

NFU HORTICULTURE & POTATOES GROWTH PLAN – SECTOR PRIORITIES



Strategic aim 1: To champion British horticulture & potatoes and promote a positive image of the sector to consumers.



Strategic aim 2: To increase recognition of the importance of a productive, profitable, competitive horticulture & potatoes sector.



Strategic aim 3: To ensure the right policy and supply chain environment exists for our grower members to run profitable businesses.

Growing demand for British fresh produce, plants and flowers

Increase consumption of produce and plants

Develop evidence based, practical actions which can be implemented by industry and government to deliver increased consumption of fruit, veg and potatoes.

Engage with retailers, processors and food service providers to encourage support for British produce for both fresh, processed and ornamental products

Educate consumers on benefits of fresh produce and plants

Lobby for effective communication/ education through the national curriculum, National Food Plan, industry initiatives, plus nutritional labelling and healthy eating campaigns.

Promote the health and well-being benefits associated with ornamental plants through the Ornamental Horticulture Roundtable Action Plan

Raise the profile and perception of the sector

Championing British at shows, events and with consumer campaigns. Promote the Home Grown mark for Ornamentals

Delivering fair, transparent and secure returns through the supply chain

Secure long-term supply chain relationships

Highlight examples of good and bad supply chain practice and secure signatories to the NFU Fruit and Veg Pledge.

Increase engagement with processors, food service providers & intermediaries.

Deliver fair contract terms that work for suppliers and customers

Educate growers on contractual terms and conditions / improve grower negotiating skills / engage customers in discussions over contracts / promote best practice contractual terms

Ensure fair treatment of growers by retailers

Promote awareness of GSCOP rules and encourage members to report breaches to GSCOP adjudicator.

Promote good trading practice in ornamentals through the Ornamental Horticulture Roundtable Action Plan

Securing positive cross-Government policies that enable growth

Secure access to a sufficient and affordable supply of labour

Lobby for policy and supply chain measures to mitigate impacts of the National Living Wage. Monitor labour supply and alert government to the threats of any shortfall

Lobby for evidence based policies

Lobby for sensible government policies on crop protection & pests / water resources / planning / bee health / growing media / waste

Embed Horticulture and Potatoes requirements into wider industry policies including CAP, labelling, nutrition, renewables

Ensure value for money from AHDB levy

Influence R&D programmes to maximise competitiveness, to address major sector challenges such as automation, plant protection and delivering increased nutrition

Lobby for robust cost benefit analysis of AHDB activities in order to deliver a clear strategy