

# The Grocer

**Focus On: Fresh produce**

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It's a tough time to be a British farmer. Seasonal worker shortages of up to 75% have been reported in some parts of the UK, risking crops being left unpicked. Farm input costs are also rising three times faster than the headline UK inflation rate, which hit a 40-year high in April. That's on top of Brexit and other supply chain disruption. So what does it mean for fresh produce in supermarkets? If farmers are struggling to plant or harvest, what impact will it have on supplies? Will supermarkets be forced to up prices in an aisle that often shapes shopper perceptions of overall store value? And how will it affect how people use the category to manage their costs at a time of economic crisis?

**Home cooking:** Although Brits have returned to hospitality post lockdown, many suspect we will trade down from restaurants as costs rise, doing more cooking at home. What impact will this have on fresh veg?

**Merchandising:** How are the retailers merchandising fresh produce? What packaging reforms are we seeing as shoppers call for more action on environmental impact? And what other changes are we seeing?

**Health:** Sales of some fruit and veg categories saw a special pandemic boost because of their health benefits. Have these habits endured post-lockdown?

**Veg data:** Using data and commentary, we explain the performance of this market and the factors that are driving change.

**Fruit data:** Using data and commentary, we explain the performance of this market and the factors that are driving change.