



Produce World Strike a Blow in the War on Waste

November 2011

Produce World has struck a blow in the war on waste in the food supply chain by supporting food distribution charity Fareshare, as well as an initiative to highlight food waste called 'Feed the 5000'.

Produce World's Chief Executive Officer, William Burgess said: "Within Produce World we are committed to the principle of reducing waste to the absolute minimum, if not eliminating it altogether. As far as fresh produce is concerned nothing goes to waste. Produce that does not go to the major retailers because it is deemed to be 'out of specification' is used for processing or for livestock feed. We are also working hard to reduce our energy consumption and eliminate waste packaging wherever possible.

"As a result of Government campaigns run over the past few years, and the recent initiative on sell-by dates, people will be aware that too much food does go to waste, and as a company we are happy to do what we can to help highlight this problem. Fareshare is a charity arranging distribution of food that would normally be wasted, such as over-stocked or slightly damaged items, and we are happy to support their work where we can.

"The Feed the 5000 campaign is highlighting just how much food is wasted along the supply chain as well as by consumers. We will be donating produce to help them make lunch for 5000 people and offer it free in Trafalgar Square this Friday (18th November). The six tonnes of produce from Produce World, which will be going into their curry on Friday, would not have been wasted as it would have gone to processing or animal feed, but we are delighted that it will be contributing to the campaign."

To kick off the initiative, Produce World hosted a 'gleaning' event at a trial site used by brassica grower and supplier Produce World Marshalls. In a new initiative the company has been growing over 100 different varieties of brassicas in batches which are too small to sell commercially. Instead, volunteers from Produce World harvested the field, while Fareshare workers loaded the 120 trays into vans ready to go to their distribution depots.

Helping on the day was Tristram Stuart, the man behind Feeding the 5000. He said: "We need more companies to take the same approach as Produce World. I have been very impressed by all the steps they are taking to eliminate waste, particularly in the food supply chain. We are also grateful for their support to the Feeding the 5000 event, and hope that others in the food sector will be encouraged to look at reducing waste and for surplus to be used in the most effective way possible."

Ends



Hi Res versions of all pictures are available from the Produce World Press Office (See below)

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