

May 2012

Produce World's HR Director shortlisted for top award

David Frost, group HR director at Produce World, a leading grower and supplier of high quality fresh vegetables, has been shortlisted for HR Director of the Year at this year's HR Excellence Awards.

David is joined by fellow HR Directors from leading companies such as London Organising Committee of the Olympic and Paralympic Games, Morrisons and London Overground who have also made it onto the shortlist. The winner will be announced on June 25th at an awards ceremony.



David joined Produce World in 2008, having previously worked at Norbert Dentressangle Transport Services and Carlsberg. He has been fully immersed in Produce World's operational, commercial and financial activities since he joined the company. Led by David, the company's CSR programme has seen the fresh produce company make significant progress towards achieving true sustainability across its business units. In 2010, Produce World won a prestigious award for its unique and innovative approach to sustainability reporting via the Credit 360 system.

David commented on the news: "For me HR is the one function that embraces and has the capacity to communicate effectively across the entire company. I am honoured to be on the shortlist for this year's HR Director of the Year and thanks must go to HR Magazine for including me. It is a privilege to be chosen along with big players like Jaguar Land Rover and Travelodge and this is great recognition for the whole of Produce World."

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:

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