



March 2015

Local schoolchildren get muddy fingers to grow their own potatoes

Children from primary schools across East Anglia got their fingers muddy taking part in a Kids Country 'Grow Your Own Potatoes' day at the East of England Showground in Peterborough.

Over 400 schoolchildren packed the venue, with leading vegetable grower and supplier Produce World Group helping children from different schools across East Anglia to plant and grow their own potatoes.

As part of 'Grow Your Own Potatoes', the Kids Country team at the East of England Agricultural Society organises two events – planting which took place on 11th March, and harvesting which takes place on 10th June. Prizes will be awarded at the harvesting event in June to the school and individual pupil that have the heaviest crop of potatoes overall.

The events at the East of England Agricultural Society are run by an army of volunteers, with donations from regional businesses, such as Produce World who donate seed potatoes and pots to schoolchildren.

Rachel Ilgunas, Agronomy and CSR Administrator at Produce World Group, says: "This is the third year that Produce World has been involved with the 'Grow Your Own Potatoes' event which is a great initiative, educating schoolchildren about all aspects of potatoes, from planting and harvesting to the actual history of the veg. The hands-on experience makes it perfect for children and helps them understand where their favourite veg comes from and how to grow healthy and nutritious potatoes."

Sandra Lauridsen, Education Manager for Kids Country, says: "We are delighted at how successful this year's event was once again. It incorporates our philosophy here at Kids Country that the best way of teaching children about food and farming is for them to get muddy and interactive! We are very grateful to Produce World and our other exhibitors for helping us make this fantastic event happen."

'Grow Your Own Potatoes' is a national initiative organised by Potato Council with two million children taking part across the UK, so they can learn where potatoes come from, how they grow and why they are a healthy food. The initiative fits in with the National Curriculum for UK primary schools, with schoolchildren learning every single aspect of the life-cycle of potatoes from planting to eating.

For more information about the 'Grow Your Own Potatoes' initiative visit <http://gyop.potato.org.uk/>

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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.

About Kids Country

Kids Country is the education arm of the East of England Agricultural Society, and is passionate about delivering hands-on, interactive learning experiences for children. It runs a number of events for children at key stage 1 and 2, including Grow Your Own Potatoes, Happy Chicks Day and Food & Farming Day, attended by over 5,000 children.

Media Enquiries:

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