



October 2014

Produce World Cycles for Charity

The UK's leading grower and supplier of fresh vegetables, the Produce World Group, aims to raise £4,000 for two charities after taking on a 130 mile sponsored bike ride.

On the 3rd and 4th of October, members of Produce World Group's senior finance team took part in a charity cycle ride in order to raise money for Sunfield Children's home and Sue Ryder Thorpe Hall Hospice.

The six-strong team cycled to each of the Produce World sites over the two days, setting off at Isleham and concluding the ride at Butterwick, a journey of around 130 miles. The team included James Barker, Jim Field, Nick French, Wayne Burbidge, Rob Edwards and Phil Jones, who chose the two charities prior to the event. Never one to shy away from a fitness challenge, Produce World's Agricultural Director, Andrew Burgess joined the team for the charity cycle too.

The first charity, Sunfield Children's home, is an organisation that supports young people with complex learning needs. The team also cycled in aid of Sue Ryder which is currently raising money for Thorpe Hall Hospice that provides a specialist palliative care service; improving the quality of life of those living with, or affected by, a serious illness.

Produce World Group Finance Director, Phil Jones, said at the finish line: "At Produce World we regularly encourage team building events such as this one. To join together and raise money for two great charities makes all the training well worthwhile."

Mr Jones continued "Our target before the race was £4,000 and we are delighted to have raised just over £2,100 so far for such good causes."

Donations can still be made by visiting www.virginmoneygiving.com/team/Produceworld.

Produce World frequently takes part in events and fundraisers in order to support local charities. This cycle ride follows a busy year of car washes, sky dives and charity walks such as the Three Peaks challenge in which £5,000 was raised for a local charity.



(Left-right: James Barker, Nick French, Phil Jones, Rob Edwards, Wayne Burbidge, Andrew Burgess, Dave Samuels and Jim Fields)

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Website: www.produceworld.co.uk **Twitter:** [@produceworld](https://twitter.com/produceworld)

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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.