



## **PRESS RELEASE**

**October 31<sup>st</sup> 2014**

### **Produce World Group acquires Fenmarc roots division**

It has been announced that the Produce World Group has purchased the roots division of Fenmarc Produce, based at Swinderby, Lincolnshire.

Neil Fraser, Executive Chairman, Produce World Group said: "We are delighted to be making this announcement and are confident that this move will further strengthen Produce World's position in the market, firmly establishing it as the UK's leading grower and supplier of root vegetables."

"We already have considerable experience in the roots market, both at our conventional site at Isleham and our specialist organic site at Yaxley."

"We are looking forward to working with our new colleagues. As ever the main focus will be on continuing to provide excellent service for all our customers."

Produce World currently grows and supplies a wide range of fresh vegetables including carrots, parsnips, broccoli, Brussels sprouts, kale, cabbages, cauliflowers, onions, leeks, garlic and potatoes from a number of sites spread across East Anglia.

The acquisition is part of the Produce World Group's ongoing plan to develop and grow a sustainable fresh produce business which will best serve the needs of its customers, suppliers, employees and shareholders.

Mark Harrod, Owner of Fenmarc Produce said: "We conducted a strategic review and decided to sell the roots business. We have developed our conversations with Produce World on an exclusive basis. It's a great fit with their business. We are working together to make the handover as smooth as possible from everyone's point of view, and to continue to meet the needs of customers. I would like to extend my thanks to the team at Swinderby for their hard work over many years and wish them all well for the future."

**Ends**

## **Note to Editors**

In order for this purchase to take place the roots division of Fenmarc Produce Ltd has been moved into a separate company, Swinderby Produce Ltd, and Produce World has bought all the shares in the new company.

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

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

## **Media Enquiries:**

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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 techniques.