



December 2014

Produce World gets in the festive spirit with ‘fresh’ donations and fund-raising

The Produce World Group, the UK’s largest grower and supplier of fresh vegetables, is getting well and truly into the festive spirit through a series of fresh produce donations and fund-raising activities across all its sites during the Christmas period.

The Produce World Group is once again supporting Crisis at Christmas by donating ten tonnes of fresh vegetables to help feed thousands of homeless people over the festive period.

It has managed to fulfil 100 per cent of the charity’s wish list which includes broccoli (378 kg), red cabbage (1500 kg), savoy cabbage (240 kg), carrots (1059 kg), cauliflower (300kg), garlic (132 kg), onions (1197 kg), parsnips (576 kg), potatoes (4263 kg) and Brussel sprouts (72 kg). The vegetables will be distributed across London’s nine Crisis centres.

All of the usual vegetables that you would expect to find on your Christmas dinner plate will be cooked up by Crisis for Christmas’ volunteers, with thousands of meals being prepared for and enjoyed by the homeless, who may have otherwise been out on the streets.

In addition, the Produce World Group has already donated five tonnes of carrots to FareShare, a charity that helps to provide food to UK households living in ‘deep poverty.’

Andrew Ovens, Produce World Group’s Marketing Director, said: “We are proud to be yet again supporting this worthy cause at Christmas. The work that Crisis at Christmas does is second to none, providing over 20,000 meals to homeless people across the UK. We hope that our donation goes some way to helping those most in need during the festive period.”

Meanwhile, the festive period will see all seven of Produce World’s sites get involved in their own charity fundraising activities in the run-up to Christmas.

Fundraising activities include Produce World’s Lynch Wood site which has raised £650 for its chosen charity the Sue Ryder Thorpe Hall Hospice Appeal through a Christmas raffle, silent auction for theatre tickets and Christmas jumper day. In total, Produce World Lynch Wood has raised a total of £1890 for the charity since April 2014.

Volunteers at Produce World Yaxley are being sponsored to lose weight and ignore the temptation of over-indulging during the Christmas period, with the money raised going toward the site's chosen charity of the year, Rays of Sunshine. The site is also running two ebay auctions to raise money for the charity.

Elsewhere Produce World Butterwick held a toy campaign in aid of the Children's Ward at Boston's Pilgrim Hospital, with colleagues donating a fantastic selection of new and good quality used toys. These toys will be given as a gift to children who are hospitalised over the Christmas period or will be used in the play area on the children's ward.

Finally, Produce World Isleham and Sutton Bridge have organised raffle draws to raise money for Cancer Research UK and Diabetes UK respectively.

These separate fund-raising activities across the different Produce World sites come following the recent announcement that each site will have a budget for its own community fund-raising initiatives in 2015. The seven sites are encouraged to consider three key themes as part of their community fund-raising initiatives which includes supporting local charities and organisations; educating the public about food and agriculture; and addressing wider societal challenges in the industry.

David Frost, Produce World Group's HR Director, says: "Community and charity fund-raising is a vital part of the Produce World business. Working at Produce World isn't just about the impact you can have on the bottom line, it's also about having a positive impact on the local community and those most in need during the festive period and beyond."

Ends

Hi-Res copies of these pictures are available upon request

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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