

## Fruit and Vegetables - UK - October 2013

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*"In addition to price being a barrier for the five-a-day message, consumers may simply be unaware of what constitutes the RDA. One in five adults note that it is sometimes hard to know which foods count towards their five-a-day, rising to a sizeable 26% of 16-24s, which is a concern considering rising obesity levels."*

– Alex Beckett, Senior Food Analyst

### This report looks at the following areas:

- To what extent is the five-a-day message understood by adults?
- How can supermarkets embrace traceability to encourage sales of fruit and vegetables?
- Are supermarkets missing an opportunity to sell 'ugly' fruit?
- How can baked bean manufacturers boost usage among 16-24s?

Price inflation has been integral in fuelling value growth, though annual growth in constant terms has struggled as higher prices curb demand for fruit and vegetables.

The poor production conditions of 2012 reduced the crops of root vegetables – especially potatoes – and also top fruit such as apples and pears, prompting higher prices at retail and helping to fuel value growth. Faced with higher prices, 16% of adults report they have cut back on fruit and vegetables because of the cost – agreement rising among the less well off.

Consumers are more likely to buy fresh fruit and vegetables as they get older, partly reflecting the healthier diets of older adults and younger consumers' preference for more 'convenient' fruit formats but it's a concern that 38% of adults struggle to eat their five-a-day of fruit and vegetables.

This is likely to relate to the recent surge in prices, inhibiting usage, and a lack of understanding about how foods count towards the five-a-day – something a fifth of adults struggle with. However, this report identifies opportunities to encourage stronger usage of fruit and vegetables, including responding to consumer interest in the origin and health benefits of fresh produce.

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