



April 2015

Bunched carrots are Easter favourite

The UK buys nearly twice as many bunched carrots during the Easter period than at any other time of the year, according to figures from Produce World Group, the UK's largest grower and supplier of fresh vegetables.

Produce World, which each year grows and supplies 2.5 billion carrots across the UK, believes the authentic look and feel of bunched carrots – or maybe the advent of spring and the influence of the Easter Bunny – could be behind these huge increases in sales during Easter.

Figures from last year's Easter show that the volumes of bunched carrots sold increased by 185.7 per cent. In addition, the amount of UK households purchasing bunched carrots during Easter increased by 150.3 per cent. The increase in sales was also noticeable during the 2012 and 2013 Easter periods, with big spikes in bunched carrot purchases taking place on the Saturday before Easter Sunday.

Frank Robinson, Commercial Director at Produce World Group, said: "It appears that the Easter Bunny is leaving behind more than just Chocolate eggs during Easter, with huge sales increases in bunched carrots. The authentic look and feel of bunched carrots and their natural sweetness makes it a very popular choice for UK households. The veg can be used to accompany the traditional Easter Sunday roast or even eaten raw, just like the Easter Bunny would!"

Produce World is expecting a similar increase in bunched carrot sales during this year's Easter period and is working around the clock to meet this high consumer demand.

In other carrot-related news, a recent Organic Food Usage and Attitudes Research report revealed that carrots had the highest customer loyalty out of all the organic vegetable categories. Fifty-eight per cent of UK households that claim to buy organic vegetables buy at least one type of organic vegetable at least monthly.

FIVE FACTS ABOUT CARROTS

- The wild ancestors of the carrot are likely to have come from Persia (regions of which are now Iran and Afghanistan)
- Carrots can be traced back about 5,000 years through historical documents and paintings
- The carrot is one of the ten most economically important vegetables crops in the world
- Eaten raw or briefly cooked, carrots are an excellent source of vitamin A
- The longest carrot ever recorded was nearly 17 feet long

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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.

Media Enquiries:

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