



## Driving Home the Veg for Christmas!

### December 2011

While many workers in the UK are winding down for the Christmas break, leading fresh produce company Produce World is preparing for one of its busiest times of the year. The company grows and supplies many of the vegetables that will make up the family feast on Christmas Day including potatoes, parsnips, carrots, onions and sprouts.

Group Commercial Director, Jason Burgess, said: "We are, of course, kept busy throughout the year growing and supplying fresh vegetables to some of the UK's leading retailers including Sainsbury's and Waitrose, but Christmas is a particularly busy time, and we know how important it is to make sure that we get our produce on to the supermarket shelves no matter what the weather or road conditions."

Produce World Marshalls is responsible for growing, packing and distributing the nation's favourite Christmas vegetable - the sprout. The company estimates that between December 11<sup>th</sup> and January 7<sup>th</sup> it will harvest, pack and distribute nearly two million 500gram packs of sprouts. The weight of the harvested product will be equivalent to more than 1,000 Ford Focus cars, and the company estimates that there will be enough for more than eleven million Christmas dinners.



The responsibility of delivering potatoes for some 15 million people on Christmas Day rests with Produce World Solanum. According to Mark Spurdens, the company's Business Unit Director, they will have to work twice as hard as usual to deliver the spuds people want for Christmas. "Basically we will have to fit two weeks work into one to satisfy demand," he says, "That means warming, grading, washing, inspecting and packing in excess of 2,000 tonnes of the best quality potatoes. Not many people know that the tender loving care we lavish on our potatoes includes gently warming them. This helps to avoid bruising when they are packed."

At Produce World's roots specialist Produce World IFP, the focus will be on delivering delicious carrots and parsnips. Procurement Director George Rivers says that around 104 lorry loads of parsnips and 107 loads of carrots will be delivered to leading retailers. "I have calculated that all the carrots we supply for Christmas would stretch from London to Istanbul if laid end-to-end," says George, "That's more than 17 million carrots. Also we produce enough parsnips for 1.2 million Christmas dinners."

### Ends

High res version of image available from the Press Office

### 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 or to arrange a photo call, 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)