



New Head of Farm Operations for Produce World Marshalls

January 2012

Produce World has announced the appointment of Christian Maltby as Head of Farm Operations at Produce World Marshalls. Christian replaces Farming Operations Director Marcus Rayner, who will be leaving the business in February to take up a position with Finlays Horticulture (Kenya) Ltd, part of the Swire Group.

Produce World Marshall's Managing Director Keith Pringle said: "Marcus has excelled in bringing innovation to Produce World and has developed an accomplished team, leaving the farming side of Produce World Marshalls in a strong position for the future. However, we are delighted to welcome Christian to the business, given his previous experience in the UK and overseas managing a diverse range of crops across a variety of locations."

Christian joins Produce World Marshalls from Barfoots Farms where he worked as a Farm Manager during a period of rapid expansion. He also spent two seasons in West Africa working with a Senegalese partner farm, implementing management systems, training new managers and identifying new areas for strategic improvement.

Christian and Marcus will be working together during January and February to ensure a seamless transition of responsibilities within the business.

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