



**March 2014**

**Produce World team helps schoolchildren to 'grow their own'**

A team of staff from leading vegetable grower and supplier the Produce World Group has been helping some of the potato growers of the future to learn the basics. Working with Kids Country, the East of England Agricultural Society's Food and Farming education programme, they took part in the planting day for 'Grow Your Own Potatoes' at the East of England Showground.

Primary schoolchildren from the region were helped to plant seed potatoes which will be harvested in June. They also found out about the importance of the soil and even the role that worms and insects play.

Rachel Ilgunas, who led the Produce World team, said: "It was an exhausting day but the enthusiasm of the children was really infectious, and we enjoyed sharing our love of potatoes with them."



Rachel Ilgunas of Produce World with children from St. Joseph's Primary School in Bedford

**Ends**

**Hi-res imagery available on request**

## **About Produce World**

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:**

For further information, please contact Louise Godfrey at the Produce World press office on 01223 272800 or email [louise.godfrey@war.uk.com](mailto:louise.godfrey@war.uk.com)