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Fischer Farms partners with Dawndew Salad to boost year-round supply of British-grown greens

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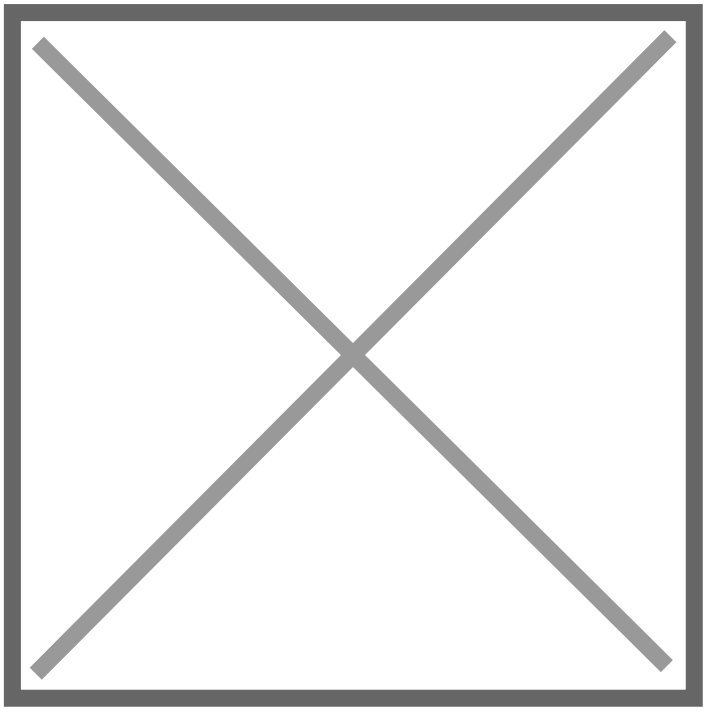

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UK-based vertical farming company Fischer Farms has announced a strategic partnership with fresh produce specialist Dawndew Salad to strengthen the year-round supply of premium British-grown salad, cresses, and micro leaf products.

The collaboration brings together Fischer Farmsâ?? controlled environment agriculture (CEA) technology and Dawndew Saladâ??s extensive experience in the produce sector, including its strong network of buyers, suppliers, and industry experts. Through the partnership, the companies aim to deliver high-quality leafy greens to a growing portfolio of B2B, foodservice, and wholesale customers.

Using precision-controlled indoor growing environments, Fischer Farms produces leafy greens with significantly lower land and water use compared to conventional agriculture, while eliminating the need for pesticides. The technology enables consistent production regardless of season or weather conditions, helping reduce reliance on imports and long-distance supply chains while strengthening food resilience in the United Kingdom.

For Dawndew Salad, a fifth-generation family business with more than a century of heritage in the British salad industry, the partnership represents an opportunity to combine its long-standing market expertise with next-generation vertical farming capabilities. Together, the companies aim to set a new benchmark for sustainably produced British-grown salad products.

The partnership also marks a significant milestone for Fischer Farms, highlighting how large-scale vertical farming can work alongside established fresh produce businesses to enhance supply chain resilience, improve environmental performance, and ensure year-round availability of locally grown produce.

Commenting on the collaboration, Jon Cummings, Commercial Director at Fischer Farms, said the company is committed to demonstrating that world-class fresh produce can be grown in the UK throughout the year without the environmental cost of conventional agriculture or long-distance supply chains.

James Ingle, Director at Dawndew Salad, added that the partnership allows the company to combine its decades of experience in supplying high-quality produce with advanced vertical farming technology, ensuring customers have reliable access to premium British-grown salad, cress, and micro leaf regardless of season.