



April 2012

Local fresh produce grower tackles drought

Agronomists at Produce World say that they have been working for some time to tackle future water shortages. The company, which is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe, has spent many years looking for better ways to manage water on its farms. Produce World is a major grower in its own right as well as purchasing from many farmers in the east of England.

With a hosepipe ban due to be enforced on April 5th and many regional water companies putting in place restrictions, all growers need to be prepared to better manage their water supply.

For all growers water management is an increasingly critical issue. Produce World has been putting into practice innovative work which uses drip irrigation. Under this system water is delivered direct to the plants using pipes, a system that is both more efficient and more effective. Other methods currently being used by the Produce World Group to guarantee sufficient water conservation in times of drought include soil moisture monitoring to ensure that the water is targeted correctly.

The Group also uses water conservation measures such as more efficient water booms, and tide ridging to prevent water run-off.

Simon Bowen, Produce World's Agronomy Director says: "We are able to use our own farms to pioneer techniques which we then share across our grower groups. In the future, water management is going to be critical for everyone and we know it will be important for growers as well as our customers. We are acting now to ensure that we make the best use of the water we have."

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:refresh 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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