



Produce World helps to Feed the 1000

February 2013

This Saturday (9th February) will see Produce World, the UK's largest grower and supplier of fresh produce, support the war against waste and donate fresh vegetables to the Feed the 1000 project in Paston, Peterborough.

With its company headquarters based in Peterborough, Produce World will be delivering 50kg of potatoes from its Sutton Bridge site, 75kg of onions from its Chatteris site and 50kg of carrots from its organic site in Yaxley.

Produce World is passionate about reducing waste in the supply chain and all of the vegetables that are being donated to Feed the 1000 would have otherwise been used for animal feed. The event aims to raise awareness of how much food is wasted each year, in the hope that those in attendance will adopt habitual changes to reduce how much food they throw away each day.

Research shows that you can make 1000 meals with the amount of money that the average family wastes on food a year, so Feed the 1000 is taking this value, which equates to £680, and serving up meals for free.

The food will be prepared by students and staff at Peterborough Regional College and served to all event attendees throughout the day.

In a bid to further drive awareness on food waste, Produce World will be handing out recipe cards during the event. Detailing delicious dinners which can be made using leftovers, Produce World is encouraging consumers to think twice before chucking veg out.

Andrew Burgess, Produce World Agricultural Director, said: "As industry leaders we work very hard to reduce waste as much as possible within the business; therefore we are very pleased to be able to support the Feed the 1000 project in Peterborough. Any initiative that

helps to educate consumers on waste is a good one as far as Produce World is concerned and we are sure the event this Saturday will be a huge success.”

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.