



Angus Soft fruits are a family run business, established in 1994 by three soft fruit growers in Angus; Lochy Porter, his father Willie Porter and his cousin James Gray. Over the years their main aim has been to represent their growers and provide fresh fruit twelve months of the year at an affordable price.

The company has an unparalleled reputation for innovation within the soft fruit industry, and carries out R&D projects aimed at improving the product quality and production efficiency at all stages of the supply chain. These include an in-house variety breeding programme which developed the premium strawberry variety AVA, exclusive to Angus Soft Fruits.

In 2004 Angus Soft Fruits recognised the consumer concerns over pesticide residues on fruit and the weight behind retailers to reduce the reliance on pesticides. To conform to these demands would mean re-thinking the way plants were grown and the techniques used in growing. As a result the company went right back to basics and developed the 'biological pest control' method which has cut out the need for spraying pesticides all over whole crop fields.



The Launch of the strawberry variety AVA in 2003 allowed retailers to establish a premium sector within the category bringing much needed inflation to the sector. Retailer demand for AVA continues to outstrip supply reflecting the superior taste and the ultimate high customer demand.

Recognition of their hard work and perseverance came in 2008 when Angus Soft Fruits won the Retail category – Fruit or Vegetable in the Scotland Food & Drink Excellence Awards for their pesticide free, Good Natured Fruit range of strawberries and raspberries. The company also went on to take the Supreme winner which is an overall award for the products tasted during the award process.

Good Natured Fruit can now be found in leading supermarkets for almost 12 months of the year. This is facilitated through their alliances with partners in Holland and Spain, all with the same aim as the Scottish growers, to provide fresh, great tasting and pesticide free fruit.

Angus Soft Fruits are very proud of their association with the Scotland Food and Drink Excellence Awards. They feel it's important for businesses to continue to support the awards as it is important for increasing brand awareness and providing credibility and integrity.

Commenting on their 2008 success, Jill Orr, Marketing Manager for the company stated: "We entered the Scotland Food and Drink Excellence awards hoping to win the fruit or vegetable retail category as we really believed in the quality and innovation the product we were creating, but we genuinely did not expect to win the supreme award and were absolutely thrilled to have done so."

According to Jill, the company received a great deal of press coverage as a direct result of winning the awards providing great exposure.

"We prepared a press release prior to the award ceremony but this required amending after picking up the supreme award on the evening. The amendments were actioned and our website was updated almost instantaneously to gain as much impact as possible and also to highlight our success our customers and consumers."

Specific markets were targeted immediately after the awards including retail, trade, industry and consumer press.

Winning the awards has really provided great strength to the company and to the 'Good Natured Fruit' brand. The winning logos have been incorporated into customer presentations and are also included in most marketing material including product packaging.

As the product is consumer facing, the company are not sitting on their laurels and they continue to conduct market research forums. The additional attention received as a result of winning the 2008 awards has also improved the overall marketing awareness of the farmers and growers associated with the business.

The company are progressing and have introduced recyclable packaging which is currently a leader in it's category as a result.

"We are always striving to lead from the front. We have started to use social networking sites to better understand and communicate with our customers. We have developed a facebook site and are also using twitter. We also hope to improve our environmental impact by aiming to be carbon neutral; as a result the company is stepping into the unknown and is striving to gain new ground."



Jill would definitely recommend companies to enter the awards: “It’s your chance to shine with the fantastic food and drink producers around Scotland. The awards evening proved a great networking opportunity. We have gained great contacts and potential collaborative opportunities as a result. It has also helped increase the business and provides us with kudos regionally, nationally and internationally.”

“We have world renowned products and it’s great to take the accolades generated from others. We enter the awards to take recognition for the good work the company is doing which also provides great networking and collaborative opportunities.”

“We are so proud of winning the awards we put it on our packaging. Ultimately it could prove the difference between the consumer picking our products over our competitor’s.”

Is it any wonder they’re such Good Natured Fruit?