

March 2015

Local schoolchildren build a bug hotel for new Natural Habitat at Yaxley



Local children and volunteers from the Produce World Group came together during two weekends in February and March to make a start creating a new Natural Habitat on its site in Yaxley.

Thirty volunteers got on their wellies and mucked-in to plant around 200 metres of hedgerow, while the younger volunteers helped to build a bug hotel. A further 400 trees will be planted in the next few months.

The Natural Habitat Project aims to diversify the reed bed on Produce World's Yaxley site and the surrounding land for bio-diversity in order to create a natural habitat for local wildlife.

Produce World Group's Sustainability and Research manager Guy Thallon said: "It's great to see everyone coming together to help get the project off the ground, I think people are really excited about the prospect of having a Natural Habitat here in Yaxley.

"Once the project is complete, the site will be open to local school children and the public so they will be able to explore the all the local wildlife residing in the natural habitat".

The Yaxley Natural Habitat project is part of wider sustainability improvements at Yaxley which already includes a closed-loop water system and solar array which was recently installed. The expected completion of the project is summer 2015.

-Ends-

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:

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 / jack.melling@war.uk.com