

Vitacress Salads awarded Zurich Best Factory of the Year 2006



Europe's leading grower and packer of both organic and conventional baby leaves, Vitacress Salads, has been awarded the highly prestigious accolade of Zurich Best Factory of the Year 2006, beating off strong competition from across the spectrum of British manufacturing.

All aspects of the Hampshire-based business were closely scrutinised and the company's innovative approach to farming, production and the supply of watercress, rocket, spinach and baby leaves, proved unbeatable. The company's mantra of 'keep it cold – move it fast' means that within hours, salads are harvested, washed (in pure spring water for some customers), chilled, bagged and despatched to ensure maximum freshness on the supermarket shelves.

The awards were presented to Mike Rushworth (Operations Director), who was joined by Vitacress employees representing all areas of the business. He stated, "We are absolutely thrilled to receive these awards. Vitacress is built on its people, passion, commitment and dedication, and teamwork is very much encouraged. These highly-coveted prizes are testament to the hard work put in by every single employee and on behalf of the Board, I would like to thank all the staff for their individual contributions."

Vitacress Salads scooped four awards for its exceptional customer service, speedy supply chains and heavy investment in employee training. In addition to the prestigious Zurich Best Factory Award 2006, they also won the Supply Chain Award, the Best Household and General Products Plant category and the Regional Award (South and East).

The Best Factory Award programme, now in its 14th year, is run by Cranfield School of Management in partnership with the magazine Works Management. The scheme recognises manufacturing companies with pioneering work practices and a common theme this year was increased technology investment and reduction in energy usage and waste.

