



**January 2015**

### **Produce World seeks Broccoli perfection with new role**

Produce World Group, the UK's largest grower and supplier of fresh vegetables, is on the look-out for a person that can help to nurture the perfect crop of broccoli through an innovative research project looking to grow more vegetables more efficiently.

The role is part of a Knowledge Transfer Partnership project in collaboration with Cranfield University that aims to develop a forecasting model for broccoli to better match supply of the crop with customer demand, improve the consistency of supply of the product for the supermarkets and improve harvesting efficiencies of broccoli in the growing fields.

More accurate forecasting holds huge opportunity for broccoli cropping, with timing of the harvest and weather conditions being vital in producing a crop that matches the demands of the market, while also minimising waste on the fields. The model aims to help produce the optimum broccoli crop through informed planning and adaption to these variations.

Broccoli has experienced a surge in popularity in the past year, with an overall volume growth of 13.9 per cent in 2014. Therefore it is important for the supply chain to have the growing cycles closely matched with consumer demand.

Andrew Burgess, Produce World Group's Agricultural Director says, "Broccoli continues to grow in popularity and has become Britain's favourite green vegetable due to its convenience and relevance as part of modern meals. However, it can be a difficult crop to grow due to its reliance on specific timings for harvest and the right weather conditions. This is why we're involved in this innovative project to ensure that broccoli is grown as efficiently as possible and that the high consumer demand can be matched by the quality and quantity of the crop."

The job will be based near Boston, Lincolnshire, with the chosen candidate working as part of the three year Knowledge Transfer Partnership (KTP) collaborative project between Cranfield University and Produce World Group.

Requirements for the role lend itself perfectly to a unique candidate that has a background in science, environment, food or farming, as well as having knowledge of spatial data and agri-informatics.

More information is available at:

[https://jobs.cranfield.ac.uk/wd/plsql/wd\\_portal.show\\_job?p\\_web\\_site\\_id=4009&p\\_web\\_page\\_id=206579](https://jobs.cranfield.ac.uk/wd/plsql/wd_portal.show_job?p_web_site_id=4009&p_web_page_id=206579)

**Ends**

**Hi-Res copies of these pictures are available**

**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:**

For further information, please contact Peter Crowe or Jack Melling at the Produce World press office on 01223 272800 or email [peter.crowe@war.uk.com](mailto:peter.crowe@war.uk.com) / [jack.melling@war.uk.com](mailto:jack.melling@war.uk.com)