



**February 2015**

## **The rise of nutritious red cabbage – figures show veg is for life, not just for Christmas**

Figures from Produce World Group, the UK's largest grower and supplier of fresh organic vegetables, has revealed a substantial volume growth in red cabbage, with UK consumers recognising the high nutritional value of the veg and making it a part of their meals all year-round – not just at Christmas.

Red cabbage grew in volume by a huge 48.9 per cent compared with last year, with its growth being attributed to its nutritional benefits and versatility in meals. Red cabbage is considered to be the most nutritious of the cabbage family, with it having ten times more vitamin A and twice as much iron as traditional green cabbage.

These findings were announced as part of National Cabbage Day (17<sup>th</sup> February), with Produce World keen to highlight the multiple benefits of cabbages and the different varieties that UK consumers can use as part of their weekly meals.

The nutritional value of all cabbages makes them a great choice for health-conscious consumers, with the vegetable being very low in fat and calories. It is also an excellent source of the natural antioxidant, vitamin C, and vitamin K, all of which have cancer fighting qualities.

Andrew Burgess, Agricultural Director at Produce World, said: "Cabbages have been a part of a staple diet of many UK households for years due its' nutritional value and versatility as a vegetable. From quick Chinese stir-fries to your typical Sunday roast, cabbages are the ideal vegetables for any meal or occasion. Luckily the UK has the ideal growing conditions to grow the best cabbages in the world, with Produce World providing enough for nearly half a million UK consumers each year!"

In general, cabbages are posting strong volume growth. New varieties of cabbage like Pointed Sweetheart helped pointed/ crispy cabbage achieve a volume growth of 30 per cent, while old favourites like white cabbage and savoy cabbage posted 15.2 per cent and 7.2 per cent volume growth respectively.

### **FACTS ABOUT CABBAGES**

- The word cabbage is a derivation of the French word 'caboche', a colloquial word for head.
- Cabbage is one of the widely cultivated crops around the world.

- The cabbage, or brassica, family is huge, and includes everything from the familiar red, white or green varieties with tightly packed leaves, to cauliflower, broccoli, Brussels sprouts as well as pak choi, popular in Asian cookery.
- China is the top Cabbage producer in the world, with some people in China considering cabbage to be the secret of everlasting youthfulness.
- During the Middle Ages the Cabbage became a prominent part of European cuisine. Cabbages first appeared in England during the 14<sup>th</sup> century.

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**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:**

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