



March 2013

Produce World invited to showcase innovation at national event

Innovate UK March 11-13 Business Design Centre, London

The UK's largest grower and supplier of fresh produce has been invited by the Biotechnology and Biological Sciences Research Council (BBSRC) to attend Innovate UK.

Produce World will be on stand at the national trade event showcasing one of its key research mechanisms, the Knowledge Transfer Partnership.

The invitation from the BBSRC comes in recognition of Produce World's commitment to innovation and research, highlighting the company's position as a leader in sustainable agriculture.

Produce World will be discussing the Soil-for-life project, which is run in partnership with Cranfield University and is part funded by the Technology Strategy Board and the BBSRC.

Produce World embarked on the Soil-for-life project in a bid to develop a greater understanding of the soil across the 17,000 acres that its crops are produced on. By working with its closest long-term growers and mapping the soil, Produce World can understand the characteristics and more importantly how the different crops perform on different soil types.

Once the database is completed, Produce World will start to look at trends and see what practices influence the health of the soil, which will be a hugely valuable resource.

Simon Bowen, Head of Agronomy and CSR at Produce World, says: "We are delighted to have been asked to attend the event by the BBSRC. As industry leaders, innovation is a key strand of our business and this invitation comes at a time when Produce World is really driving innovation forward. 2013 is set to be a very interesting year."

Ends

Media Enquiries:

For further information or to arrange an interview with Simon Bowen, please contact Louise Bowles at the Produce World press office on 01223 884600 or email

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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.

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.