



Horticultural
Development
Company

New Project

FV 360

Leafy Salads Issues
Management

Project Number: FV 360

Title: Leafy Salads Issues Management

Start and end dates: 1 May 2009 to 30 April 2010 (12 months)

Project Leader: David Piccaver on behalf of the BLSA, JE Piccaver & Co Ltd, Norfolk House Farm, Gedney Dyke, Holbeach, Spalding, Lincs

Project Co-ordinator: David Piccaver, BLSA Chairman

Location: The majority of the work will be located at the communications agency office, Mustard Communications, London but also on growers sites as and when required.

Background and project objectives

To organise an issues management campaign which constantly monitors and reacts to adverse publicity in the media with regard to all leafy salad crops, both outdoor and protected. To ensure all information produced by the press is factually correct and encourages consumption of our "ready to eat" produce. This work requires continuous liaison with research bodies to provide up to date technical information to the press in an easy to understand format for the consumer.

Further information

Email the HDC office (hdc@hdc.org.uk), quoting your HDC number, alternatively contact the HDC at the address below.

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