



Healthy and nutritious can be delicious, local produce company tells pupils

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A local fresh produce company, in partnership with Waitrose, has given a presentation on healthy eating to the Malcolm Sargent Primary School in Stamford this week. Produce World, a leading grower and supplier of high quality fresh vegetables, is taking part in the Waitrose Community Matters scheme, pledging its support to the supermarket who it has supplied for over 20 years.

At the Malcolm Sargent Primary School, Catriona Mowbray, a member of Produce World's commercial team for Waitrose, gave a presentation to the whole school on healthy eating. After the presentation, Catriona and Manisha Rana, one of the school's year three teachers, lead a break out interactive session for 20 pupils, between years two and six. In the session they did a quiz on what the pupils had learned on healthy eating from the presentation. Driving home the nutritious qualities of vegetables, they also discussed with the children what they had eaten the day before and what they believed to be a healthy packed lunch. The children were introduced the FSA eat well plate and were given some key facts and benefits on carrots and green vegetables.

The session also covered how to make eating vegetables as fun as possible, by making potato faces and dinosaurs and even carrot lollies! As a thank you for taking part in the session, Produce World left the pupils with a goody bag which included some healthy Waitrose potatoes, carrots and parsnips as well as a carrot word search to complete.

Community Matters is part of the Waitrose Corporate Social Responsibility strategy, 'Waitrose Way', which is made up of four pillars, including championing British, treading lightly, treating people fairly and living well. Through the Waitrose Way, Waitrose wants to be at the heart of all local communities wherever they operate. The branch representative from the Stamford Waitrose store, Kelham Cooke, has been developing a relationship with the local primary school. Produce World and Waitrose Stamford together recognised an opportunity to work in partnership to promote healthy eating in local schools.

Catriona Mowbray said, "This was a great opportunity to go into a local school and talk to children about what healthy eating is and speak about all of the delicious vegetables Produce World grows and supplies to Waitrose. The Waitrose Community Matters scheme is a great programme to be involved with especially as community impact is just one of the four pillars of Produce World's own Growing Trust CSR strategy.

Manisha Rana, Malcolm Sargent Primary School Year Three Teacher, commented: "Having a representative from a leading local fresh produce company come in to give a talk to all of our pupils on the benefits of healthy

eating and encouraging eating five a day of fruit and veg is incredibly important to us at Malcolm Sargent Primary School. The welfare of our pupils is vital to us and we want to ensure that the pupils have the correct information on eating well and Produce World's expertise certainly delivered!"

Ends

High res images of pupils at Malcolm Sargent Primary School available to be used in **PRINT** only

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:

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