Do British fruit & veg growers have a role to play in helping us transition to healthier diets?
The Diet Challenge

FRUIT AND VEG CONSUMPTION (NDNS)

- 7 portions
- 5 portions

Children aged 4-10y: 8%
Children aged 11-18y: 31%
Adults (19-64y): 26%
Adults (65+):
But can it be solved by growing more in the UK?

• Production and consumption are very disconnected
• Production incentives can create perverse incentives

• True but fruit & veg is perishable;
• F&V not a global commodity in the same way as other products – markets are less connected
Import vulnerability

Domestic production only contributes to 22% of supply of all F&V (including processed) in 2013 compared with 42% in 1987.

All the water needed to produce the total UK F&V supply, 76% of it comes from elsewhere, including from countries with high risk of water scarcity such as Spain, Egypt, South Africa, Chile, Morocco, Israel and Peru.

32% of imports are from climate vulnerable areas.
The global mismatch
Biodiversity opportunity
Production opportunity

• UK production ratio remains constant (35% for non processed)
• Supply meets optimal demand (7 a day)
• Waste halves (in line with SDG)
• Additional 7.7m MT per year needed
• Opportunity for UK grown: 2.7m additional
• 87% increase
• £1.8 billion
Demand challenge
EAT THEM TO DEFEAT THEM
IT'S CRUNCH TIME!

VEGPOWER
**BEHAVIOUR**

Childwise online survey of 1,000 kids

- **I asked to try new vegetable recently**
  - Not seen advert: 23%
  - Seen advert: 53%

- **I have tried new vegetables at school recently**
  - Not seen advert: 6%
  - Seen advert: 28%

- **I have eaten more vegetables in the last few weeks**
  - Not seen advert: 25%
  - Seen advert: 46%
+1.7%
UNDER 16’s
Veg consumption
2.3% POSTIVE IMPACT on vegetable sales
EAT THEM TO DEFEAT THEM

FEB 2020

More channels
More schools
More veg
So

- Developing a thriving horticulture sector in Britain is an important part of a much bigger strategy to support dietary transition.
- The Agriculture Bill should include an amendment which supports public health alongside the other public goods like animal welfare. What other production side policy measures are needed? How can ELMs help?
- The wider strategy must include demand side efforts too – producers need to consider what they can do to support this