



July 2014

Forty years of roots for George

George Rivers, Supply Chain and Site Director at Produce World Isleham and Yaxley, celebrated forty years of service to the company on 1st July.

George joined the Produce World Group in the days of Greens of Soham on 1st July 1974. Since then he has also worked under the company name of Hassy Ltd, Isleham Carrot Growers, Clem Tompsett and now the Produce World Group.

Although trained in Business Law and Accountancy, George's first job was as a management trainee at the Co-op in Newmarket. He then went on to join Greens of Soham, firstly as Assistant Transport Manager, and from there he progressed up through the distribution and supply chain ranks of the business.

George has seen the site at Isleham under the management of three major fresh produce families.

"During my time at Produce World I have really seen some developments, both in terms of technology and business. I have been able to work in all areas of the company from commercial to logistics, distribution, management and technology, which have helped me to work in my position of Site Director today", explained George.

"I am enjoying my work today as much as I did at the time I started. Things may have developed and faces changed but the product remains as dynamic as ever.

"What I love most about the fresh produce sector is the people. Everyone has such a great attitude and passion for their work. I love it!"

Not only is George an experienced carrot producer, but also a keen sportsman with much success. George "Rivelino" Rivers was a semi-pro footballer, playing for Newmarket Town FC and having managed several local clubs. He also ran the London Marathon in an impressive 2 hours and 49 minutes and partakes in other sports including road cycling, water skiing and more recently speed canoeing and golf.

George went on to say: "I would encourage anyone to pursue a career in veg. for any youngsters looking to get involved I would recommend that they get as much experience at every level as possible to understand other people's jobs."



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Website: www.produceworld.co.uk

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High res images 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: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 technologies.