



July 2014

Potato growers recognised at Produce World awards

Produce World Sutton Bridge has been celebrating the quality of its potato growers at its Waitrose Grower day. Every year two awards are given out to Produce World's growers. These are the awards for Outstanding Potato Quality for Season 2013/14 and Grower of the Year 2013/14.

Produce World is the UK's largest grower and supplier of fresh, high quality vegetables. Its Sutton Bridge site is the base for the firm's potato operations.

Grower Frederick Hiam Ltd, Suffolk, went home with the award of Grower of the Year. Recognition was given for this grower's excellent quality of Whites and Maris Piper. Frederick Hiam Ltd also produces Corolle salad potatoes, and brown and red onions to supply to the Produce World site at Chatteris.

Paul Tracey, Procurement Director at Produce World Sutton Bridge says: "Frederick Hiam Ltd is a great example of one grower multi-cropping for us. The firm also acts as a contingency washer of potatoes and parsnips if required by Produce World. They are a collaborative, supportive and engaged grower."

Paul continued: "The award for Outstanding Potato Quality went to our grower Stevenson Brothers from Essex. The standard of their Desiree potatoes is outstanding. This award is judged by technical and factory staff."

The awards were presented by Alan Wilson, Technical Manager at Waitrose.

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: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 technologies.