



March 2014

Produce World's Tatsoi wins top award

Produce World was awarded Best New Edible Variety at the UK Grower Awards. Produce World, the largest supplier and grower of fresh, high quality vegetables in the UK was presented with the award on 4th March at the Grand Connaught Rooms in London's Covent Garden.

The winning vegetable is a Chinese leaf called Tatsoi. Although a traditional vegetable in Asia, Produce World is the first company to produce it commercially in the UK. This versatile vegetable is challenging the more widely known Pak Choi.

Dara O'Doherty, New Product Development Manager at Produce World said: "We are delighted with this fantastic result from the UK Grower Awards. Produce World is committed to trialling and growing exciting new vegetables from all over the globe.

"Tatsoi has a sweet and tangy flavour and can be an accompaniment to many different dishes. The vegetable has a short growth cycle, taking only a matter of four or five weeks from planting to harvest. Tatsoi can be treated like spinach and can be used in salads, wilted, stir-fried or sautéed."

Tatsoi is now available in supermarkets all year round.



From left to right: Rokewood Nurseries owner David Lam, Produce World NPD Manager Dara O'Doherty, TV personality Philippa Forrester

Ends

High-res image available

Website: www.produceworld.co.uk

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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.