



## **Organic Category Remains Resilient**

### **September 2012**

The UK's leading grower of organic vegetables, Produce World, sees a positive future for the category, despite the recession. This month has been named 'Organic September' by the Soil Association, and according to Produce World there is plenty to look forward to for the UK organic market.

Andrew Burgess, Director of Agriculture at Produce World, says: "As the largest grower of organic vegetables in the UK, we are continuing to see good results from our key customers. There is evidence that the demand for organics has withstood the initial impact of the recession and consumers have remained loyal."

Sales data, for the 52 weeks ending the 5<sup>th</sup> August 2012, shows good value growth. Organic brassicas have increased by 3.4%, organic onions have increased by 15.5% and organic parsnip has increased by 72.8%, while value sales of organic carrots have increased by 4% in the last four weeks.

The growth is primarily being driven by increased penetration in organic onions +11.1% and organic parsnips +39.6%. Penetration gains have also driven the recent four week growth in organic carrots, +6.2%. This suggests that more and more consumers can see the benefits of organic when it comes to their favorite vegetables, and this is reflected in their purchases.

Research recently conducted with the Organic Trade Board showed that consumers are still very much engaged with the benefits of organics. Consumers believe the main benefits of organic food and farming include: no GM ingredients or pesticides/chemicals are used in production (57%), better for you/healthier (32%) and better for nature/the environment (17%).

Produce World started growing organic vegetables in 1996 and in 1999 founded RB Organic, now known as Produce World RBO. Based in Yaxley, Peterborough, Produce World RBO is a dedicated grower and supplier of organic vegetables. While many companies simply add organics alongside their conventional offering, by acquiring RB Organic, Produce World was able to create a company that was totally focused on this sector.

Today Produce World provides more than a third of all organic root vegetables to the UK retail market, and has in excess of 500 acres dedicated to growing organic vegetables, which include potatoes, carrots, swedes and parsnips. It is one of only a small number of fresh produce companies that are members of the Organic Trade Board.

**The sales data in this release is sourced from Kantar World Panel and this source should be credited**

## **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: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:**

For further information or to arrange an interview with Andrew Burgess, please contact the Produce World Press Office on 01223 884600 or alternatively email Peter Crowe or Louise Bowles in the following format: [firstname.lastname@war.uk.com](mailto:firstname.lastname@war.uk.com)