

Current challenges for UK fruit and veg production

- 49% of UK growers fear they might go out of business (Riverford #GetFairAboutFarming campaign)
- Less than 2% of our farmed landscape is used for fruit and veg production
- We import over 80% of the fruit consumed domestically and nearly half our veg - but climate change/geopolitical shocks are threatening the reliability of these imports
- Fruit and veg consumption is at its lowest in 50 years - only 13% of children are eating 5-a-day
- Dietary-related ill health costs the NHS over £6.5 billion each year

We aimed to unpack these challenges in our recent policy report →

Home-grown

A roadmap to resilient fruit and vegetable production in England



sustain





We outline **seven policy recommendations** to restore the resilience of our horticulture sector, boosting the production and consumption of fruit and vegetables in England:

1. Develop a **cross-departmental** approach to horticultural policy
2. Support a just transition towards farming on **peat-free soils**
3. **Decentralise production** and scale up agroecological horticulture across the country
4. Improve **supply chain fairness** and flexibility
5. Harness the potential of **public procurement**
6. Boost **urban and peri-urban** horticulture growing
7. Invest in **farmer-led research**, collaboration, and innovation

