

green londoner

CHRIS HERALD, OF WILD FOREST FOODS

'I focus on unusual vegetables'

Chris Herald, 52, set up Wild Forest Foods, a small London-based company specialising in growing vegetables, which can be harvested in the morning and delivered to restaurants the same day. He lives with his wife in Mill Hill.



Gardening began as a hobby for me, but I decided after a while to try it commercially and I got half an acre in Barnet two years ago.

I focus on unusual vegetables and lettuce. As a small grower, I can't compete with the big boys, so I've gone for a niche market. My first customer was the River Café in Hammersmith.

The demand for sustainable local produce is growing quickly. All my trade is in the capital, within 16 miles. I don't sell at

any farmers' markets – I just supply restaurants direct. I do it all myself, from sourcing seeds to delivering.

Now it's autumn, I am growing two types of kale, different kinds of cabbages, two types of cicoria, and mizuna. With this wet summer, all the varieties of lettuce grew extremely well. The tomatoes were a bit of a wash-out. You've got to plan ahead so that you can grow food all year round. I'm looking to increasing the holding to two or

three acres, but it is incredibly difficult to find affordable land. Land needs to be made available to smallholders.

His green tip: Buy locally to support your community

www.wildforestfoods.co.uk

Chris is featured in LBC 97.3 FM Green Week

