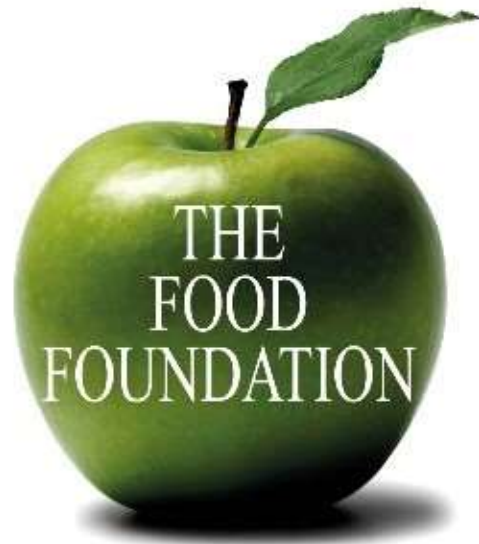
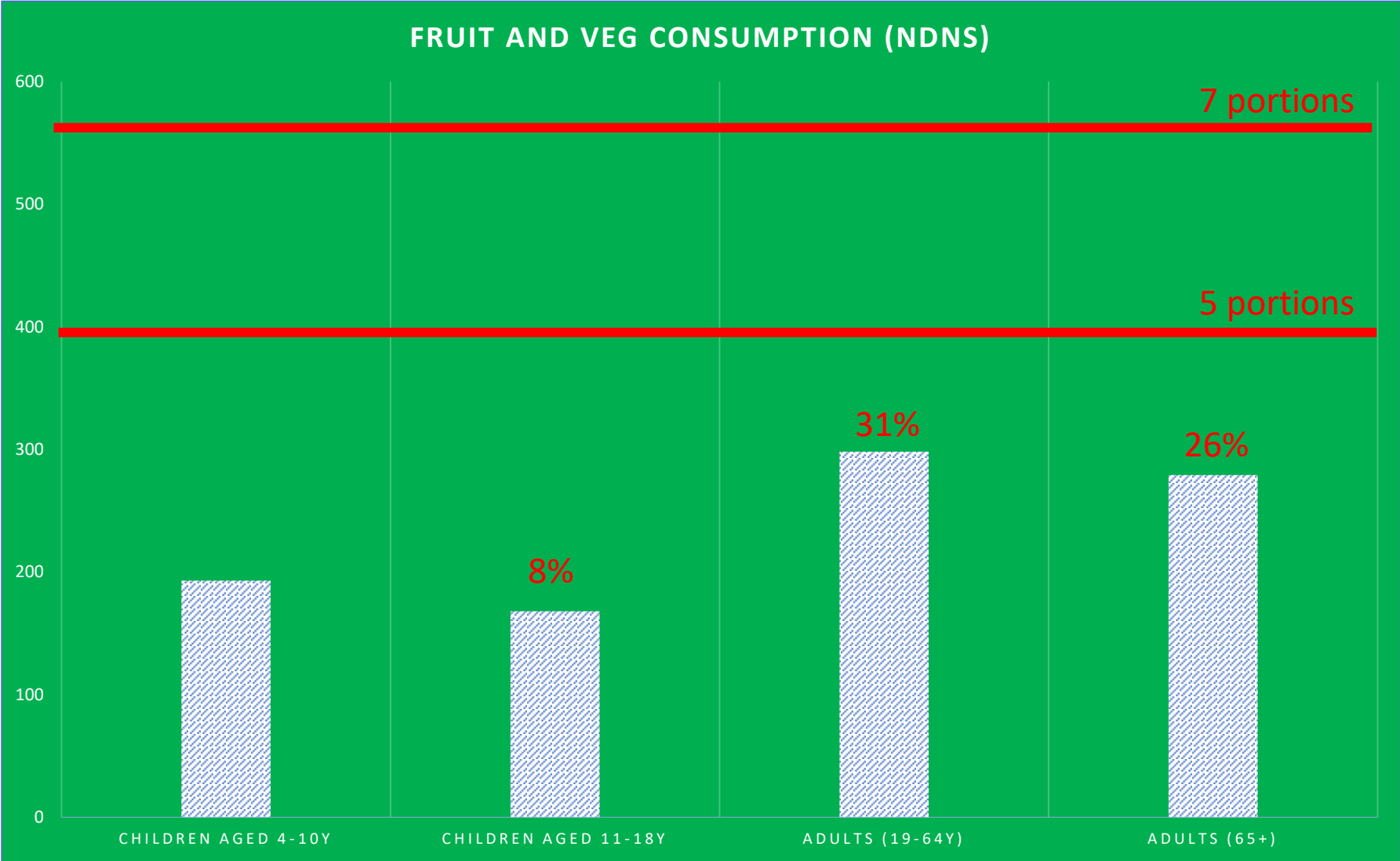


Do British fruit & veg growers
have a role to play in helping us
transition to healthier diets?



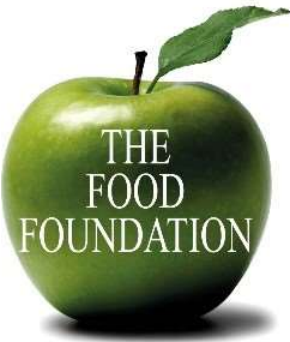
The Diet Challenge



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

Percentage from Climate Vulnerable Countries(%)



LEAF IT OUT! British supermarkets begin RATIONING vegetables after bad weather in Spain decimates supplies of lettuce, broccoli and courgettes

Signs capping the numbers of items shoppers can buy have sprung up amid fears prices could soar

[laura burnip](#) | [Tara Evans](#)
3 Feb 2017, 0:34 | Updated: 6 Feb 2017, 11:58



VEGETABLES are being rationed in supermarkets across the UK after storms and snow in Spain decimated crops, causing a supply shortage.

Signs warning customers they can only buy limited numbers of certain items have sprung up in stores, while online shoppers are unable to order basic vegetables such as lettuces as they are out of stock.



Pass notes **Courgette crisis: why the vegetable shortage will hit clean-eaters hardest**

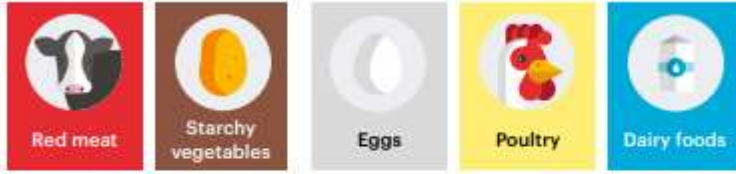
Cold weather in Italy and Spain - as well as a rise in the popularity of spiralised courgetti - is sending prices soaring and leaving supermarket shelves empty

Tue 17 Jan 2017 11:37 GMT

Fruits and Vegetables

SHEFS

Limited intake

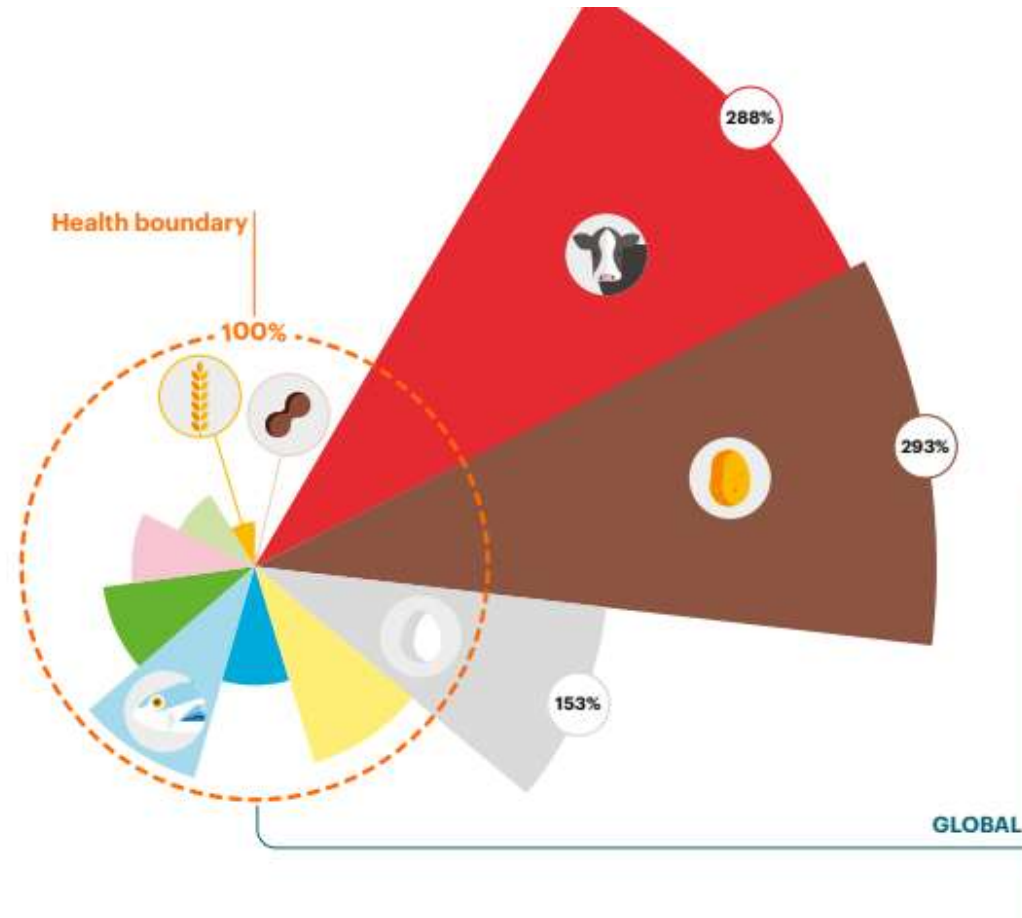


Optional foods

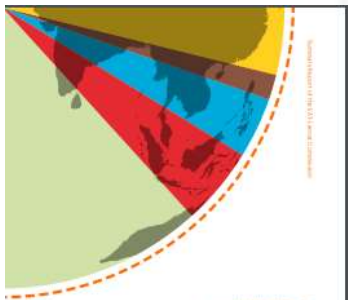
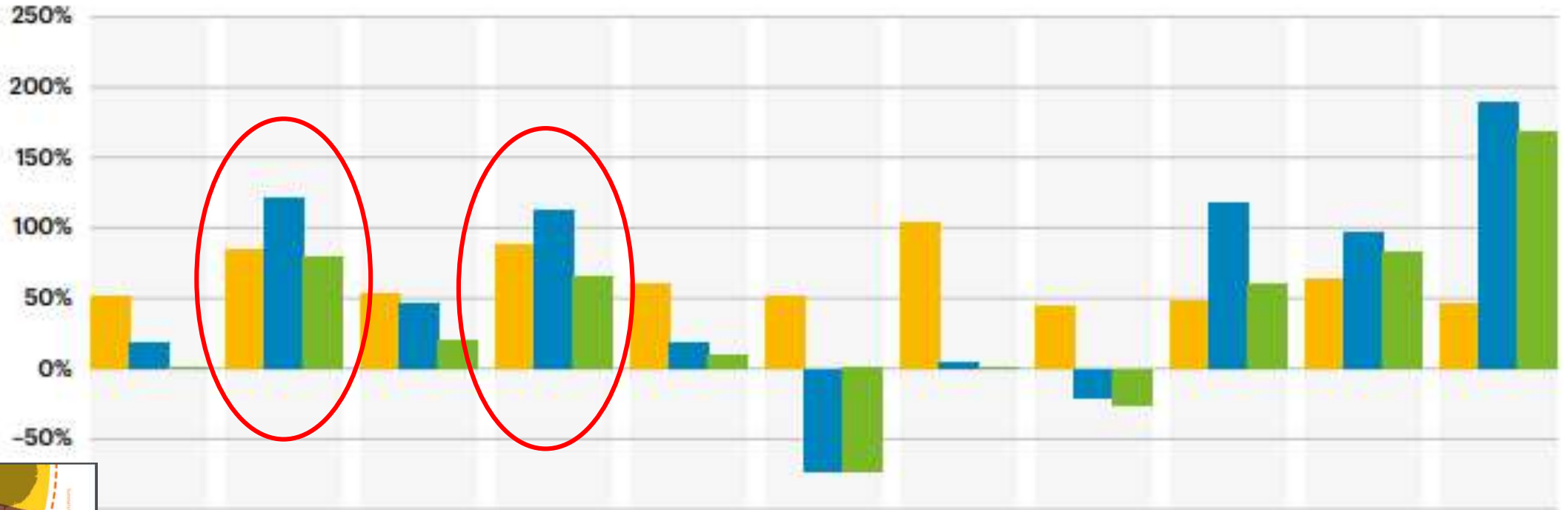
Emphasized foods



The global mismatch



■ 2050 BAU + full waste
 ■ 2050 planetary health diet + full waste
 ■ 2050 planetary health diet + halve waste



Healthy Diets From Sustainable Food Systems

Food Planet Health



Protein sources

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 **itv**

EAT THEM TO DEFEAT THEM

ROAST 'EM!



VEGPOWER **itv**

EAT THEM TO DEFEAT THEM

YOU'RE GOING DOWN!



VEGPOWER **itv**

EAT THEM TO DEFEAT THEM

NOT ON OUR PATCH!



VEGPOWER **itv**

EAT THEM TO DEFEAT THEM

GET SOUPED!

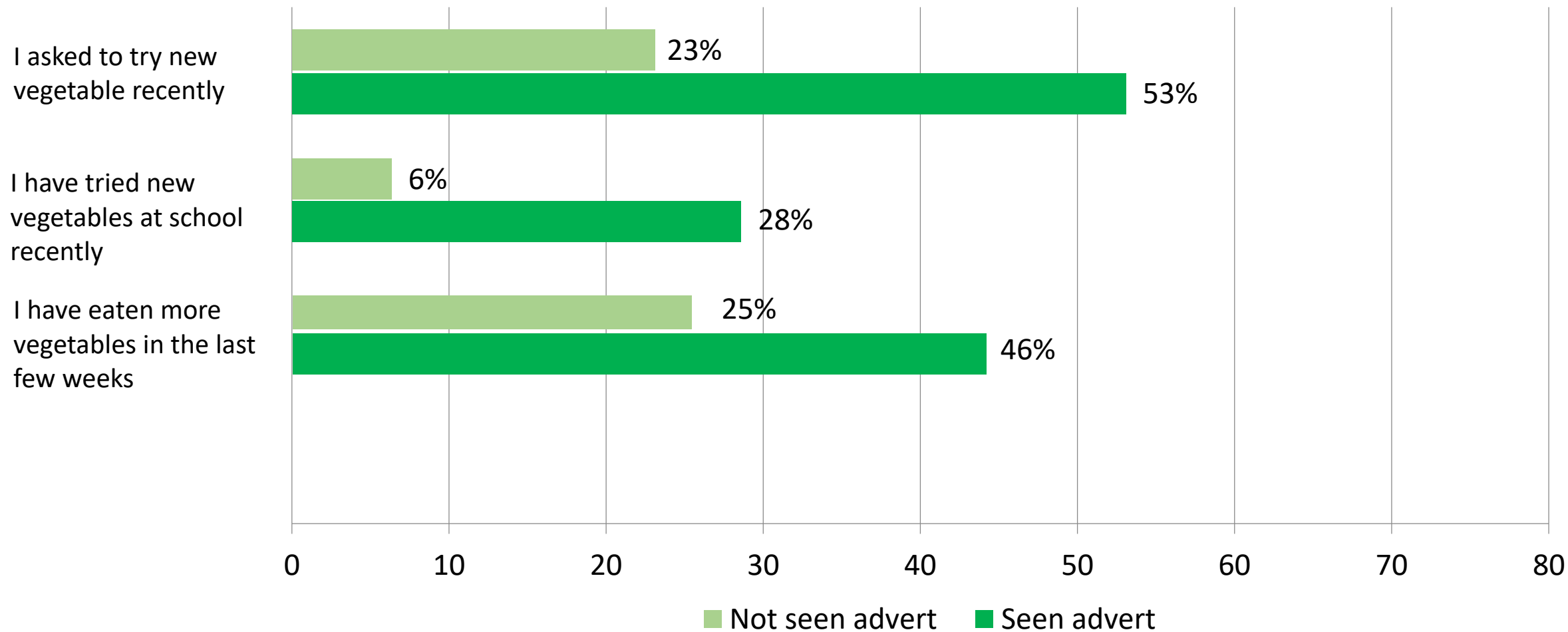


VEGPOWER **itv**

VEGPOWER

BEHAVIOUR

Childwise online survey of 1,000 kids



A close-up photograph of a young girl with long, straight brown hair and green eyes. She is smiling broadly, showing her teeth, and holding a bright yellow ear of corn in front of her mouth. The background is a soft-focus outdoor setting with green foliage and a blurred crowd of people, suggesting a fair or festival.

+1.7%

UNDER 16's

Veg consumption

KANTAR W^{ORLD}PANEL

A photograph of a grocery store vegetable aisle. The shelves are filled with various fresh produce. The top shelf features rows of cherry tomatoes, green cucumbers, pinkish-red cherry tomatoes, yellow bell peppers, and red bell peppers. The second shelf shows more cherry tomatoes, purple eggplants, and more yellow and red bell peppers. The third shelf contains green tomatoes, cauliflower, green avocados, and several crates of mushrooms. The bottom shelf shows green onions, green tomatoes, ginger, and more mushrooms. The lighting is bright, highlighting the freshness of the vegetables.

2.3%

POSTIVE IMPACT

on vegetable sales

nielsen

More channels
More schools
More veg

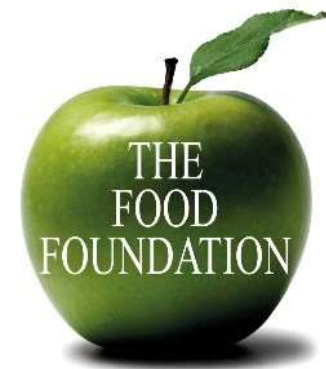
EAT THEM
TO DEFEAT THEM

FEB 2020

itv

4 SKY





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