



 Treading lightly  
The Waitrose way awards

Winner 2013

 Championing British  
The Waitrose way awards

Highly Commended 2013

**September 2013**

### **Produce World celebrates success at Waitrose Way awards**

The UK's leading supplier of fresh vegetables, Produce World, is delighted to announce that it has won not one but two awards at this year's Waitrose Way Awards.

Produce World struck gold for its entry into the Treading Lightly - Water category, and a highly commended award for its entry into the Championing British category.

To clinch the award win Produce World detailed its pioneering use of drip irrigation in the UK, which has resulted in a 40-50% reduction in water used. The highly commended award recognised the innovative work that Produce World is doing through its Soil-for-life project.

The Waitrose Way Awards celebrate suppliers' outstanding initiatives to enhance the sustainability of their businesses and, ultimately, the food that ends up on consumers' plates. This is the second year that these awards have taken place and winners were selected from over 150 entries.

This year's awards were held at the new Leckford Farm Shop at the Leckford Estate, the Waitrose farm in Hampshire, and the 15 winners were presented with a sustainably-sourced, British Oak award by Waitrose Managing Director, Mark Price.

Suppliers were invited to enter the awards under the categories of Treading lightly, Championing British, Living well and Treating people fairly - which are the four core principles of the supermarket's CSR policy, 'The Waitrose way'. This year, four awards for building and development suppliers were also introduced - Treading lightly for carbon, waste and water and also for an award for Responsible Development Innovation.

A panel of distinguished judges; Lord Curry of Kirkharle CBE, Dr Mark Ratnaragh, David Logan, Steve Isaia, Emma Tustain, Susan Nisbet and Paul King worked alongside senior Waitrose buyers and the retailer's Corporate Social Responsibility team, to choose 15 winners who have gone the extra mile to demonstrate best practice.

**Quentin Clark, Head of Sustainability and Ethical Sourcing at Waitrose said:** "These awards are a fantastic way of celebrating the hard work that our suppliers have been doing to improve the sustainability of their businesses and ultimately the Waitrose business as a whole. It was hard to pick the winners from such a high standard of applicants and we are delighted that so many suppliers share the same goals that we do."

## **Ends**

### **Notes for Editors**

Produce World Group 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 Group 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 farming division Burgess 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.

In September 2013 Produce World Group featured in primetime TV programme Harvest in a bid to raise consumer awareness of how the nation's food gets from field to fork. The Produce World Group also secured three finalist slots at the 2013 Re:refresh awards for its CSR work, employee engagement and team management. Other successes include winning the Treading Lightly Waitrose Way Award, acknowledging the work Produce World Group does with innovative irrigation techniques.

### **Media Enquiries:**

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