

LEAF Marque certified since 2006, **R & J Kessell Ltd** are tenants of 450 acres across different farms in Falmouth, Cornwall. They specialise in the production of Winter Brassicas – mostly Cauliflower, but also Spring Greens and other crops. The planting schedule is agreed in February, with planting starting in early July to enable supply in November.

R & J Kessell Ltd have supplied Waitrose for the last 25 years, and also regularly supply Asda. Products are sold through Lincolnshire Field Products, who work closely with R & J Kessell Ltd to determine produce scheduling and supply.



Traceability

Each field is numbered and the crop / variety recorded. Products are harvested and put into trays on pallets, on the trailer. During harvest, the rig driver records in the harvest book all information necessary for traceability. After harvest, the trailer is unloaded and checked off against the trailer sheet. Each pallet can hold up to 50 trays. The pallets are allocated a traceability label, which includes information regarding the field the trays came from, the harvest team, and other traceability information. Each pallet is then loaded onto a lorry with a delivery note, and sent to another local business, Riviera Produce, who are BRC certified. Riviera Produce upload the pallets traceability label onto their own traceability system, allocating their own codes to enable full traceability back to the origin. This collaboration is a cost-effective solution for local dispatches, and highlights the efficiencies that can be achieved by partnering with other business.

R & J Kessell has full traceability on products up to supplying Riviera Produce, who due to sharing of traceability information, are able to complete full traceback checks.



Claims & Labelling (C&L)

A LEAF Marque claim is made against R & J Kessell products that are supplied into Waitrose and the LEAF Marque logo used on packaging. However, as they are not a brand owner or the primary supplier into Waitrose, they are not the relevant Licence Holder and do not need to complete a C&L Licence.

The LEAF Marque logo is used on traceability stickers and the invoice book, but as this is not at point of sale, a C&L Licence is not needed.