



## **Christmas veg for 15 million, please!!**

**December 2013**

Christmas is coming and the goose is getting fat, but for Produce World it is the festive period's vegetables that take centre stage.

The Produce World Group is the UK's largest growers, suppliers and distributors of fresh vegetables in the UK. With the Christmas period causing a surge in demand, Produce World tirelessly work to bring their veg, on to our plates. 15 million people dish up Produce World's vegetables on the big day.

Like the tinsel on the tree, the glut of mince pies or the Queen's speech after Christmas dinner, Produce World supplies a vital element to the celebrations – the Brussels sprout. Although greeted with mixed reactions, Produce World supplies the UK with 1,500,000kg of the green gems along with 1,500 tonnes of carrots and over 3 million cabbages to British homes. Within the week running up to Christmas, the company produces and sells one sixth of their total parsnip yield.



Whether you like them roasted, boiled or mashed, the sales of potatoes witness a two-fold increase in consumption from the month of November to December. As the winners of several industry awards, quality and freshness are key to the company throughout the year.

Andrew Burgess, Agricultural Director at Produce World, said: "Christmas is definitely our busiest period, with the harvest of some vegetables, such as potatoes increasing by 50%. However, Christmas day is the only day of the year when work stops, by which time a day off is certainly needed."



Not only is the company providing the public with their firm favourites but also are trialling many new varieties of different vegetables which may well appear on our plates in future years. This year, particular attention has been put into discovering new varieties of Brussels sprouts with the hope that Produce World's love of the vegetable will spread.

**Ends**

**Hi-Res copies of these pictures are available**

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:fresh 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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