



Produce World teams up with FareShare to feed the needy

November 2012

Produce World, the UK's largest grower and supplier of fresh vegetables, will be working with food distribution charity FareShare for a second consecutive year. The partnership will see Produce World and FareShare join forces to help feed those in need, while raising awareness of food waste in the supply chain.

Last year saw Produce World Marshalls, based in Boston, host a gleaning day. Charity volunteers and Produce World staff worked together and harvested the fields, producing 120 trays of vegetables for FareShare, which were sent to Trafalgar Square in London to provide a free lunch for 5,000 people. Due to the success of last year's event, Produce World Marshalls will once again be welcoming charity workers and staff to participate in a similar gleaning day on Monday, 12th November from 9 a.m.

Produce World Marshalls' trial fields will be gleaned and it is predicted that around one tonne of fresh produce will be harvested and distributed by FareShare in Hull to its beneficiaries, including homeless shelters, mental health charities and elderly day care centres.

The trial fields at Produce World Marshalls are some of the largest in East Anglia and contain over 100 different varieties of brassicas in numbers which are too small for them to be commercially feasible. The trial fields allow Produce World to continually innovate, while constantly assessing viability.

William Burgess, Produce World CEO, said: "At Produce World we are committed to reducing waste in the supply chain. As far as our business practice is concerned, none of our fresh produce goes to waste. Produce that is not sold into retail due to specification is used for processing or for livestock feed."

Lindsay Boswell, FareShare CEO, said: "We're delighted that Produce World has decided to support our charity again this year. It's impressive how Produce World strives to eliminate all waste in its business practice and we hope that events such as this will help to raise awareness of food waste in the supply chain. We are incredibly grateful for Produce World's donation and we're sure that those who receive the fresh produce will be delighted."

Ends

Notes for Editors

Produce World:

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.

FareShare:

FareShare is a national UK charity fighting hunger and food waste by redistributing quality surplus food from the food industry to a network of grassroots organisations supporting people in need.

FareShare has been operating since 2004 as an independent charity and today has 17 locations around the UK. Last year, FareShare redistributed enough food for 8.6 million meals, helping 720 charities to feed 36,500 people a day.

As well as redistributing food, FareShare provides a programme of education and vocational training opportunities – the Eat Well, Live Well programme.

Media Enquiries:

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