

Fenland Farming Celery Cold-store

Awarded £67,080 under Measure 123: Adding Value to Agricultural Products

The Fens Adventurers Rural Development Programme key focus is supporting farming to add value to produce and enhance the competitive edge for farming in the Cambridgeshire and West Norfolk Fens. We were therefore delighted to support Kier Petherick's business expansion through the construction of a new celery pack house and cold store at Stretham, Ely.

The new building will help improve profitability by extending the season and range of crops for sale through the multiples by having improved storage, handling and packaging facilities. A sealed loading dock ensures efficient and regulated cooling throughout the storage and transportation process, supported by the installation of the most energy efficient refrigeration system.



The cold-store will see a significant extension for selling the celery and lettuce. This increase in business will support two new full time, and four part time positions on the farm. The onsite store will enable the business to expand the customer base and

consider some winter cropping to make use of the store throughout the year.

Kier said " Securing the grant was timely in helping move the business forward and give us more control over our destiny. The process was relatively painless and has really helped the expansion of the Fenland Farming operation. This has had positive effects for



our suppliers of equipment and packaging, and significantly reduced the lorry traffic between Stretham and Ely which many motorists are pleased about."

