



## **Produce World Showcases Grower Support**

**October 2011**

Produce World will use its stand at British Potato 2011 to highlight the work it is doing to support growers, and to demonstrate the breadth of the group's offering across the vegetable category. Its practical exhibit will feature the innovative work that the company is doing in drip irrigation, initially with potatoes but applicable across a range of crops.

Simon Bowen, Produce World's Agronomy Director says: "At Produce World we are growers as well as purchasers of potatoes and other vegetables. We grow 220 acres of potatoes ourselves, and are also working in partnership with growers. We are able to use our own farms to pioneer techniques which we then share across our grower groups. In the future, water management is going to be critical for everyone and we know it will be important for growers as well as our customers.

"This is just one example of our approach, which enables us to pioneer techniques and fund research that would not be possible for individual growers. Our grower groups have been very successful within the potato sector, and it's an approach which we are now spreading across Produce World. We look forward to meeting growers at the event and telling them more about it."

The event will also provide a showcase for the Produce World group as a whole. In the past three years the group has grown through acquisition, and has been restructured to better meet the needs of its customers and suppliers. Today it is a major supplier of a wide variety of root vegetables, brassicas, alliums, and organic produce as well as potatoes to leading retailers, food service and manufacturing customers.

Group Marketing and Insight Manager Catriona Mowbray says: "We have made a number of exciting changes to the way we work at Produce World which we believe will deliver benefits right across the supply chain. British Potato 2011 will be one of the first public events when we will be able to share the details with a wider audience of existing and potential growers, customers and suppliers."

You can find Produce World on stand number 143.

**Ends**

### **Notes for Editors**

Produce World is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and the family ethos and values remain

in place. The Produce World business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management. Its sourcing is a combination of produce from its own farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables, potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

Produce World Group companies include Produce World Solanum Ltd, Produce World IFP Ltd, Produce World RBO Ltd, Produce World Rustler Ltd, Produce World Marshalls Ltd, Agromark SA, and Growing Trust with Las Lomas (joint venture).

The company received the Waitrose Technical Excellence Award in June 2011, as well as the re:fresh Innovation of the Year and Packer of the Year awards in May 2011. Its Growing Trust CSR programme, established in 2007, prioritises Responsible Sourcing, along with Environmental Stewardship, Community Impact and Workplace Culture.

**Media Enquiries:**

For further information, please contact the Produce World Press Office on 01223 884600 or alternatively email Peter Crowe, Zoe Scorer or Alison Taylor in the following format: [firstname.lastname@war.uk.com](mailto:firstname.lastname@war.uk.com)