



**April 2015**

## **Produce World's vegetables to reach new heights**

Produce World Group, the UK's largest grower and supplier of fresh vegetables, is supporting a unique world record attempt that will see a team of intrepid explorers host the World's Highest Dinner Party at 7,000 metres on Mount Everest this April.

As part of this world record attempt, Produce World will be donating all of the vegetables being used for this unique dinner party. The meal will be prepared by Two Michelin Star Chef Sat Bains, who has devised a menu that would be suitable for the high altitude.

The formal black-tie dinner is planned to take place on 27<sup>th</sup> April with the expedition team, being led by Neil Laughton, a former Royal Commando and SAS Officer, leaving base camp on 11<sup>th</sup> April. The meal will be served by the expedition team to Sherpas as a symbol of respect and appreciation for its community's many sacrifices climbing Mount Everest over the years.

All the money raised from the world record attempt will go to Community Action Nepal (CAN), a UK charity that supports the mountain people of Nepal.

Deri Llewellyn-Davies, part of the team that organised and is taking part in the World's Highest Dinner Party and Director and Founder at BGI Strategy Partners Ltd says: "We wanted to think of a unique way to not only raise money and awareness for this fantastic charity, but to also thank the Sherpa community for their years of sacrifice with a meal devised and prepared by a Michelin star chef, and then served by the expedition team. I couldn't think of a better team of people to make the World's Highest Dinner Party happen!"

David Frost, Group HR and Organisational Development Director at Produce World Group, said: "The opportunity to sponsor and donate vegetables to such a unique world record attempt was something that Produce World had to get involved in. We wish Deri and his team all the very best and can't wait to see the expedition team and Sherpas enjoying their meals at 7,000 metres!"

In addition to Deri Llewellyn-Davies, Neil Laughton and Sat Bains, the expedition team also consists of Adam Mason, Adrian Bridge, Andrew Elliman, Duncan Law, Ian Edward Atkins, Jonathan Maguire and Keith McDonald.

The Everest Dinner Party team is aiming to raise £100,000 for CAN, with every pound donated being matched by St James's Place Foundation. People can donate by visiting <http://www.justgiving.com/everestdinner>

The team will be updating all of the progress of the World's Highest Dinner Party on <http://www.EverestDinner.com>

To continue following the expedition to the Summit you can listen to live blogs on <http://www.thestrategyman.com> or follow Deri Llewellyn-Davies on Twitter @thestrategyman for regular updates.

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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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