



June 2014

Produce World staff take the plunge in record attempt

Staff from leading vegetable producer Produce World staff have taken part in record-breaking parachute jump and raised money for charity. The team involved set out to smash the record of the most organised parachute jumps undertaken in 24 hours across several venues.

Ten employees from the firm's Yaxley site took to the skies in aid of the children's charity Rays of Sunshine. The record attempt was a nationwide effort with the Produce World undertaking their jumps at Sibson Airfield, Peterborough. Overall, 323 people jumped across the country which was significantly more than the previous attempt.

Rays of Sunshine works to grant the wishes of children who are living with serious or life-limiting illness. The charity works with hospitals, individual children and their families, turning their dreams into realities.

Lisa Hutchings, Supply Chain Manager at Produce World Yaxley, says: "We wanted to do something a little different to raise money for this amazing charity. We were so nervous about the sky dive but the whole experience was exhilarating and we all completed the challenge".

The dive follows a jam-packed schedule of fundraising events that Produce World Yaxley that staff have been getting stuck into over the past months.

Lisa continues: "We have smashed our original Rays of Sunshine fundraising target that we set at the beginning of the year. We were hoping for £3250, but we're currently sitting on £4400 and there should be more to come following the record attempt. We're thrilled!"



Ends

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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: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.