



February 2013

Produce World appoints New Product Development Manager

The UK's largest grower and supplier of fresh vegetables has appointed a New Product Development Manager.

Dara O'Doherty joined Produce World in February and is based at the company's Butterwick site near Boston.

Dara has considerable industry experience and her previous role was as a Vegetable Agronomist at Agrovista UK. Prior to this Dara held positions at Syngenta Crop Protection and Allium & Brassica Agronomy.



In her new role Dara will be responsible for the development of new and innovative products, building on the success of some of Produce World's most recent launches, including the giant goku spring onion and the golden beetroot.

Dara will work closely with Produce World's insight team to ensure that all new launches meet the needs of the consumer and are in line with upcoming trends.

William Burgess, CEO at Produce World said: "Innovation is a key business focus for us at Produce World and the appointment of Dara is welcomed by the whole team. As industry leaders we strive to think outside of the box with our new product developments and we're confident that our trial fields will reflect this in the coming months."

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.

Media Enquiries:

For further information, please contact Louise Bowles at the Produce World press office on 01223 884600 or email louise.bowles@war.uk.com