

East Coast Growers is a 400 hectare farm, near Great Yarmouth, Norfolk. The coastal climate and silty soil supports production of conventional and organic salad crops, including Baby Leaf Spinach, Little Gem, Celery, Romaine and Chinese Leaf.

In addition to managing their farm to enhance and protect the environment, East Coast Growers also engages with the wider community by hosting visits and opening for LEAF Open Farm Sunday.



Traceability

East Coast Growers are a Grower for G's, who supply into all the major retailers in the UK – Waitrose, Tesco, Sainsburys, M&S, Aldi, Lidl - and other supply chain organisations such as NWF and Bakkavor. The farm is independent in their growing and harvesting, but works with various departments within G's throughout the year.

East Coast Growers can do a full traceability check within four hours, enabled by the information recorded and kept for each product. Field, batch number, variety, and harvesting team is all recorded, in addition to the time spent throughout the whole process, including during harvest, cooling, storage and dispatch. Traceability tests occur on a regular basis to ensure the traceability system is operating as it should.

Claims & Labelling (C&L)

The LEAF Marque Logo is used on Chinese LEAF, Little Gem, Red Gem, Romaine, and Celery. This is a LEAF Marque Claim, but as East Coast Growers are the relevant Licence Holder, they do not need a Claims & Labelling Licence.

Relevant Licence Holders for Claims & Labelling is either the Brand Owner, or primary supplier into the retailer. As the orders and are made through G's, and East Coast Growers supply into G's, the G's head office is the appropriate Licence Holder – they are the primary supplier into the retailer, of products that are making a LEAF Marque claim.

