



Produce World Launches New-Look Website

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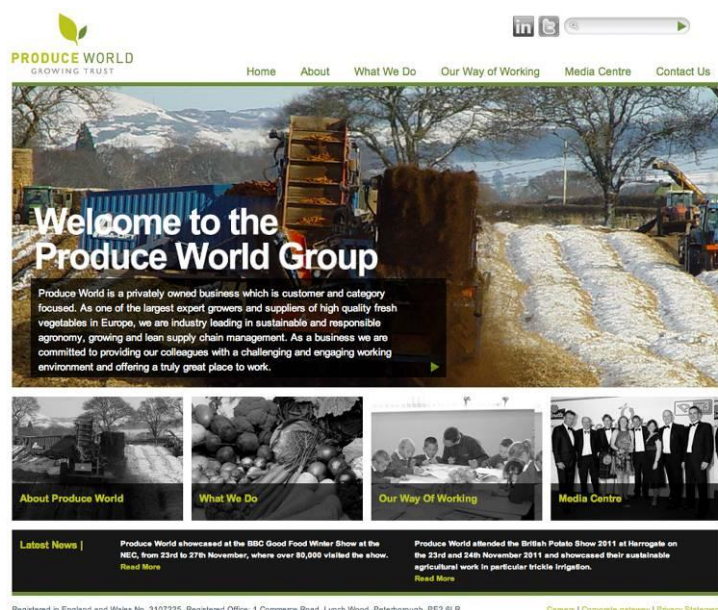
The Produce World Group has re-launched its website to better reflect their updated branding and re-aligned structure that has recently been adopted.

Group Marketing and Insight Manager, Catriona Mowbray, said: “The Produce World Group has undergone significant changes since we last up-dated our website. We have re-aligned the business to better serve the needs of our customers, and have introduced a new corporate branding that reflects our way of working as one team, with one vision and as one brand.

“The new site also brings to the fore the fact that Produce World is a significant grower of vegetables as well as being one of Europe’s leading suppliers to retailers, manufacturers and the foodservice sector. We have put a lot more emphasis on the entire supply chain, as well as giving people the chance to find out about our growers. Other significant parts of the site include information on working for Produce World, recent press releases and our approach to issues such as responsible sourcing, environmental stewardship and community impact.”

The site also includes video for the first time. Current content includes an overview of the Produce World Group, and an interview with Andrew Nottage at Russell Smith Farms, a supplier of potatoes and onions to Produce World. More videos will be added over the coming months.

The Produce World website can be viewed at www.produceworld.co.uk.



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, Agromark SA, 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, please contact the Produce World Press Office on 01223 884600 or alternatively email Peter Crowe, Zoe Scorer or Alison Taylor in the following format: firstname.lastname@war.uk.com