



January 2015

Produce World: demand for organic vegetables at all-time high

The Produce World Group, the UK's largest grower and supplier of fresh organic vegetables, has confirmed that UK consumer demand for organic vegetables during Christmas 2014 was higher than any other year.

The total value of organic vegetables increased by 5.6 per cent at the start of 2015 compared to the start of 2014, with total organic Brassicas increasing by a whopping 38.5 per cent overall.

The biggest increase among organic brassicas included cauliflower, tipped by many to be the star vegetable of 2015, with total value of the organic vegetable increasing by a massive 66.7 per cent, and cabbage, which increased by 40.2 per cent. Organic broccoli also performed well with an increase of 19 per cent.

Other solid performers included root crops, with the total value increasing by 11.7 per cent. Carrots continued to perform steadily during Christmas with consumer purchases increasing by 3.3 per cent compared with the previous year.

Andrew Burgess, Agricultural Director at Produce World, said: "The Christmas success of organic vegetables is recognition that more and more consumers are realising the great taste and quality of organic options. Taste is a big reason why people say they buy organic, with vegetables supplied by Produce World representing the very best on the market. The organic carrot is now an accepted choice for UK consumers, but organic brassicas have experienced a surge in demand over Christmas, with cauliflower and cabbage set to be top consumer choices for 2015."

The increase in demand for organic vegetables meant that 2014 was one of the busiest Christmases for Produce World, with colleagues working around the clock to supply millions of people in the UK with their favourite organic vegetables.

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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