



**June 2014**

**Produce World staff raise £1,000 for Butterfly Hospice**

Staff at PW Butterwick have participated in a mammoth charity 'virtual' cycle race from Butterwick, Lincolnshire to Warsaw, Poland and raised £1,000 for local charity the Butterfly Hospice. Team Kenneally and Team Winter went head-to-head in the race, with Team Winter claiming victory.

Produce World is the UK's largest grower and supplier of fresh, high quality vegetables, with its brassica site operating at Butterwick producing broccoli, cauliflower, cabbages, Brussels sprouts and kales.

Although it was pedalled out on static bicycles, this race was certainly not easy. Participants raced it out over 1,819km on 10<sup>th</sup> and 11<sup>th</sup> June in a bid to be named the first to reach 'Poland', all in support of the Butterfly Hospice. This hospice cares for people who have life-limiting illness and for those who cannot receive care in any other setting.

44 members of staff participated in the ride together with two members of staff from the Butterfly Hospice.

"The atmosphere at PW Butterwick was electric during the race. There was a great spirit among the competitors with everyone backing their team mates and to raise a grand total of £1,000 was a fantastic result." said Alistair Winter, Procurement Director at PW Butterwick.

Alistair continues: "As a local charity, helping local people, the Butterfly Hospice is a very worthy



cause. This organisation provides excellent care to those who need it most, at no cost to the patient”.

Produce World Butterwick has been getting involved in several local projects including the Big Boston Clean Up and donating vegetables to Evergreen residential housing in the past month.

## **Ends**

**Website:** [www.produceworld.co.uk](http://www.produceworld.co.uk)

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

## **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)

## **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.