



December 2013

Produce World supports homeless charity this yuletide season

The UK's leading grower and supplier of fresh field vegetables is teaming up with Crisis at Christmas to help feed thousands of homeless people over the festive period.

Produce World is supporting the charity by donating over 11 tonnes of fresh vegetables, which will be distributed around the Capital's nine Crisis centres.

All of the vegetables that you would expect to find on your Christmas dinner plate will be cooked up by the charity's 8,000 volunteers, with 21,000 meals prepared for and enjoyed by the homeless, who may have otherwise been out on the streets.

Produce World is gifting broccoli (352kg), pointed cabbage (243kg), red cabbage (over 1.5 tonnes), carrots (1 tonne), cauliflower (304kg), onions (1.2 tonnes), parsnips (583kg), potatoes (nearly 6 tonnes!) and sprouts (73kg).

The vegetables offered by Produce World will provide enough food to feed the charity's centre users over eight days.

Last year 6,437 people slept on the streets of London, an increase of 62% and over 100,000 households across the England and Wales approached their local council as homeless, a shocking increase of 22%.

Andrew Ovens, Produce World Group's Marketing Director, said: "We are proud to be supporting such a worthy charity this Christmas. The work that Crisis at Christmas does is second to none and we hope that our donation goes some way to improving the festive period for those in need."

Ends

Website: www.produceworld.co.uk

Twitter: [@produceworld](https://twitter.com/produceworld)

About Produce World Group

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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