



2017 Growers' Survey

Through its Industrial Strategy green paper, the Westminster government has set an 'open door' challenge for industries to come to government with proposals to transform their sectors through 'sector deals'.

The Food Foundation is working with the British Growers Association and others to explore what a sector deal for horticulture might look like, and how one could best support producers increase volumes, further improve consistency and quality, and reduce risks, waste and costs.

This survey of veg and fruit growers - disseminated by the Food Foundation, British Growers Association, Land Workers' Alliance, National Farmers Union, and others - feeds into this process.



Summary of respondents

79 respondents.

Mix of horticultural holdings and mixed farms

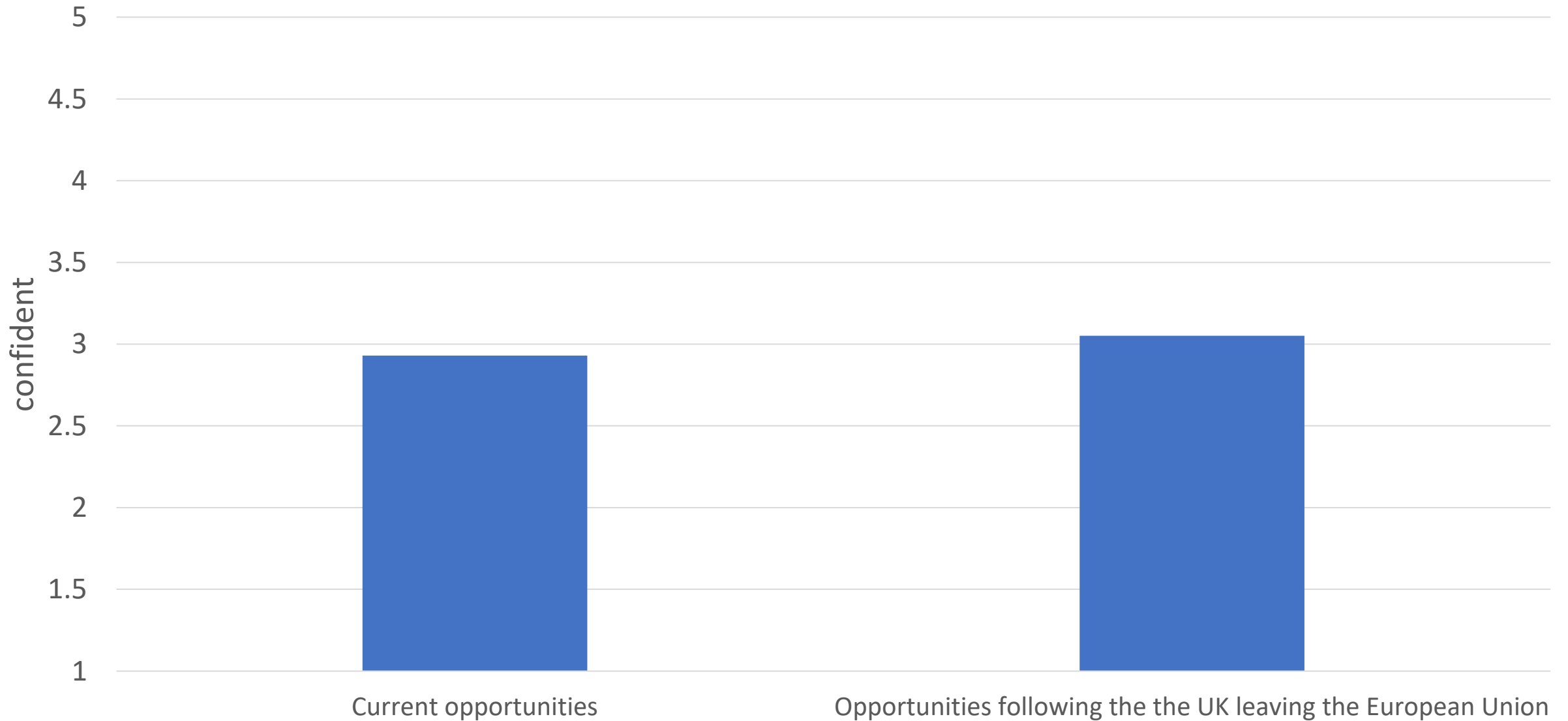
57 small (~<20 hectare) holdings; 9 medium (~20-200 hectare) holdings; 2 large (~>200 hectare) holdings

Other players: Nursery; Producer Organisations; crop association

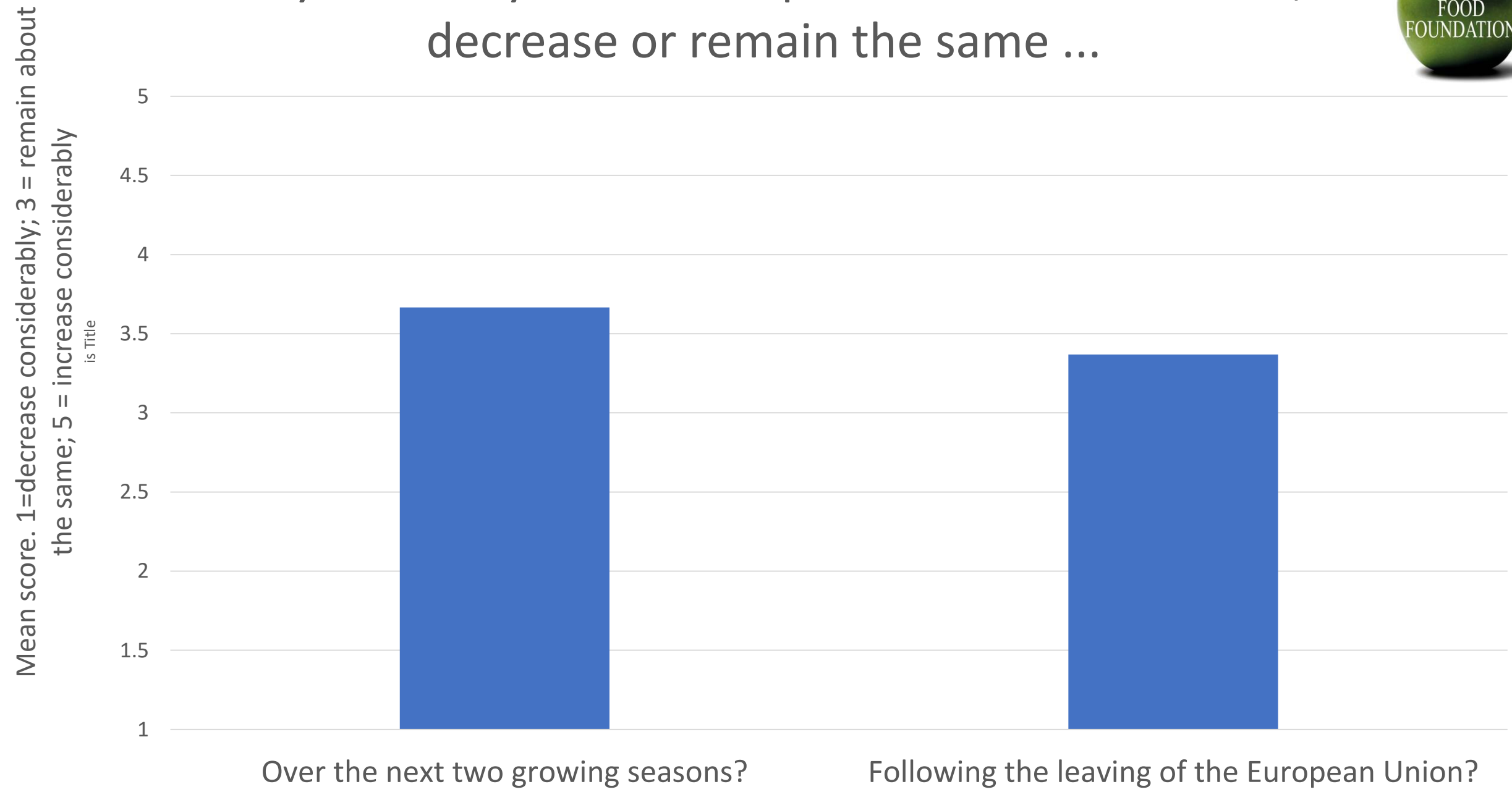
How confident are you about opportunities for UK horticultural production?



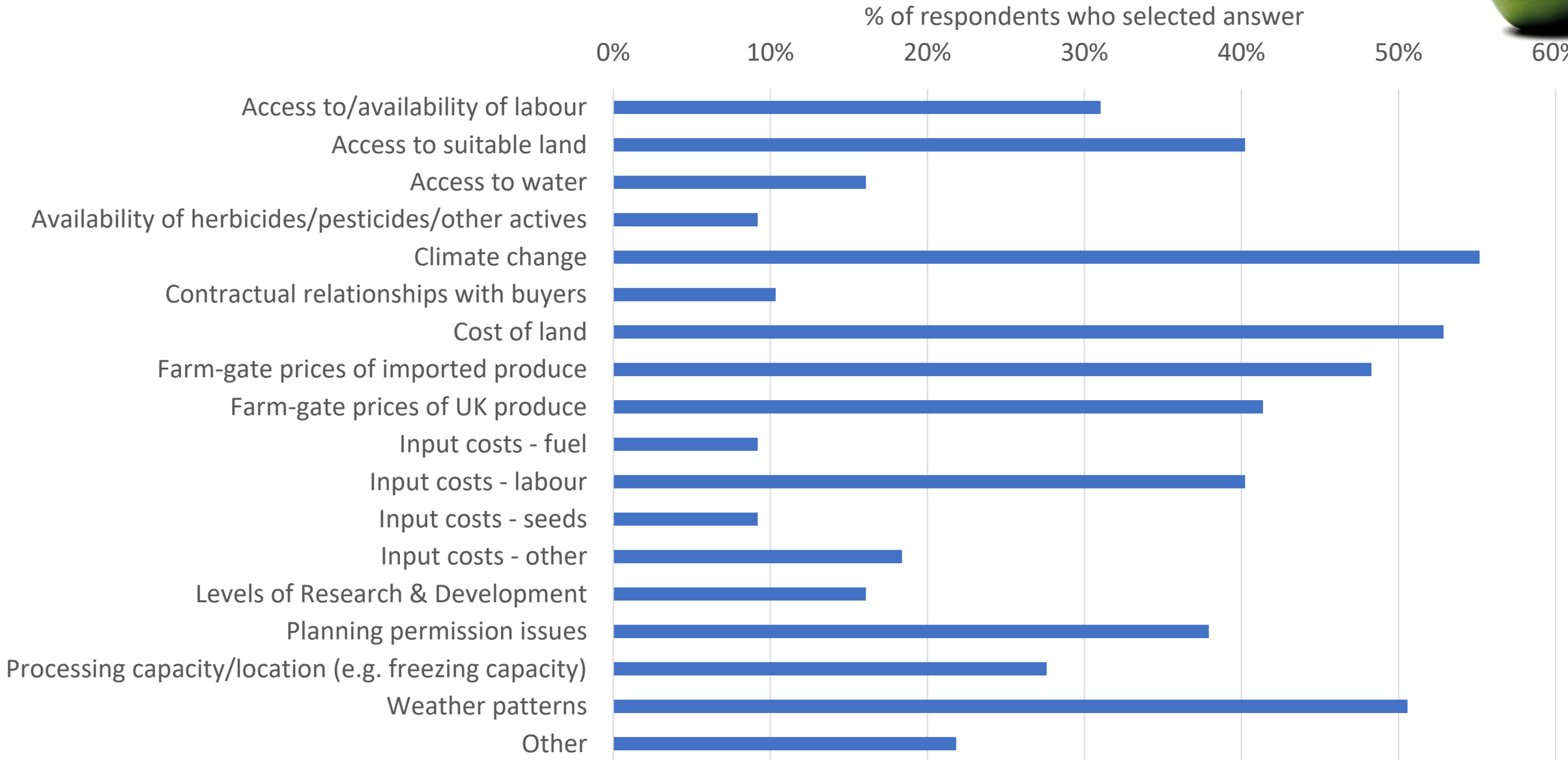
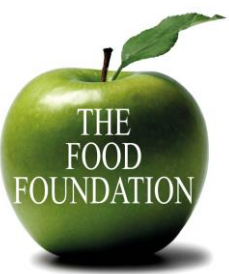
Mean score. 1=not at all confident; 5 = very confident



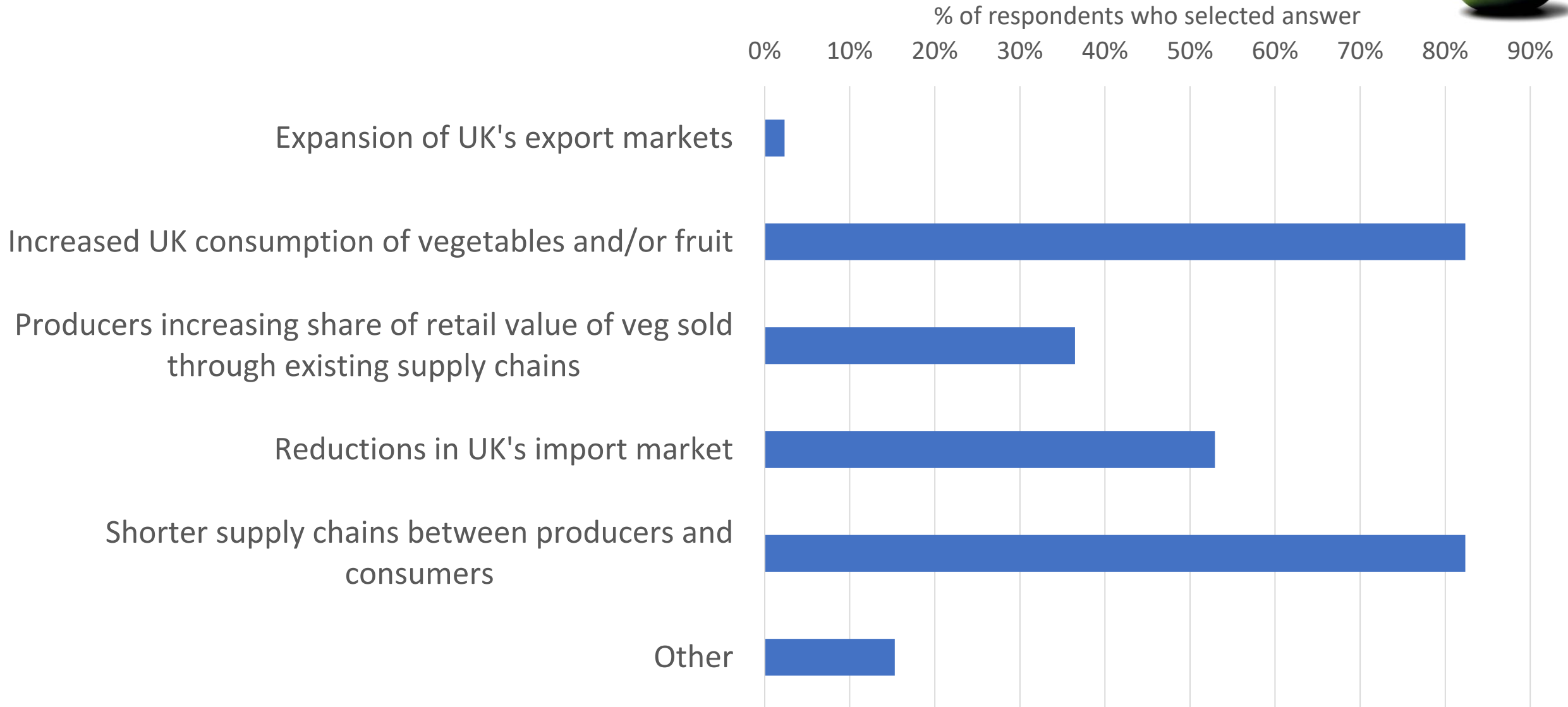
Do you think your level of production will increase, decrease or remain the same ...



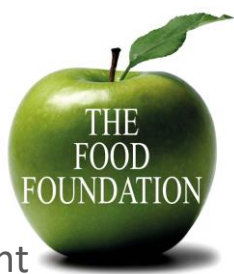
What of the following (if any) are the biggest threats to your current ability to make returns on your investments?



What of the following (if any) are the biggest opportunities to your future ability to make returns on your investments?



How important could the following measures be in supporting the UK horticultural sector?



Mean score. 1 = not at all important; 5 = very important





Key quotes and asks

- *Improving the poor health of the UK population will increasingly exercise successive governments as NHS bills soar. UK Horticulture should be planning now for how we can provide the enormous increases in veg and fruit production that we know will be required. We should make representation to government with a clear, bold vision demonstrating what a key part of the solution we can be and outlining the barriers to achieving that vision* Producer Organisation
- *Brexit could be a great opportunity for Britain to become more self reliant in vegetables and fruits, which would benefit farmers and consumers. We are in need of policies to support this.* Farmer, small horticultural holding
- *We are already experiences labour shortage issues this growing season. Normally our seasonal labour force is made up of European workers, but we have been struggling to attract any this season* Director, small horticultural holding
- *We have had three times as many applications [as places] for our paid apprenticeship. It would be great to have more opportunities like ours* Small mixed farm



Key quotes and asks

- *The old relationships between producers, shop-keepers & shoppers have been eroded to almost nothing as town centres & villages are hollowed & retail park, ring road & super market have expanded. A proper agricultural relationship is made from the bottom up where ingenuity, dexterity & social interaction are living & palpable. Between super market, customer & producer there is no relationship*
Medium-sized mixed farm
- *It is important to mostly focus on increasing the domestic market for fruit and veg and not encourage more exports until we have enough veg here for our consumption.*
Medium-sized mixed farm
- *We need a level playing field with Europe otherwise the highly efficient European producers will take our market.*
CEO large farming and fresh produce company
- *Given increasing climate instability and the unstable nature of marketing perishable products, we have relied on and flourished as a result of a stable framework to operate in. Brexit has, at least at present, removed that.*
Commercial controller, Producer Organisation