



S&A GROUP HOLDINGS LTD HAS ACHIEVED A KING'S AWARD FOR ENTERPRISE

S&A Produce has been honoured with a King's Award for Enterprise - Innovation.

S&A is one of **252** organisations nationally to be recognised with a prestigious King's Award for Enterprise. Announced today, S&A has been recognised for its excellence in Innovation. A total of **257** Awards are made with five companies being recognised with two Awards.

Reflecting on the award Peter Judge Group Managing Director said 'The Award for Innovation in 2024 reflects the hard work of the S&A team in bringing market changing genetics to growers across Europe and North America and we are truly humbled to be recognised through the Kings Award for Enterprise - Innovation. This follows 2023, when our Lady Emma Strawberry Variety was awarded three stars in the International Taste Institute - Superior Taste Awards'.

The unique S&A TLC model of knowledge exchange (KE) has been recognised as a key part of our award. It supports and delivers a sustainable and resilient return for independent growers, their colleagues and the communities where they live and work. Our grower partners feedback confirms our genetics are transformative and lead the future of modern soft fruit production through the full supply chain from breeding to propagation through grower and customers.

The King's Awards for Enterprise, previously known as The Queen's Awards for Enterprise, were renamed last year to reflect His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II's by recognising outstanding UK businesses. The Award programme, now in its 58th year, is the most prestigious business award in the country, with successful businesses able to use the esteemed King's Awards Emblem for the next five years.

Applications for King's Awards for Enterprise 2025 open on His Majesty The King's Coronation, 6th May 2024 For more information, visit <https://www.gov.uk/kings-awards-for-enterprise>.

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About King's Awards for Enterprise

The King's Awards for Enterprise are the most prestigious business awards in the UK. The awards were first established in 1965 and since then over 7000 companies have achieved a King's Award. 2024 marks the second year of The King's Awards for Enterprise, reflecting His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II's by recognising outstanding UK businesses.

The awards celebrate the success of exciting and innovative businesses which are leading the way with pioneering products or services, delivering impressive social mobility programmes, or showing their commitment to excellent sustainable development practices.

This year **252** businesses have been recognised for their contribution to International Trade, Innovation, Sustainable Development and Promoting Opportunity (through Social Mobility). A total of **257** Awards are made with five companies being recognised with two Awards.

The King's Awards for Enterprise 2023 include:

- **161 Awards for International Trade**
- **59 Awards for Innovation**
- **29 Awards for Sustainable Development**
- **8 Awards for Promoting Opportunity (through social mobility)**

About S&A Group Holdings

Has its origins as a fourth-generation family farming business.

It is the UK's largest independent Strawberry grower, with its home farm in Herefordshire, with other farms in South Wales and Kent. With overseas operations in South America and Spain.

Since 2012 S&A has been managing Europe's largest independent breeding programme.

Lady Emma is sold in eight European countries to in excess of 100 independent growers and in 2023 commenced trials in North America.

S&A employs over 2,000 colleagues and strives to contribute positively to the local economies in which we live and work.