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:

- Produce an extra 2m tonnes
- Bring an additional 100,000 hectares of land into production
- Increase the value of the sector to £3.1bn
- Resulting in 25bn more portions every year

To meet this demand we need to increase availability to 15m tonnes, which is equivalent to 71bn portions.

UK Government dietary advice supports eating fruit and vegetables to the level of...

- SEVEN A DAY
- 40% of an adult’s daily food consumption by weight

Less than 1% of the UK’s agricultural area is used for fruit and vegetables...

...but both make a big economic impact:

- POULTRY £2.2bn
- LAMB MEAT £1.1bn
- PIG MEAT £1bn
- Total: £3bn

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)