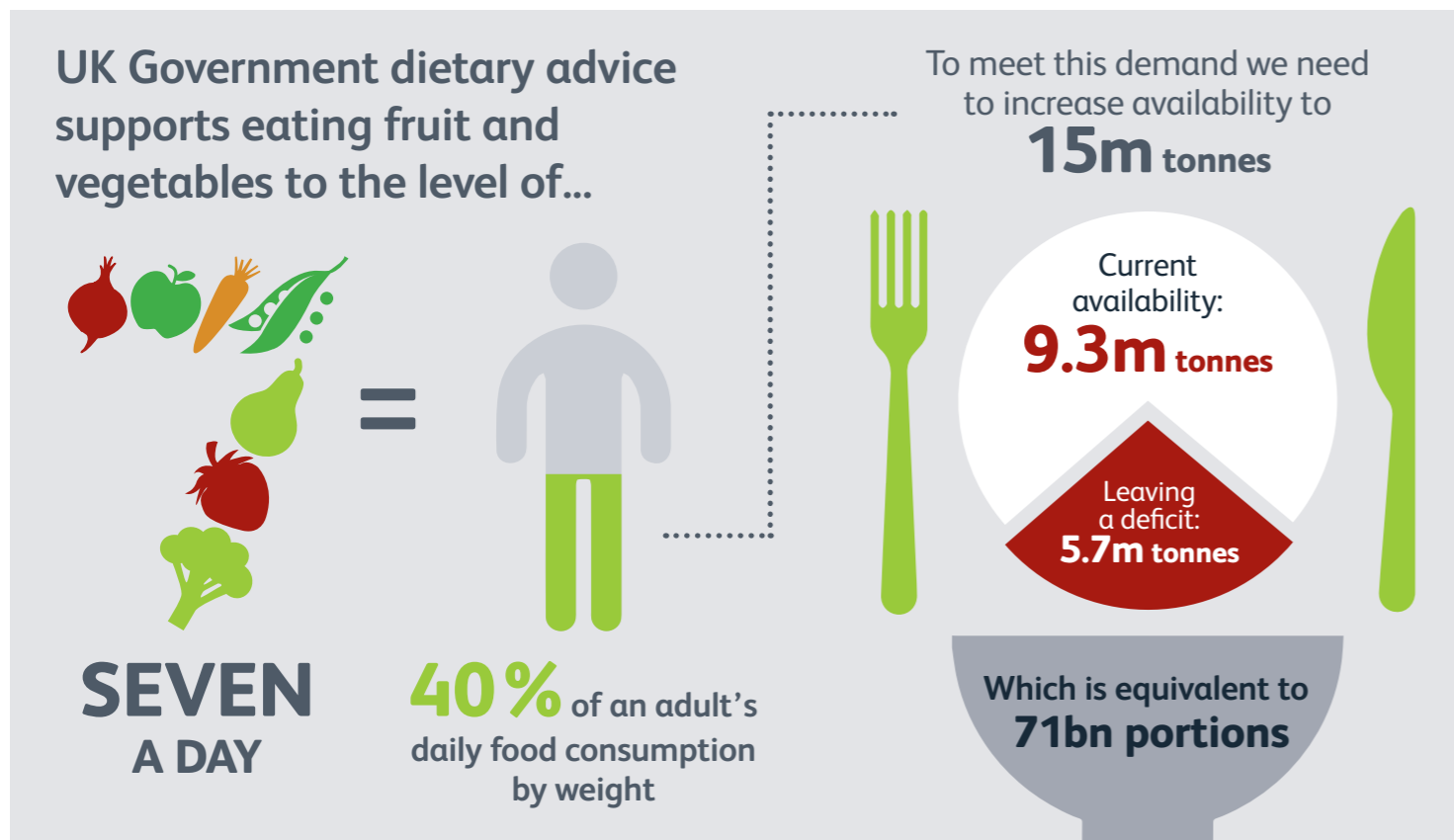
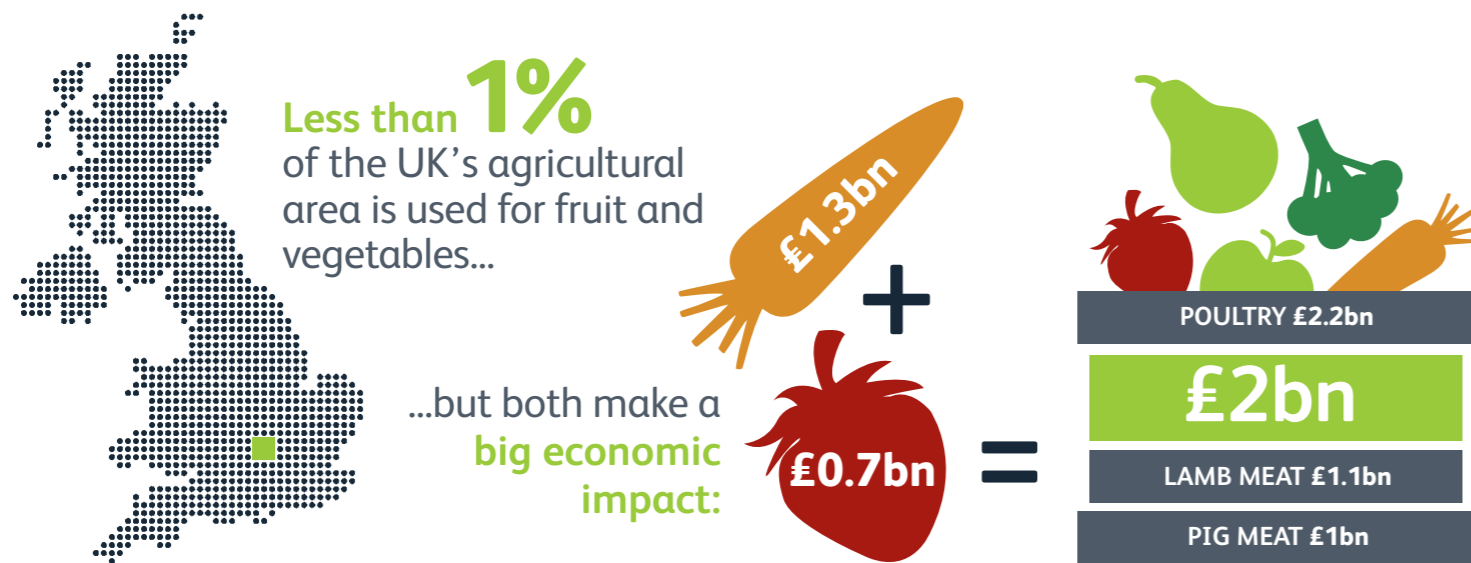


Fruit and Vegetable Alliance

For further background information on the figures featured in the infographic:
 DEFRA: Agriculture in the United Kingdom (2016)
 Food Foundation: Farming for 5 a day (2017)
 Fruit and Vegetable Alliance: Response to DEFRA's Health and Harmony Consultation (2018)

The **Fruit and Vegetable Alliance** is a diverse group of producer organisations who are unified by a desire to get the nation eating more fruit and vegetables. Through our work we will strive to increase production and consumption and act as a platform to develop a clear and coherent vision for the sector.



Based on the Farm Business Survey only **1%** of the UK Government's direct payments go to horticulture.



For a **happier, healthier population** we need to **support expansion** and reap the many **social, economic** and **environmental benefits** of fruit and vegetables. We will work with partners to **drive up consumption** and help **increase production** through a variety of methods.

We aim to:

