**64**  
pieces  
of coverage overall

an estimated  
**257 million**  
people reached

**38%**  
increase in  
national coverage  
(against last year)

**30%**  
increase in  
regional coverage  
(against last year)

# Social media results.

We shared a wide variety of content on our social channels. This included five brand collaborations, recipes, giveaways, retailer support, educational content and Q&As.

We posted a mix of organic and paid content to help us target our key audience groups and saw a 98% increase in new followers against last year. We also re-connected with our loyal community of tomato lovers on Instagram by sending personalised messages encouraging them to support the start of the season.



# Website results.

To help get the website ready for the launch of the fortnight, we focused on search engine optimisation (SEO). This will help us generate longer term results and ensure we appear higher when people search for terms like 'British tomatoes' and 'British tomato recipes'.

We also launched a pay-per-click campaign to help us reach this audience and it resulted in 283 clicks directly through to the website.





# Some of our coverage highlights

# Yorkshire Life

THE COUNTY'S FAVORITE MONTHLY LIFESTYLE MAGAZINE

THE POWER OF PALS

## KEVIN SINFIELD

'Rob inspires me every day'

# 10

FAMILY DAYS OUT

CYCLE RIDES & COUNTRY SHOWS

# Celebrating our countryside

What to see, eat and experience at this year's Great Yorkshire Show

Festival food chat with **JAMES MARTIN**

Where to go **WILD SWIMMING**

A blissful retreat in **BILSDALE**

# SEEING RED, AND YELLOW, AND GREEN

It's a tomato time of year when Yorkshire growers big and small sing the praises of the not-so-humble tomato. Try these healthy, fresh and delicious summer recipes to make the most of your crop

words: Kathryn Armstrong



## Halloumi and British tomato toasts with mint pesto

Enjoy chargrilled sourdough, topped with grilled halloumi and sliced British tomatoes, given a fresh twist with quick to make mint pesto. Serves two, suitable for vegetarians

- INGREDIENTS**
- 4 slices sourdough bread
  - 2tbsp olive oil
  - 150g halloumi cheese, sliced
  - 4 large British vine tomatoes, sliced
- Mint pesto:**
- Small bunch of mint
  - 50g olive oil
  - 2tsp white wine vinegar
  - 50g ground almonds
  - Salt and freshly ground black pepper

**METHOD**

First, make the mint pesto. Pick the mint leaves from the stalks and put them into a small blender with the olive oil, vinegar and a splash of water. Blitz together for a few moments. Add the ground almonds and blend for a few more seconds. Season with a little salt and pepper.

Brush the slices of sourdough with olive oil, then chargrill or grill until lightly browned.

At the same time, dry fry the slices of halloumi in a frying pan, turning them over once and cooking until golden brown.

Arrange the slices of sourdough on two serving plates. Spread with mint pesto, then add the sliced tomatoes and halloumi cheese. Serve, drizzle with a little more pesto if liked.

**COOK'S TIP:** You could use basil or parsley instead of mint in the pesto.

Yorkshire Life

## Oven-roast salad with asparagus, thyme, olives & watercress

The British tomato and asparagus season overlaps so this is the perfect recipe to celebrate them together, when **British tomatoes** are at their juiciest and asparagus is at its most abundant.

This recipe involves a few clever tricks: cooking your tomatoes in the preheating oven means they cook more slowly so get time to get sweeter before you add the asparagus. And pricking your tomatoes with a knife means they slowly deflate rather than burst in the oven.

**Serves two**

- INGREDIENTS**
- 500g baby tomatoes
  - 4 garlic cloves, peeled
  - A few sprigs of thyme
  - A few sprigs of rosemary
  - 100g olive oil, plus extra to drizzle
  - 500g British asparagus, tough ends discarded
  - 100g pitted black olives, halved
  - Watercress
  - 1tbsp extra virgin olive oil
  - Salt & lemon
  - Mozzarella, to serve

**METHOD**

Place the tomatoes in a large baking tray, making sure there's plenty of space for the asparagus later. Prick each one with the tip of your knife. Use the side of the knife to gently flatten the garlic. Then throw into the tray with the herbs and three tablespoons of oil. Season lightly and toss everything with your hands.

Place in the middle of the oven and preheat the oven to 200°C/392°F fan/gas 6. Leave in the oven until your oven reaches temperature (you want them in there for at least 15-20 minutes). Meanwhile, toast the asparagus in the remaining tablespoon of oil and put to one side.

Remove the tomatoes from the oven, gently press them down with a potato masher or big spoon to release some of their juices. Oil the asparagus on top of the tomatoes and scatter around the olives. Return to the hot oven for another 12-15

minutes until the asparagus is just coloured and tender. Meanwhile, lightly dress the watercress with the extra virgin olive oil, a small squeeze of lemon and some seasoning. Toss and spread out on a plate.

Remove the tomatoes and asparagus, and spoon everything over the salad. Drizzle over any pan juices (this should dress the salad a bit more) and serve immediately with mozzarella and fresh bread.



## Baked cod bruschetta with hot tomato & aubergine salsa

This clever fish dish is simple to make – and is so good to eat. Serves four

- INGREDIENTS**
- 2tbsp olive oil, plus extra for drizzling
  - 1 garlic clove, crushed
  - 1 red onion, finely chopped
  - 4 medium British cocktail tomatoes, finely chopped
  - 1 small aubergine, finely chopped
  - 2tbsp sun-dried tomato paste
  - A few drops balsamic vinegar
  - 4 thick slices rustic-style bread, such as sourdough or ciabatta
  - 4 x 150g skinless cod fillets, thawed if frozen
  - 4 sprigs British plum on the vine tomatoes
  - Salt and freshly ground black pepper
  - Basil or rocket leaves, to garnish

**METHOD**

Preheat the oven to 190°C, fan oven 170°C, Gas Mark 5.

Heat the olive oil in a frying pan and add the garlic and onion, frying from low to a medium-low heat for three to four minutes.

Add the chopped tomatoes and aubergine and fry gently, stirring often, until very soft – about five to six minutes.

Stir in the sun-dried tomato paste. Add a few drops of balsamic vinegar and season to taste.



Spread the pieces of bread thickly with most of the tomato and aubergine mixture, then arrange them in a baking dish or on a baking sheet. Top each one with a cod fillet, then spoon the remaining tomato mixture on top. Put the plum tomato vines around the sides. Season with black pepper and drizzle with a little olive oil.

Bake for 15-20 minutes, or until the fish is cooked – the flesh should flake easily when tested with a fork. Serve, garnished with basil or rocket leaves.

**COOK'S TIP:** You could make this recipe with haddock, salmon or sea bass fillets instead of cod. And try using mushroom instead of aubergine if you prefer – just make sure that you chop them finely.

## A PLUM JOB

Tomatoes are a family affair for the Darnford family in Cottingham, East Yorkshire. Every year they grow millions of tomatoes and it's quite likely that when you pick up a packet of baby plum in the supermarket, they've started life in their greenhouse.

The business has been transformed since 1961 when Peter Darnford bought Red Roofs Nursery and cultivated a small salad and tomato harvest for market stalls from his greenhouse.

'Nowadays, it's a huge, technical operation with

'We're at the forefront of sustainable tomato-growing. We were the first salad grower in the UK to grow 'round' sliced Red Pumping to warm up tomatoes, largely reducing the need for fossil fuels. And our state-of-the-art greenhouses are fitted with thermal screens to increase our energy efficiency.

'To produce our tomato plants, we turn to our resident bees to pollinate. In other words, we're not using pesticides. And rather than pesticides, we rely on biological methods to keep pestiferous insects away. We never put waste to good use, enriching our crops with the carbon dioxide produced from



## Warm quinoa salad with roasted veg and cherry tomatoes

Try this on-trend salad, made with cooked quinoa and roasted vegetables, with luscious British cherry tomatoes and a lively lemon dressing. Serves four

- INGREDIENTS**
- 250g quinoa (white, red or black – or a combination)
  - 2tsp vegetable stock powder (or 1 vegetable stock cube)
  - 2 courgettes, cut into chunks
  - 1 red and 1 yellow pepper, deseeded and cut into chunks
  - 1 red onion, sliced into wedges
  - 2tbsp olive oil
  - 16 British cherry on the vine tomatoes, halved
  - 4 handfuls of young spinach or watercress
  - 80g feta cheese
  - 2tsp chia seeds

**Dressing:**

- 3tbsp olive oil
- 2tbsp lemon juice
- Salt and freshly ground black pepper

**METHOD**

Preheat the oven to 200°C, fan oven 180°C, Gas Mark 6.

Rinse the quinoa in a sieve, then put it into a saucepan with the stock powder or crumbed stock cube. Add double the volume of water. Bring to the boil, then reduce the heat and simmer gently for 20 minutes.

While the quinoa is cooking, put the courgettes, peppers and red onion into a roasting tin and drizzle with the olive oil. Roast for 20-25 minutes, until tender. Remove from the oven and stir through the cherry tomatoes.

Drain any excess liquid from the quinoa, then mix through roasted vegetables with the spinach or watercress.

For the dressing, whisk together



## Tomato risotto with garlic & chilli pangrattato

This is a great way of making the most of super-ripe British **tomatoes**. Mixing them with your risotto creates a lovely, creamy rice, full of juicy, summery flavours. The pangrattato adds a delicious injection of crunch and texture. Vegetarians, you can use a vegetarian-friendly hard cheese.

**For the pangrattato**

- 2tbsp olive oil
- 1 garlic clove, peeled and cut in half lengthways
- 100g dry breadcrumbs, such as panko
- Two bread seeds (optional)
- A good pinch of dried chilli
- 1tbsp thyme leaves

**METHOD**

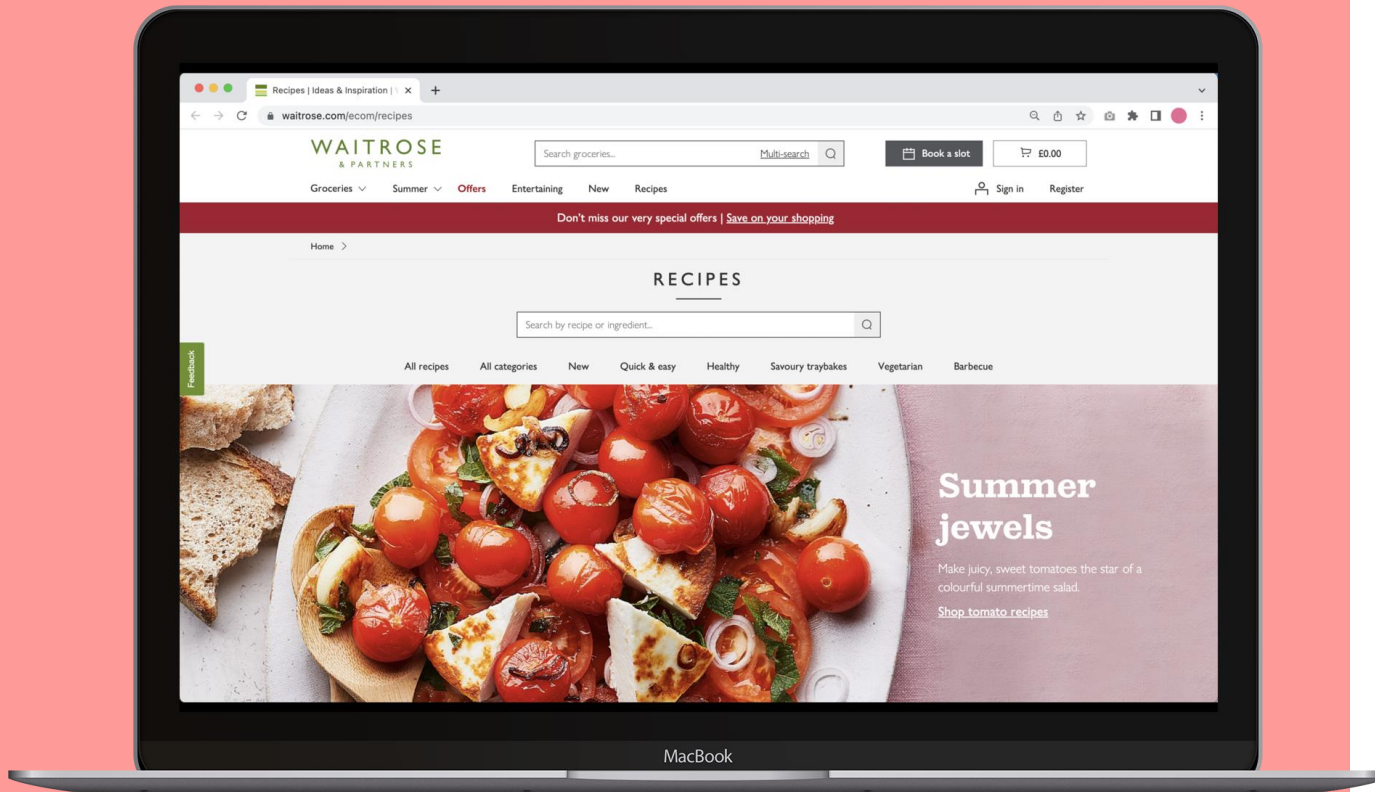
Bring a large pan of water to the boil. Scum each tomato with a small X then carefully lower into the boiling water for 10-15 seconds or until you

Melt half the butter and oil in a wide saucepan over a medium-low heat. Add the onion and a pinch of salt and gently cook for 12-15 minutes, stirring often until the onions are soft and sweet.

Turn the heat up to medium and stir in the rice and a teaspoon of milk. Cook for a minute or so to heat the rice, then add the vegetables, and stir for a few minutes until the risotto has evaporated. Stir in the tomatoes and some black pepper and get your stock warming.

tender, but still with a little bite to it, that take around 10-22 minutes. You might not use all the stock.

In a large frying pan over a medium heat, warm the olive oil with the garlic clove and just as the garlic begins to colour, add the breadcrumbs, fennel, chilli, thyme and a big pinch of salt and fry, stirring constantly, until the bread has an even golden colour, about two to three minutes. Season, then scoop onto a plate to cool.



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From cherry to plum and vine to heirloom, more than 25 types of tomatoes can be found at Waitrose throughout the year. With the homegrown season in full swing and British Tomato Fortnight (29 May-11 June) on the horizon, why not experiment? Try Jack Hawkins beef tomatoes, as big as your hand and ripened on the Isle of Wight; plump San Marzano from Yorkshire in sandwiches; Humberside simmered into a sauce or sweet UK-grown cherry varieties baked into focaccia. See [waitrose.com/recipes](https://www.waitrose.com/recipes) for more inspiration.



WAITROSE & PARTNERS

# Weekend

Issue 649 | 25 May 2023

FREE



Stuart Maconie lauds the former X Factor hopeful-turned global superstar as he embarks on another sell-out tour, p40

**MAKING A DIFFERENCE**

How Foster Care Fortnight can help transform lives of children p2

**SURANNE JONES**

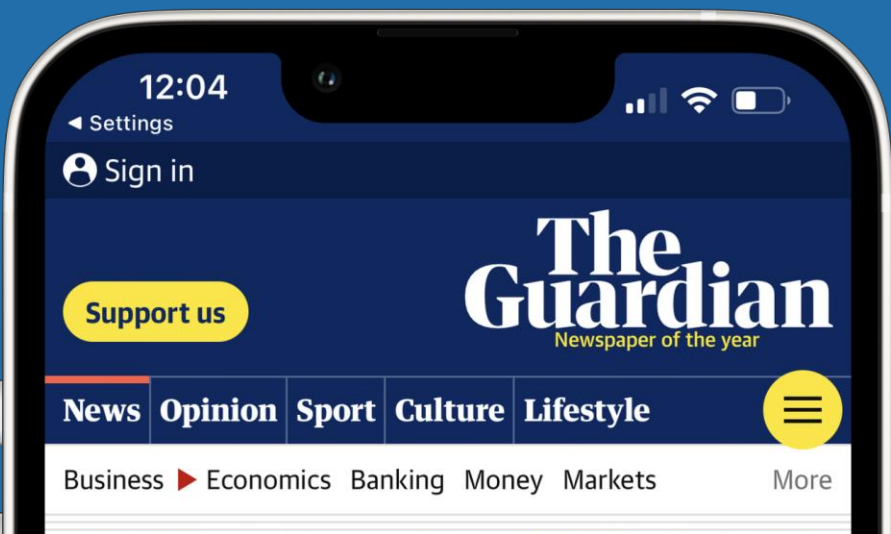
The actor on dealing with grief, double lives and packed lunches p10

**FUTURE FOOD STARS**

The winning semi-final recipe in Gordon Ramsay's hit TV show p31

**OFFERS**

Great savings on selected products from Waitrose p48



**Food & drink industry**  
**'There will be fewer British tomatoes on the shelves': soaring energy costs force growers to quit**

**Tomatoes off the menu**  
**Call for support as energy bills and poor weather hit growers**



Sarah Butler

Lee Stiles saw 10 growers leave "London's salad bowl" last year, as they struggled to make ends meet. He expects a similar number in his Lea Valley Growers Association to shut up shop this year, as costly energy bills push them under.

The increase in prices threatens to open up a new front in the salad crisis, which led supermarkets to limit purchases of items including tomatoes, cucumbers and peppers during a cold spell in southern Spain and northern Africa in February. Stiles fears that British tomatoes will be late to shelves this spring, with less choice and higher prices. "There will be fewer British tomatoes," he said.

The National Farmers' Union said this year could have the lowest production of British tomatoes since 1985. Hefty rises in the cost of production - including energy to heat and light greenhouses - forced many growers to make cuts, mothball greenhouses or shut down totally. Stiles said some planned to switch to more lucrative crops such as sweet peppers, cucumbers or aubergines.

During the winter, only about 5% of the tomatoes consumed in the UK are grown in Britain, and this winter it was probably a lot less.

In the summer months it can be more than 50%, gradually gearing up from the end of March, but crops are still grown in greenhouses that require heating, mainly with gas, and costs have shot up since the war in Ukraine began last year.

The majority of British tomato producers are about to start the harvest; somewhat later than usual as most growers delayed planting in order to avoid high energy costs in December and January. Some are only planting now. Richard Diplock, the managing director of the Green House Growers group, said: "We were hoping for Easter but it has been delayed." The group, which has sites in Norfolk, Sussex and Cambridgeshire, accounts for about a fifth of the tomatoes produced in Britain. Diplock says that a wet, grey March - which meant light levels were almost 40% down on a year before - held things up further.

In February, when supermarket shelves lay empty, the government was accused of bringing the problem on itself through Brexit policies and by failing to support local growers. Diplock said: "If the British tomato is to have a future we



received government energy support but not food production. "It clearly is a very energy-intensive industry and they could have helped us. It's worrying in terms of food security, imports and food miles," Diplock said. Despite higher costs, the Green House Growers group had

**'We invested heavily and hope to carry on, but smaller growers might have issues'**

Richard Diplock  
Green House Growers



▲ Richard Diplock, head of Green House Growers, says rising costs are hurting the UK tomato industry  
PHOTOGRAPHS: PETER FLUIDE/THE GUARDIAN

scheme that helped attract funding for the earlier projects.

"We need the government to give the go-ahead for an RHI. Using renewable energy has got to be the way forward. Long term, there is a lot of energy out there from incinerators, reservoirs and other industry, but it takes investment."

As well as heating, labour costs, plastic packaging and fertiliser have all risen in price. Overall costs are up by about 30%, led by energy. The prices paid by the supermarkets have not gone up as much, but Diplock says that in some cases they have risen by at least 10%.

According to the data from the Department for Environment, Food and Rural affairs, a kilogram of round tomatoes costs £3, which is 14% more than a year ago and more than double the average of the previous three years. Stiles said: "There probably won't be shortages as usually the Dutch fill the gap, but it depends if the supermarkets are prepared to pay their price."

Diplock said: "We have seen some huge input cost increases and tried to mitigate those as we recognise the cost of living crisis. We still need consumers to buy our tomatoes. We have grown an

**Hot honey halloumi helps Everyman cinemas climb back to profit**

Mark Sweney

The allure of luxury sofa seating and a menu including parsley and garlic dough balls and hot honey halloumi helped the cinema chain Everyman bounce back to profit last year.

The upmarket group, which started in Hampstead, north London, and now has 38 venues across the UK, hailed a post-pandemic return to "business as usual" as admission numbers rose by 70% to 3.4 million last year. Revenues grew by 61% to £78.8m as film fans flocked to see Hollywood blockbusters including Top Gun: Maverick and Avatar: The Way of Water.

The company's film and entertainment revenues increased by almost 60% to £39.7m, helped by a rise in the average ticket price from £11 last year to £11.29.

Everyman also pointed to the success of its food and drink offering - cinemagoers can enjoy everything from Korean chicken burgers and vegan hotdogs to wine at their seats - in helping to transform an operating loss of £2.2m in Covid-hit 2021 into a profit of £400,000. Food and drink revenues rose 59% to £32.2m, accounting for 41% of total revenues, helped by average spend per head rising from £9.07 to £9.34.

"Everyman remains a popular and affordable choice for consumers, combining great film, hospitality and atmosphere to provide an exceptional cinema experience," said Alex Scrimgeour, the chief executive of Everyman Media Group.

The cinema chain said the Top Gun and Avatar films indicated that "the consumer appetite for film remains undiminished".

The bounceback of Everyman is in contrast to the performance of CineWorld, the world's second largest cinema chain, which is undergoing a painful restructuring to wipe out a £4bn debt pile to exit bankruptcy protection in the US.

Everyman said it was bullish about its prospects, with admission numbers expected to grow again this year. It plans to open six new cinemas a year for the next three years. However, the chain's premium positioning means it could face pressure if consumers cut their budgets.



# Ripe 'n' ready!



**Why buy British?** British tomatoes are in season mid-April until October, but it's British Tomato Fortnight right now – until 11 June. Tomatoes pack real nutritional punch, boosting immunity and heart health and even protecting against cancer. Buying British is better for both the planet and our economy, so check when you shop to make sure you're picking up a pack of local toms. Find out more at [britishtomatoes.co.uk](http://britishtomatoes.co.uk)

## Sweet chilli salmon with warm tomato salad

Serves: 2 Takes: 15min

- 2tbsp sweet chilli sauce
- 2tsp olive oil, plus 1tbsp extra
- Salt and freshly ground black pepper
- 2 x 120g skinless and boneless salmon fillet
- 1 garlic clove, crushed
- 250g mixed tomatoes, cut into wedges if large
- 1 celery stick, chopped, plus extra leaves to garnish
- 1tbsp white wine vinegar, cider vinegar or lemon juice

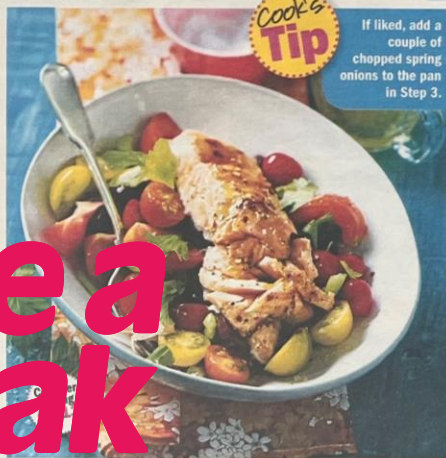
olive oil and some salt and pepper in a small bowl. Coat the salmon fillets in the mixture and place on the tray. Grill for 12min or until cooked to your liking.

3 Meanwhile, place the extra olive oil, garlic, tomatoes and celery in a frying pan. Heat, stirring often, for 2min or until just warmed through. Stir in the vinegar or lemon juice.

4 Spoon the tomato salad into two bowls and top each with a piece of salmon. Garnish with the celery leaves and serve.

1 Preheat the grill to high. Line a baking tray with baking paper.

2 Combine the sweet chilli sauce,



If liked, add a couple of chopped spring onions to the pan in Step 3.

Succulent and sweet, British tomatoes are at their best right now. Make them the star of your plate with our simple and affordable recipes



Cost per serving £1.54



Swap the wine for extra stock or the same quantity of tomato juice, if liked. You could also add a squeeze of lemon juice to the finished risotto if you have some to hand.

## Gemista (Greek stuffed tomatoes)

Serves: 4 Takes: 1hr 40min

- 8 beef tomatoes or large tomatoes
- 4tbsp olive oil
- 1 large onion, finely chopped
- 200g risotto rice
- 100ml white wine (see Cook's Tip)
- 4 garlic cloves, crushed
- 1 courgette, finely chopped
- 3tbsp tomato purée
- 1ltr hot vegetable stock
- 50g pine nuts, toasted
- 50g raisins
- 50g pitted kalamata olives, drained
- Handful of fresh dill, chopped
- Handful of fresh mint, chopped, plus extra to garnish
- Salt and freshly ground black pepper
- 4 large potatoes, scrubbed and chopped
- 25g butter, chopped

1 Slice the top from each tomato and reserve. Using a teaspoon, scoop the seeds and flesh from each tomato into a bowl, leaving the tomato shell intact.

2 Arrange the tomatoes in a large roasting tin or baking dish and set aside.

3 Heat 2tbsp of the oil in a saucepan and fry the onion over a medium heat for 5min or until soft. Add the risotto rice and cook, stirring, for 1min. Add the wine and simmer until evaporated.

4 Stir the garlic, courgette, tomato purée, stock and reserved tomato seeds and flesh into the rice mixture.

Simmer for 15min or until the rice is almost tender and has absorbed most of the liquid. Preheat the oven to 180°C (fan 160°C, gas 4).

5 Stir the pine nuts, raisins, olives, dill and mint into the risotto. Season with salt and pepper. Spoon into the tomato shells and add the tomato lids. Arrange the potatoes around the tomatoes and drizzle with the remaining olive oil. Dot with the butter and cover the dish or tin with foil. Bake for 1hr or until the tomatoes and potatoes are tender. Serve garnished with the extra mint.

From just 63p per serving!

## Tomato tart

Serves: 4 Takes: 40min (plus cooling)

- 1 ready-rolled puff pastry sheet, defrosted if frozen
- 6 plum tomatoes
- A handful of mixed cherry tomatoes, halved
- 1 garlic clove, crushed
- Salt and freshly ground black pepper
- Fresh basil leaves, to garnish

1 Preheat the oven to 200°C (fan 180°C, gas 6). Unroll the pastry on to a lined baking tray and score a 2cm border around the edge using a sharp knife and being careful not to cut all the way through the pastry. Prick the pastry inside the border all over with a fork. Bake for 15min.

2 Meanwhile, combine the tomatoes, garlic and some salt and pepper in a bowl. Arrange the tomatoes over the pastry inside the border in a single layer. Bake the tart for a further 15min or until the tomatoes are starting to catch and soften. Garnish with the basil leaves, and serve warm or cold.



Try spreading a little basil pesto over the base of the tart before adding the tomatoes in Step 2.

Cost per serving 64p

## Tomato, spinach & feta spaghetti

Serves: 2 Takes: 15min

- 200g spaghetti
- 1tbsp olive oil
- 1 garlic clove, crushed
- Pinch of chilli flakes
- 1tsp capers, rinsed and drained
- 200g cherry tomatoes
- Grated zest and juice of ½ lemon
- Handful of baby leaf spinach
- Salt and freshly ground black pepper
- 50g feta, crumbled

1 Cook the spaghetti in a saucepan of boiling water according to the pack instructions.

2 Meanwhile, place the oil, garlic, chilli flakes, capers and tomatoes in a frying pan. Heat over a medium heat, stirring from time to time, until the tomatoes have softened and started to burst. Remove from the heat and stir through the lemon juice.

3 Drain the spaghetti, reserving 3tbsp of the cooking water. Add the spaghetti and cooking water to the tomato mixture along with the spinach and some salt and pepper. Return the pan to a low heat and toss to combine and wilt the spinach.

4 Divide between two bowls and top with the lemon zest, feta and more pepper before serving.

Cost per serving 63p



Try using crumbled goat's cheese or Parmesan shavings instead of the feta.

Recipe photos: Stockfood; Tomato photos courtesy of the British Tomato Growers Association (BTGA) [britishtomatoes.co.uk](http://britishtomatoes.co.uk). All prices are approximate

# Take a Break



# Why we should all be buying British tomatoes this summer

British Tomato Growers Association 21 April 2023



**With tomato season in full swing, we take a look at tomato growers a little closer to home**

We're big lovers of tomatoes here in the UK and each year we eat around 500,000 tonnes of them. British-grown toms are famous for their flavour and they're in season from now until November.

Tomato shortages made the news earlier this year due to bad weather in Europe and Africa which disrupted supplies to the UK. Following this, Google searches for British tomatoes, shot up by 293%. Luckily, British toms are now back in full force on our supermarket shelves, making it the perfect time to enjoy them.

Buying British tomatoes comes with a whole host of benefits:

1. It's more environmentally friendly, as carbon emissions are dramatically reduced in comparison to buying imported varieties.
2. It helps support local growers and the economy here in the UK.
3. They're arguably more tasty as they're kept on the vine for longer, meaning they absorb as much flavour as possible before reaching your plate.

Published in:

- The Crawley Observer (estimated reach of 11k)
- West Sussex Gazette (estimated reach of 7k)
- Bucks Herald (estimated reach of 6k)
- West Sussex County Times (estimated reach of 10k)
- Gainsborough Standard (estimated reach of 2k)
- Todmorden News (estimated reach of 2k)
- Banbury Guardian (estimated reach of 27k)
- Mid Hampshire Observer (estimated reach of 17k)
- Melton Times (estimated reach of 6k)
- Leamington Courier (estimated reach of 31k)
- Eastbourne Herald (estimated reach of 68k)
- Sussex Express (estimated reach of 5k)
- Sussex Express – Newhaven (unable to determine reach)
- Sussex Express – Halisham (unable to determine reach)

British Tomato Fortnight runs from May 29 to June 11. **Sue Wilkinson** slices and dices fruity facts about one of our favourite and most versatile foods

# Celebrating one of the finest fruits in the UK



**W**orld events mean that British tomatoes and other home-grown produce are more important than ever. This year many fruit and veg growers across the UK are facing pressures like labour shortages, supply delays and high energy prices, says the British Tomato Growers' Association. British growers are working tirelessly with retailers to keep up with demand for fresh, juicy British tomatoes. To help support the industry and the growers who produce British toms throughout the year, the Association asks you to keep an eye out for British tomatoes in your local supermarket. Look out for our British Tomato Fortnight stickers during the event and tag it on social media if you spot any in store. In Britain, it's fair to say we love toms. We eat around 500,000 tonnes of them every year. That's 6oz or 10oz per person per week, the equivalent of two classic British tomatoes per week, or more than 100 per year. Around a fifth of the total toms we consume are grown in Britain. British-grown tomatoes are famous for their flavour. That's because they're sold locally, so varieties are chosen for taste rather than durability. They're kept on the vine for longer, absorbing as much flavour as possible before they reach your plate. This also means they're bursting with nutrition, boosting immunity, heart health and even protecting against cancer. They're good for the environment too. Food miles are dramatically reduced compared to imported counterparts. British tomato growers are an innovative lot. From nourishing crops with rainwater to using bumblebees to pollinate the plants, they're continually refining their growing techniques to work with nature, rather than against it.



### Blushing bites

April 2004, and the plant weighed 322.664 kg / 1151.84 lbs or 82.2143ct.

- Tomatoes are not always red. They can come in a variety of colours including yellow, pink, purple, black and some white. We tend to only see red tomatoes in supermarkets due to quality standards, but if you head to your local farm shop or grower you may just find multiple colour varieties.
- There are thought to be more than 1,000 varieties of heirloom or heritage tomatoes being grown globally and more than 15,000 known varieties in total.
- A tomato is technically a fruit that is sometimes considered a vegetable. The confusion arose after the 1893 ruling by the US Supreme Court treated it as a vegetable for taxation purposes. A fruit is defined as the edible part of the plant containing seeds, such as a tomato, whereas a vegetable is the stem, leaf or root.
- When tomatoes were first introduced to Europe in the 16th century, they were small, golden and cherry sized. The appearance gave them the name 'golden apples'. The French were also confused.
- Tomatoes were aphrodisiacs and named them "love apples".
- Tomatoes have travelled to outer space - 800,000 tomato seeds sent to the International Space Station before being grown in classrooms all over Canada as part of the "Tomatosphere I, II, III and IV" experiments.
- China is the largest producer of tomatoes historically, accounting for an approximate quarter of the world's total production.
- In the UK, British tomato producers grow a fifth of tomatoes bought in the UK, and in peak seasons, this goes up to half of all tomatoes purchased.
- The Guinness World Record for "most tomatoes harvested from a single plant over one year" was 32,384 tomatoes harvested between May 2005 and
- Tomatoes are the richest source of lycopene available to us naturally. Lycopene is a very powerful antioxidant which is important for the health of the prostate gland in men. It's also what gives red and pink fruits their colour. Tomatoes, watermelon and papaya, are all coloured with lycopene. There are also some reports that suggest lycopene can reduce and protect against certain types of cancer.
- Tomatoes contain some anti-inflammatory properties and are linked to lower blood and brain health. Tomatoes are also a good source of potassium, which is linked with lowering high blood pressure in the body. Therefore, this work's against preventing cardiovascular issues.
- The English word for tomato comes from the Spanish word *tomate*, which in turn came from the Nahuatl, the ancient Aztec language, word *tomatl*. The Aztec name translated to "Plump thing with a seed."

### Not just for salad

Tomatoes - hot or cold - can be used in all kinds of recipes and not just with diced lettuce and cucumber. Here are some ideas:

- **Oven-roasted British tomato salad with asparagus, thyme, olives and watercress**  
The British tomato and asparagus seasons overlap so this is the perfect recipe to celebrate them together, when British tomatoes are at their juiciest and asparagus is at its most abundant.
- **British tomato and nectarine fattoush**  
This Lebanese salad with British toms is an absolute texture bonanza; you've got crunch, juiciness, and tang. Plus, it's quick and easy to make.
- **British tomato risotto with garlic and chill pangrattato**  
A delicious British tomato risotto with mouth-wateringly creamy rice full of juicy, sunshiny flavour.

For full recipes go to [www.britishtomatoes.co.uk](http://www.britishtomatoes.co.uk)





# Influencers and partnerships

# Influencers.

- We commissioned Rukmini Iyer and Joe Woodhouse to help us create delicious, engaging content to use across our channels.
- New recipes included a one tray roasted tomato orzo, summer gazpacho and halloumi salad.



# Partnerships.

- Brand partnerships are a fantastic way to organically promote British tomatoes alongside other like-minded organisations - e.g. British owned, seasonal-focused brands.
- By collaborating in this way, we can reach new audiences and knowledge share.
- We wanted to work with established household, heritage brands we knew had loyal foodie followers.
- We were bold with our outreach, spending time researching and tapping into our network, and it paid off, we secured a huge amount of extra content for the campaign.



# Retailers.

- It's hard to get our hands on data, however, we know that our work supports your relationships with retailers.
- Year on year, we're seeing fantastic support from retailers who are marking the occasion and boosting our comms activity.
- Activity increases in volume (as it were) and length of time (stores increasing visible promos in store for longer than BTF).
- It impacts sales (as well as consumer awareness of the season).



# Our learnings



*More Sunshine  
More Taste*



# A longer season.

- A large proportion of our press, social and partnership coverage came in before BTF this year, which shows we don't need the fortnight as a hook to get journalist's interest.
- At the moment, our activity ends abruptly once BTF has wrapped up and it's worth noting a lot of creators drop the mention of 'British' when sharing tomato recipes after June, this isn't great!

# Showing off your hard work.

- We focused on celebrating you guys and journalists loved it!
- We felt fantastic support despite it being your busiest time, and it was great to see so many of you getting involved.
- Some of you flagged a lack of imagery of the team and in the nurseries, and we think this would be useful to consider for future campaigns. We'd be able to use these assets across PR, the website and on socials.



# Building on for next year.

- Developing relationships with retailers and getting their buy-in generates fantastic results.
- Working with likeminded brands to spread our campaign message is worthwhile and resulted in an extra piece of influencer content with Clarence Court Eggs. Again, enabling us to reach new audiences!
- Arranging press drops resulted in 30+ pieces of organic content, building relationships with key individuals helps the campaign have extended reach. A special shout out to the growers supporting this.

**The end.  
You made it!**

Call:  
0208 088 3569

Email:  
[hello@jackandgrace.co.uk](mailto:hello@jackandgrace.co.uk)

 [@jackgracecomms](#)  
 [@jackgracecomms](#)

# Jack & Grace