



The New Forest Fruit Company Ltd



Farmer: Sandy Booth

Address: Newhouse Farm, Church Lane, Brockenhurst, Hampshire, SO42 7WS

Website: www.newforestfruit.com

The New Forest Fruit Company was established in 2008 and is located in the New Forest National Park in Hampshire. The focus is on producing high quality fruits over a long season from March to December.



The Farm

Located in the historical New Forest National park, Hampshire the company produces strawberries and a new crop, blue honeysuckle berries. Following LEAF's Integrated Farm Management principles, high quality fruit is grown with care for the environment including measures such as solar energy production and rainwater collection.

Crops for food

Strawberries are the main crop produced with different varieties coming from California, Italy, Holland, France and Spain. As well as the Strawberry production, the introduction of blue honeysuckle berries which are grown to make jams and chutneys introduces elements of fruit diversification. The location of the farm enables the crops to have a long growing season, from the beginning of March until the middle of December. Glasshouses are used for the first and last months of the growing season, whereas polytunnels are used for the main period. This crop protection provides better continuity of supply during inclement weather.



Conservation

Ecological sustainability through Integrated Farm Management is at the core of New Forest Fruit with several methods implemented to minimise the effects of production on the environment. Strawberries are grown in a Coir substrate (the material that surrounds a coconut shell) which is renewable and ecologically sound and all rainwater is collected and reused on the site. Wildlife and biodiversity are continually monitored on farm and measures are taken across the site to enhance habitats. Wild bird populations are thriving in numbers and species diversity around the farm.

Visits

We are very pleased to be a LEAF Demonstration Farm and welcome visitors by appointment through the LEAF website to see how a commercial fruit farm can balance the requirements of the market with long term environmental sustainability.



About LEAF Demonstration Farms

LEAF Demonstration Farms are commercial farms, which show the beneficial practices of Integrated Farm Management (IFM) to a broad range of audiences, through organised visits. They communicate an understanding of IFM in order to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. For more information, visit www.leafuk.org.