



February 2016

Produce World Agronomy Manager is Top of the Crops

Produce World's Strategic Agronomy Manager John Sedgwick has won the title of Best Agronomist 2016 at the prestigious UK Grower Awards. John joined Produce World in 2014 following the acquisition of Fenmarc's roots business. In his first year John has re-energised the agronomy function, delivering more effective crop intelligence and developing grower engagement platforms including knowledge exchange days and colleague education sessions.

John works across the full range of Produce World Group crops including alliums, roots and potatoes, acting as a key pivot between growers, agronomists, procurement and commercial colleagues, and customers. John's passion for knowledge and attention to detail is outstanding, as is his commitment to applying practical science on farm.

Group Commercial Director Matt Starbuck says: "We take a total supply chain approach that is built upon anticipating future challenges to make our customers' brands as resilient as possible. This means continually improving our efficiency and standards with our farms and grower partners, as well as significant investment in consumer insight to deliver relevant points of difference that add value to the categories we work in. The work that John does is essential to every aspect of that approach."

John is well known in the industry having worked with growers from Kent to Cromarty. He has also served as chairman of the British Carrot Growers Association and the HDC Field Vegetables Panel. After graduating from Aberdeen University, he held a variety of roles in the fresh produce industry before joining the Produce World.

John said: "I felt quite humble to be nominated as Best Agronomist 2016 by my colleagues at Produce World, even more so by the fact that I have been chosen for this title. The role that the modern agronomist plays in a business like Produce World is absolutely essential to developing an understanding of crop intelligence and growing conditions among our customers, but also getting our growers to understand the aspirations of our customers."

Produce World also picked up a Highly Commended in the Best New Variety: Vegetable/Salad for its Sweet Sprouting Cauliflower which was introduced into Waitrose for the first time in 2015.

Popular in China, the Sweet Sprouting Cauliflower head is less compact and forms smaller florets, while the stems are much longer than traditional types. It has a mild sweet taste with a crunchy texture. It is excellent eaten raw in salads, or used in stir-fries. It can be steamed in minutes and is also a great accompaniment to all meat dishes. It can be roasted or even barbequed, adding to its versatility.



Notes to Editors

Hi- res images available

Produce World Group Website: www.produceworld.co.uk Produce World Group Twitter: [@produceworld](https://twitter.com/produceworld)

About Produce World Group

The Produce World Group grows and supplies quality fresh vegetables. It is the largest supplier in the UK, providing produce into major retailers, food service and food manufacturing customers.

Crops supplied by the Group include potatoes, carrots, parsnips, onions, leeks, and garlic. As well as conventionally grown vegetables, the Produce World Group is a leader in the organic category.

The company works with its expert grower partners to grow the widest range of top quality fresh vegetables. It owns leading organic grower Taylorgrown, and its expert agronomy and procurement team adds value along the supply chain by working with individual growers, grower cooperatives and joint venture partners. Crops are washed, graded and packed at Produce World's sites across the East of England. In addition to its headquarters in Peterborough, the Group has sites in Lincolnshire and Cambridgeshire.

The company has a values-driven culture which is celebrated every year by its Pride of Produce World Awards. In addition, these values are manifested through the four pillars of its sustainability programme 4Life. They are Responsible Sourcing, Environmental Stewardship, Workplace Culture, and Community Impact.

Media Enquiries:

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