

20<sup>th</sup> November 2014

**Produce World Yaxley's Yasir named as 'Colleague of the Year'**



The biggest individual prize at this year's Pride of Produce World Group Awards went to Yasir Majeed, a Team Leader on the Produce World Yaxley site, who won the 'Colleague of the Year Award.'

Yasir was nominated by many of his colleagues at Yaxley – 15 times in total – and was praised for building exceptional working relationships with his team and striving to achieve the best results possible. This was cited as a big reason for the success of the Produce World Yaxley site in the last financial year.

Produce World Group CEO, William Burgess who introduced the award, said: “Yasir consistently demonstrates an inspirational approach to his work that brings the best out of his colleagues. He is clearly an asset to his team, with this being recognised by many of his colleagues who nominated Yasir.”

Produce World Group HR Director David Frost said: “Yasir leads by example and always delivers a high quality service. He’s a flexible and approachable team leader who creates a positive working environment for his colleagues to perform to a high standard. Yasir’s popularity is reflected by the many positive comments from his colleagues at Yaxley who are all complimentary about his contribution and role as an exceptional leader.”

Yasir, who has worked for Produce World for nine years, was delighted with the award win. He said: “I’m honoured to have won the award, but could not have done it without the support of my team. The teamwork and collaboration at Yaxley is exceptional which is why we’re achieving such positive results.”

Other individuals at Yaxley that were awarded for their efforts in the past year included Simone Miles, who was the second runner-up in the ‘Special Individual Recognition Award’. She was praised for being a shining example to colleagues through bringing a positive culture, high standards and fresh ideas to Produce World Yaxley.

In the team award categories, the Yaxley Tasty Jobs team was the first runner-up in the ‘Outstanding Innovation Award’ for helping seven people to get back to work. The team invested their time and effort in tackling local unemployment and getting people into jobs, including one at Produce World Yaxley, who is now flourishing in his new position.

Produce World Yaxley also played a prominent role in ‘Team Sky Dive’ which won the ‘Community Impact Award’ for its fund-raising activities, including a sky dive record attempt, which raised over £5,000 for the charity ‘Rays of Sunshine’ which grants wishes to terminally or seriously ill children.

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**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.

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