



November 2012

New appointments for Produce World's Commercial Team

The UK's leading grower and supplier of fresh vegetables has revamped its commercial team by appointing two new members.

Mark Phillips joined Produce World earlier in the year as Sales and Marketing Director, having previously held senior positions at Wellness Foods and Dairy Crest/Unigate. Mark has considerable experience in the FMCG sector and his most recent role was a Consultant at Pork Farms, supporting their Commercial Team.



Mark said: "In my role as Sales and Marketing Director I am looking to drive the category forward, confirming Produce World's position as the UK's largest grower and supplier of fresh vegetables. Since joining Produce World I have been impressed by the level of innovation within the company. We are continually improving and looking for ways to drive the category with consumer insight driven innovation."



Andrew Ovens has also recently joined the Produce World Commercial Team as Marketing Director. Andrew has over 20 years' experience within the food market, specialising in marketing, sales and new product developments. Andrew's previous job was at S&A Foods working as Marketing and NPD Manager and prior to this he was Group Marketing Manager for New Covent Garden.

In his new role, Andrew will place significant emphasis on driving forward consumer insight, working closely with major retailers.

Andrew said: "Understanding the consumer's wants and needs has always been, and continues to be vital in today's market. In my role as Marketing Director at Produce World I will work closely with Mark on category insight and innovation."

William Burgess, CEO at Produce World said: "Mark and Andrew's appointments are part of the process of restructuring our commercial function to best meet the needs of our customers and consumers. One of Produce World's USPs is the variety of fresh vegetables that we grow and supply into retail. This is our point of

difference from our competitors therefore we place huge importance on category insight and innovation. Mark and Andrew both have exceptional experience and we welcome them to the Produce World team.”

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:

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