

Can Big Business live the IFOAM Principles

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Director of Agriculture
Produce World Ltd



My Background

- Fenland Farming Family
- Intensive Veg Production
- LEAF
- Organic Conversion
- Scale £2m to £200m in 20 yrs
- Supermarkets





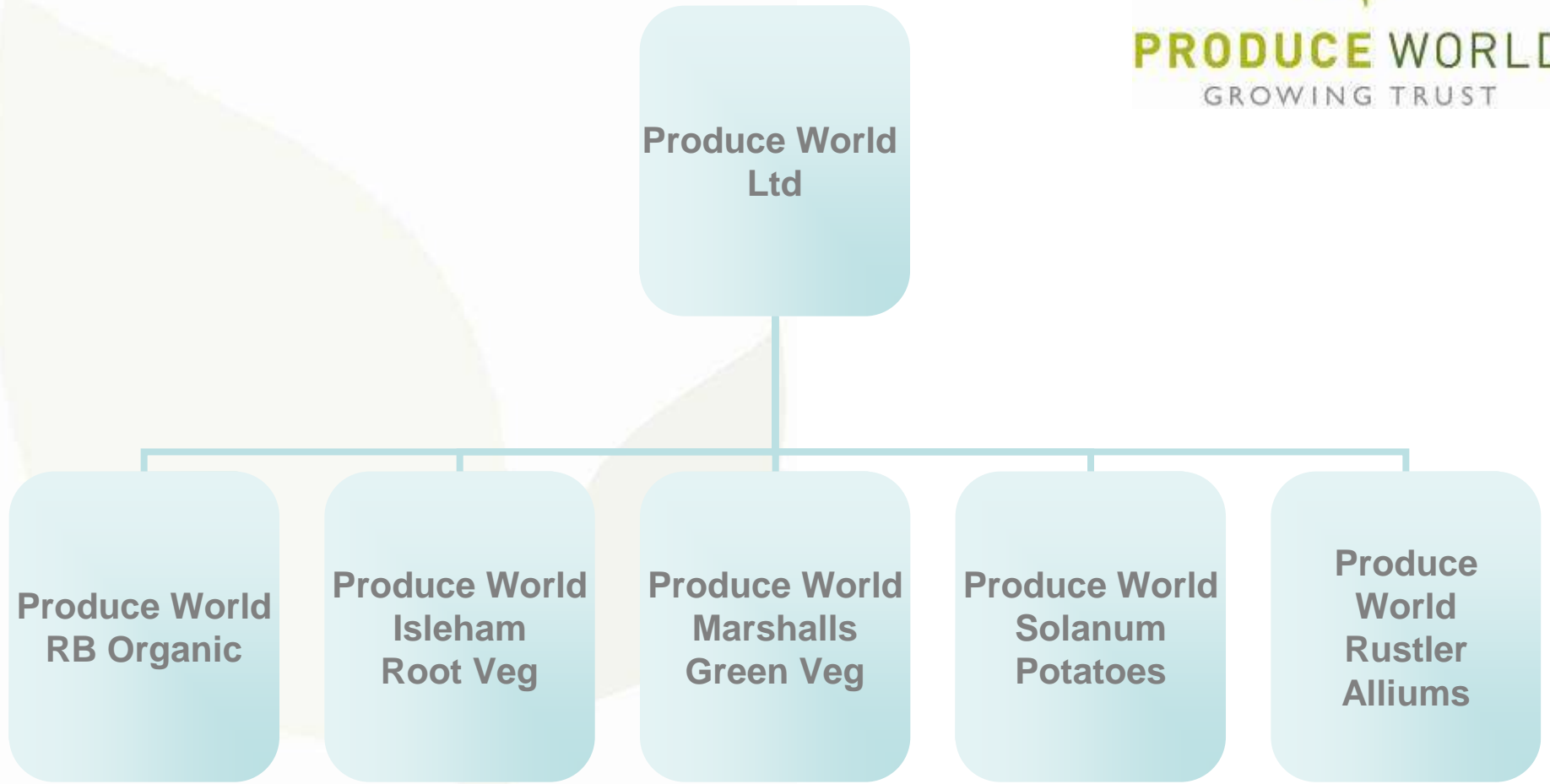
Our History



PRODUCE WORLD
GROWING TRUST



Who are Produce World



RB Organic



- **Sales £20 M**
- **Major retailers**
- **Grower Group**
 - **6 Growers, 1 team**
- **Ethical Trade**
- **Root Crops**
 - **Green Leafy Veg, Alliums, Potatoes**

Taylor Grown



- **300 acres organic roots**
- **Based Norfolk & Perthshire**
- **Rented Land**
 - Rotational fit
- **Modern equipment**
- **Market Orientation**



PRODUCE WORLD
GROWING TRUST



IFOAM Principles

“improve all agriculture in a global context”



- Principle of Health
 - sustain & enhance the health of soil, plant, animal, man & planet as one & indivisible
- Principle of Ecology
 - Based on living ecological systems & cycles, work with them & sustain them
- Principle of Fairness
 - Build on relationships that ensure fairness with regard to environment & life opportunities
- Principle of Care
 - Managed in a safe & responsible manner to protect the well being of current & future generations



Principle of Health

sustain & enhance the health of soil, plant, animal, man & planet as one & indivisible

Principle of Ecology

Based on living ecological systems & cycles, work with them & sustain them



PRODUCE WORLD
GROWING TRUST

- We're talking proper Farming!
 “improve all agriculture in a global context”

Organic in Conventional

- Manures & Composts
- Mechanical Weeding
- Soil Health indices
- Predator Banks & Margins
- Rotations



Principle of Fairness

Build on relationships that ensure fairness with regard to environment & life opportunities

- Grower Group
- Grower Council
- Community Engagement
 - School, Church, Sports teams, Scouts, welcome Club, Allotments etc
- Farm Visits
- Workplace Culture
 - Empowered, Trained, valued
- Reed Beds
 - Nature Reserve



Principle of Care

Managed in a safe & responsible manner to protect the well being of current & future generations & the environment

- Organic Farming inputs
- Training & awareness
- H&S Intervention Project
 - Well invested, modern equipment
 - Planned Preventative Maintenance
- Learning Opportunities
 - Language to Management development
 - PDP's
- ISO 14001



Good Business, Good Benefits

- **Community**
- **Environment**
 - **Biodiversity**
 - **Soil Biology**
 - **Carbon & water**
 - **Natural cycles**
- **Education**
- **Well being**
- **Holistic Approach**
- **High quality food production**



What is a big Business?

- Rio Tinto £23,500,000,000,000
- Sainsbury's £21,000,000,000
- Waitrose £5,000,000,000
- Produce World £200,000,000
- Riverford £30,000,000
- RB Organic £20,000,000
- Taylor Grown £1,600,000
- Kray Bro's £500,000



It's not the size of the Company that decides ethical outcomes. It's the culture that is set & lived by the leadership



PW's Products Reach

“improve all agriculture in a global context”



- 1200 Employee's
- 35,000,000 Consumers
- 200 Farmers
 - & their employee's
 - & their communities
 - & their local environment
- Short Termism
 - Commercial Pressures
 - Profit Distribution
- Entrenched arguments
 - Organic v Conventional
 - Unsung success



Q&A

