



December 2014

Produce World celebrates the most organic Christmas ever

The Produce World Group, the UK's largest grower and supplier of fresh vegetables, is celebrating its most organic Christmas ever, with UK consumers buying more organic vegetables than ever.

Compared to the end of 2013, the volume per buyer (kg) of organic vegetables increased by 6.7 per cent in 2014, with organic Broccoli being the star performer with an increase of 19.9 per cent. Organic carrots have also done well this year with consumer purchases increasing by 5.6 per cent, while all organic root vegetables were up five per cent overall.

This increase in demand for organic vegetables means it promises to be one of the busiest Christmases yet for Produce World who is the biggest supplier of fresh organic vegetables in the UK retail market.

In order to deal with the surge in demand during Christmas, Produce World colleagues will work tirelessly around the clock on double-shifts on the fields and in the factories, from 3am in the morning to 12am at night, to supply millions of people in the UK with their favourite vegetables during the festive period.

In the week before Christmas Produce World will harvest 950,000 kilos of sprouts and distribute five times the amount of parsnips across the UK compared to the average week. Elsewhere demand for King Edward potatoes more than doubles from November to December each year, as people use Produce World potatoes to make their favourite potato dish, whether it's roast, boiled or mashed.

Not to be outdone by seasonal vegetable favourites, demand for carrots will also remain high during the Christmas period. Each year Produce World grows and supplies 2.5 billion carrots, which is enough for every person in the EU to have five each!

Andrew Burgess, Agricultural Director at Produce World, said: "Christmas is definitely our busiest period, with Produce World colleagues working tirelessly to make sure the UK public get their favourite seasonal veg. However, the recent growth in demand for organic vegetables during 2014 means we will be working harder than ever during the festive period, as we are the biggest suppliers of fresh organic vegetables in the UK retail market. This is great news for people across the UK, with

more being able to eat what we consider to be the highest quality veg – a vital part of the traditional Christmas dinner!”

Ends

Hi-Res copies of these pictures are available

Produce World Group Website: 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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