



**28<sup>th</sup> November 2014**

## **PRODUCE WORLD BUTTERWICK RECOGNISED FOR 'OUTSTANDING' CONTRIBUTION TO BOSTON**

Produce World Butterwick, which is based just outside Boston, was the runner-up in the Contribution to Boston Award at the Boston Business Awards held last night at the town's Princess Royal Sports Arena.

Colleagues at the site in Butterwick were recognised for their 'outstanding contribution' to a number of local community, charity and fund-raising initiatives in Boston and surrounding areas throughout the year.

The most successful fund-raising came through Produce World Butterwick colleagues participating in a charity cycle race of over 1819km during two days – the equivalent of Boston to Warsaw in Poland! To date fundraising activities have helped to raise over £2,800 which will be donated to the local Butterfly Hospice, the site's chosen charity for the year and winner of the Contribution to Boston Award.

Other community and charity initiatives from Produce World Butterwick included organising a family fun day for staff and local charities; donations to the Thistles Adult Day Centre in Sutterton; volunteering in the Boston Clean Up in preparation for the Boston in Bloom competition; litter picking in Butterwick in preparation for the Best Kept Village competition; donations to the local Lincolnshire Headway charity; support for local flood victims; donations to the Butterwick Parish Council for speed awareness signs in the village; kit sponsorship to local youth football teams; and a monthly donation of vegetables to local residents at the Evergreens' sheltered accommodation in Butterwick.

Alistair Winter, Procurement Director at Produce World Butterwick said: "As one of the major employers in the Boston area, we firmly believe in giving something back to the community. This is why we actively encourage colleagues to become integrated with the local community, whether it's through volunteering or fund-raising in the area. This runners-up place is recognition for all the fantastic local fund-raising and community initiatives that colleagues at Butterwick have been involved in during the past year. We look forward to continuing this work moving forward so we can carry on making a difference in the local area."

The Produce World Butterwick Community volunteer group meet on a monthly basis to identify local causes and projects in the Boston area. The latest project involves the group working with a local historian to develop guided walks and tours to educate visitors on the town's history and varied architecture.

The Produce World Group 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.

**-Ends-**

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

### **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.

Produce World Group is the UK's only fresh produce company that regularly donates produce to Fareshare, which enables the charity to plan more effectively each year. In October 2014 the Produce World Group was recognised for its work with Fareshare and Feeding the 5000 for redistributing this produce to help tackle food poverty across the UK by winning the CRTG Best Food Waste Initiative of the Year award. The Waitrose Way Awards also recognised this work, with the Produce World Group being highly commended for its entry into the Treading Lightly – Waste award category. In addition, the Produce World Group was highly recommended in the Champion British award category for its work with the BBC primetime TV programme Harvest, which aimed to raise consumer awareness of how the nation's food gets from field to fork.

Produce World Group is leading the way in sustainability, research and innovation in the agriculture sector. In late 2013 the Produce World Group, in collaboration with other commercial organisations and academic institutions, was awarded funding through Sainsbury's Organic Grant to look at innovative pest controls to improve the growth of organic brassicas. Through Agri-Tech Catalyst funding support, the group is working with Cranfield University to build on the success of the 'Soil-for-Life' project, which aims to inform on-farm decision making and drive innovation in soil management.

### **Media Enquiries:**

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