



Produce World at BBC Good Food Winter Show

December 2011

Produce World exhibited at the recent BBC Good Food Winter Show at the National Exhibition Centre as part of the Sainsbury's Supplier Village. The company stand was busy throughout the five days of the show, which was attended by over 80,000 visitors. Some 1400 people entered the company's competition to win a John Deere pedal tractor.

Group Marketing and Insight Manager, Catriona Mowbray, said: "This was the first time that we have exhibited at the BBC Good Food Show. We were delighted to be part of the Sainsbury's Supplier Village, and it was a great opportunity to meet consumers face-to-face, answer their questions and find out about their attitudes to the products that we grow and supply."



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