



June 2014

Produce World team joins in with Open Farm Sunday

A team from Produce World Group took part in Open Farm Sunday on 8th June at one of its key growers, Russell Smith Farms of Duxford in Cambridgeshire.

Open Farm Sunday is a nationwide initiative which has proved to be hugely successful at encouraging the general public to visit farms and see what farming is all about. The event is run by LEAF (Linking the Environment and Farming) which supports environmentally sustainable farming methods.

This year LEAF estimates that more than 200,000 people visited some 6000 farms all over the country.

Russell Smith Farms is a LEAF demonstration farm and grows mainly potatoes and onions over some 2000 acres.

Visitor numbers were high, with an estimated 1000 people visiting the farm on the day. Farmer Andrew, who starred in the BBC Harvest series in September 2013, was on hand to take visitors on a tractor-trailer ride around the farm.

He explained farming stages through the year and the different crops that are in the ground at the farm. Andrew also talked about LEAF its role in modern agriculture. There were also 'feely boxes' encouraging people to 'guess-the-veg'.

Farmer Andrew said: "It is so encouraging to see people wanting to engage with farming. We love welcoming people to our farms to gain an idea of what our work involves".

Andrew continued: "The children really loved our potato tractor. I think a good day was had by all and we were blessed with the weather".



(Left to right: Caroline Williams, Liz Finch, Sheldon Peacock, Charlotte Waring, Farmer Andrew, Charlotte Bowles)

Ends

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High res image available

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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 tech