



Tis' the season to embrace veg

December 2012

The festive season is upon us and the UK's leading grower and supplier of fresh vegetables is gearing up for one of its busiest times of the year.

Produce World is set to deliver the nation's favourite vegetable varieties into supermarkets in the coming weeks, providing the perfect accompaniments to consumers' Christmas feasts.



The Christmas dinner is one of the few eating occasions when people enjoy such a wide range of vegetables at one time – with potatoes, sprouts, parsnips, cabbage and carrots all taking centre stage.

Produce World is responsible for growing, supplying and distributing all these fresh vegetables to some of the UK's leading retailers, including Sainsbury's and Waitrose. The company expects to deliver the all-important festive veg to 15 million people in Britain this year.



Savvy consumers are combining the humble seasonal vegetables with other festive ingredients to make the perfect Christmas dinner and Produce World is expecting to supply 1,200 tons of carrots and 1,200 tons of parsnips into retail - that's the equivalent weight of 1,600 cars.

The humble sprout tops the leader board with 1,500,000 kilos being harvested, packed and distributed across the country and cabbage is also set to be a big hit this year, with Produce World expecting to deliver 6,291,084 of them in to supermarkets.

Jason Burgess, Farming Director at Produce World, said: “Produce World understands the importance of growing and delivering quality fresh produce throughout the year. Demand shows us that people still want to serve a variety of vegetables with their Christmas dinners. This is reflected through the supermarkets, with demand for potatoes increasing by 50% from November to December.

“At Produce World, innovation is a key part of our business and we are constantly reviewing the varieties grown and examining ways in which they can be improved. This innovation has led to Produce World growing and supplying sprouts that are less bitter in taste.”

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 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.