

FRUIT AND VEG

Only refers to fresh, own brand fruit and vegetables. Items listed are 100% British when in season, only. Does not include processed products, ready meals or tinned products. Retailer fruit and veg sourcing. All data as of July 2020.

For full details please visit: www.countrysideonline.co.uk/backbritishfarming



7.7%
MARKET SHARE

First retailer to sign NFU Fruit and Veg Pledge, which includes a commitment to supply seasonal British fruit and veg. In 2014, Aldi was above the industry average with more than 40% of all its fresh produce being British.



When in season, sell 100% British:

- ✓ Potatoes
- ✓ Onions (except mild onions)
- ✓ Brassicas
- ✓ Carrots
- ✓ Parsnips
- ✓ Swedes
- ✓ Celeriac
- ✓ Turnips
- ✓ Asparagus
- ✓ Pumpkin
- ✓ Podded peas
- ✓ Runner beans
- ✓ Lettuces
- ✓ Berries
- ✓ Potted herbs
- ✓ Salad onions



14.1%
MARKET SHARE

?%



7%
MARKET SHARE

When in season, sell 100% British:

- ✓ Potatoes
- ✓ Parsnips
- ✓ Cabbage
- ✓ Carrots
- ✓ Swedes
- ✓ Onions



5.9%
MARKET SHARE

?%



M&S
EST. 1884

>2.0%
MARKET SHARE

?%



10%
MARKET SHARE

When in season, sell 100% British:

- ✓ Strawberries
- ✓ Carrots
- ✓ Broccoli
- ✓ Cauliflower
- ✓ Peas
- ✓ Cabbage
- ✓ Onions
- ✓ Potatoes
- ✓ Parsnips
- ✓ Sprouts

Sainsbury's

15%
MARKET SHARE

?%



26.9%
MARKET SHARE

When in season, sell 100% British:

- ✓ Carrots
- ✓ Parsnips
- ✓ Swede
- ✓ Onions
- ✓ Celeriac
- ✓ Turnip



Waitrose

5.0%
MARKET SHARE

When in season, sell 100% British:

- ✓ Mushrooms
- ✓ Sweetcorn
- ✓ Leeks
- ✓ Courgettes
- ✓ Broccoli
- ✓ Brussels
- ✓ Cabbages
- ✓ Spinach
- ✓ Kale
- ✓ Cauliflower
- ✓ Carrots
- ✓ Parsnips
- ✓ Beetroot
- ✓ Turnips
- ✓ Swede
- ✓ Celeriac
- ✓ Fennel
- ✓ Runner beans
- ✓ Broad beans
- ✓ Garden peas
- ✓ Round beans
- ✓ Purple Sprouting broccoli
- ✓ Pumpkins
- ✓ Aubergines
- ✓ New potatoes
- ✓ Maincrop potatoes
- ✓ Salad potatoes
- ✓ Pot herbs
- ✓ Lettuce
- ✓ Celery
- ✓ Peppers
- ✓ Cucumbers
- ✓ Strawberries
- ✓ Raspberries
- ✓ Blackberries

70% of all Waitrose fruit and veg are British