

March 2016

Produce World Encourages Potato Growers of the Future

Nearly four hundred schoolchildren have been introduced to potato growing thanks to Produce World and the East of England Agricultural Society's Kids Country initiative. All the children who enjoyed the Grow Your Own Potatoes planting event at the East of England Showground will return in June to see how well their potatoes have done, and take part in a weigh-in to see who has grown the most.

Rachel Ilgunas from Produce World said: "This is our fourth year of involvement with the Kids Country Grow Your Own Potatoes event and it was another great planting day with hundreds of local children taking part. The anticipation of Harvest Day on 8th June was already setting in with our young growers!"



Pupils from Newark Hill Academy in Peterborough enjoy getting their hands dirty and learning about growing potatoes courtesy of Produce World.

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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