



February 2013

**Produce World partners with the East of England Agricultural Society
in a bid to educate school children**

The UK's largest grower and supplier of fresh vegetables, Produce World, has teamed up with the East of England Agricultural Society to help teach children about the health and nutritional benefits of potatoes.

'Grow Your Own Potatoes' is taking place on Wednesday 13th March at the East of England Showground. The free-of-charge event will welcome 400 school children and their teachers from the local area, with 18 schools signed up to participate.

Produce World will be managing the 'Planting Seed Potatoes' zone, where the children will plant their own seed potatoes and learn how to look after them when they return to school. The children will be shown different varieties of potatoes and will learn about how they grow on local farms. Produce World will supply 7.5 litre pots, seed potatoes and stickers to label the pots.

Andrew Burgess, Produce World Agricultural Director, said: "We are delighted to be a part of the 'Grow Your Own Potatoes' event. As industry leaders we view education of the younger generation as a vital strand of our business and we look forward to meeting some farmers of the future."

On Wednesday 19th June the children will be invited back to the East of England Showground to harvest their crop, with a prize to be won for the group who has the heaviest yield.

These events form part of the East of England Agricultural Society's 'Kids Country' programme.

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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