

# THE FRUIT & VEG PLEDGE

## A CHARTER FOR BEST BUSINESS PRACTICE IN THE FRESH PRODUCE SECTOR

This charter of best business practice seeks to improve relationships and balance risk between retailers, intermediaries and growers. It sets out the behaviours and commitments that we believe the supply chain should aspire to if it is to achieve the vision of a productive and profitable British horticulture and potatoes sector.



## BRITISH GROWERS' PLEDGE TO:

Produce the highest quality, traceable and farm assured fresh fruit and vegetables that consumers increasingly demand. Growers will commit to investing in their businesses to achieve the highest levels of efficiency as well as investing in innovative new products and production techniques to extend the availability of British fresh produce for consumers.

## WE PLEDGE TO:

- Treat all of our suppliers fairly, at all times and in accordance with the Groceries Supply Code of Practice
- Build long term relationships with growers that offer greater certainty and stability.
- Offer production programmes as far in advance as possible of the crop being required (ideally one year) with a commitment to purchase a proportion of the crop at a previously agreed price when it is ready to harvest.
- Offer greater price certainty to growers – either for a season, or on a specified volume of product, with no unexpected, unilaterally imposed changes.
- Pay all of our suppliers on time, in full and always consult with suppliers in advance of any changes to payment terms and conditions.
- Seek to plan promotional activity in advance with growers and seek to adopt a flexible, production led approach to the timing of promotions as much as possible to help manage supply and demand.
- Reduce wastage, eliminate costs and add more value to the supply chain by seeking out opportunities to utilise the whole crop and adopting realistic product specifications.
- Communicate directly with our grower suppliers so that:
  - they can better understand consumers' needs and therefore make informed production decisions and;
  - we can better understand the production challenges that growers' face and be flexible to changes in supply.
- Seek to adopt a joined up business plan across all aspects of our business and throughout our supply chain so that retail buyers, intermediaries and growers are working together towards common goals for the fresh produce category.
- When in season, commit to increasing the proportion of British fruit and vegetables that are available for consumers to buy.
- Contribute to investment in horticultural research, development and product innovation that benefits consumers.

The NFU will regularly publish on its website a list of those companies who have endorsed the Fruit & Veg Pledge.  
[www.nfuonline.com](http://www.nfuonline.com)