

UFU 2019 Pledge



This is a Northern Ireland wide pledge

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This commitment will be implemented by October 2019.

Parliamentarians and Government commit to work with producers to develop and implement sector strategies to make domestic veg production resilient, profitable and sustainable so it can keep in step with rising demand.

This aligns with point 1 on the Commitments Framework

Commitment Details

The UFU is committed to supporting growers' build resilient, sustainable and profitable businesses through our policy influence in order to increase fruit and vegetable production and subsequently consumption in NI.

Monitoring

This commitment can be measured through vegetable grower's satisfaction with policy intervention and lobbying work that the UFU do on behalf of growers.

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This commitment will be implemented by October 2019.

Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

This aligns with point 7 on the Commitments Framework

Commitment Details

The UFU pledges to create a vibrant image of fruit and vegetables through social media, local press and grower consumer interactions events.

Monitoring

We will run 2 social media campaigns annually that focus on vegetable promotion. The success of these campaigns can be measured through social media interactions and statistics.