

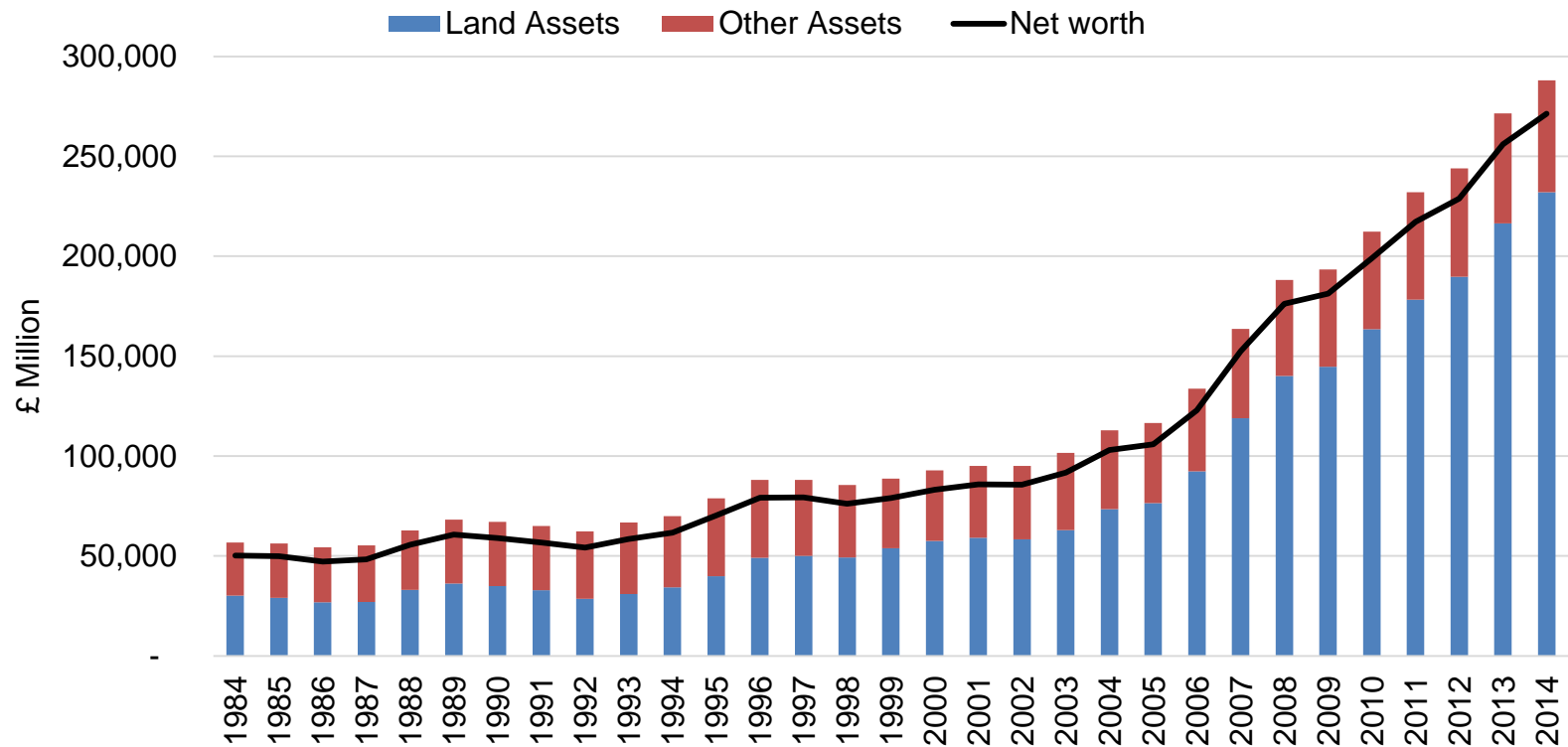
# Horticulture Strategy overview

AHDB Market Intelligence November 2016

A decorative graphic at the bottom of the slide consisting of several overlapping, wavy bands of green, ranging from a dark forest green to a lighter, muted green, creating a sense of movement and depth.

# Land values

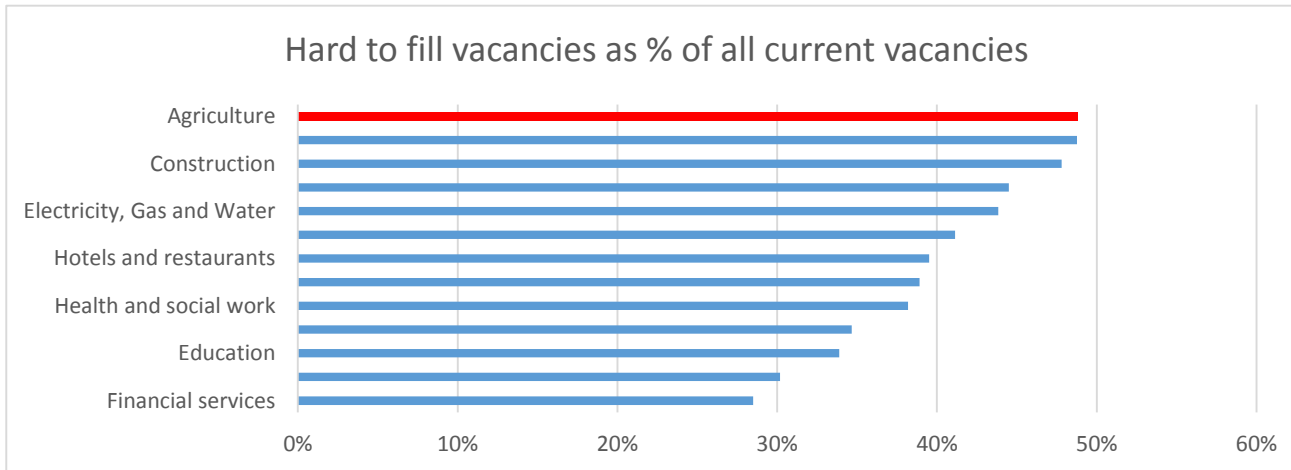
Assets and net worth of UK Agriculture (at current prices)



- Increasing reliance on land assets
- Other assets have not increased as quickly in value in the UK

Source: Defra

# Agricultural workforce



- Agricultural workforce vacancies amongst the most difficult to fill

## Number of EU nationals employed in agriculture (2011 to 2015)

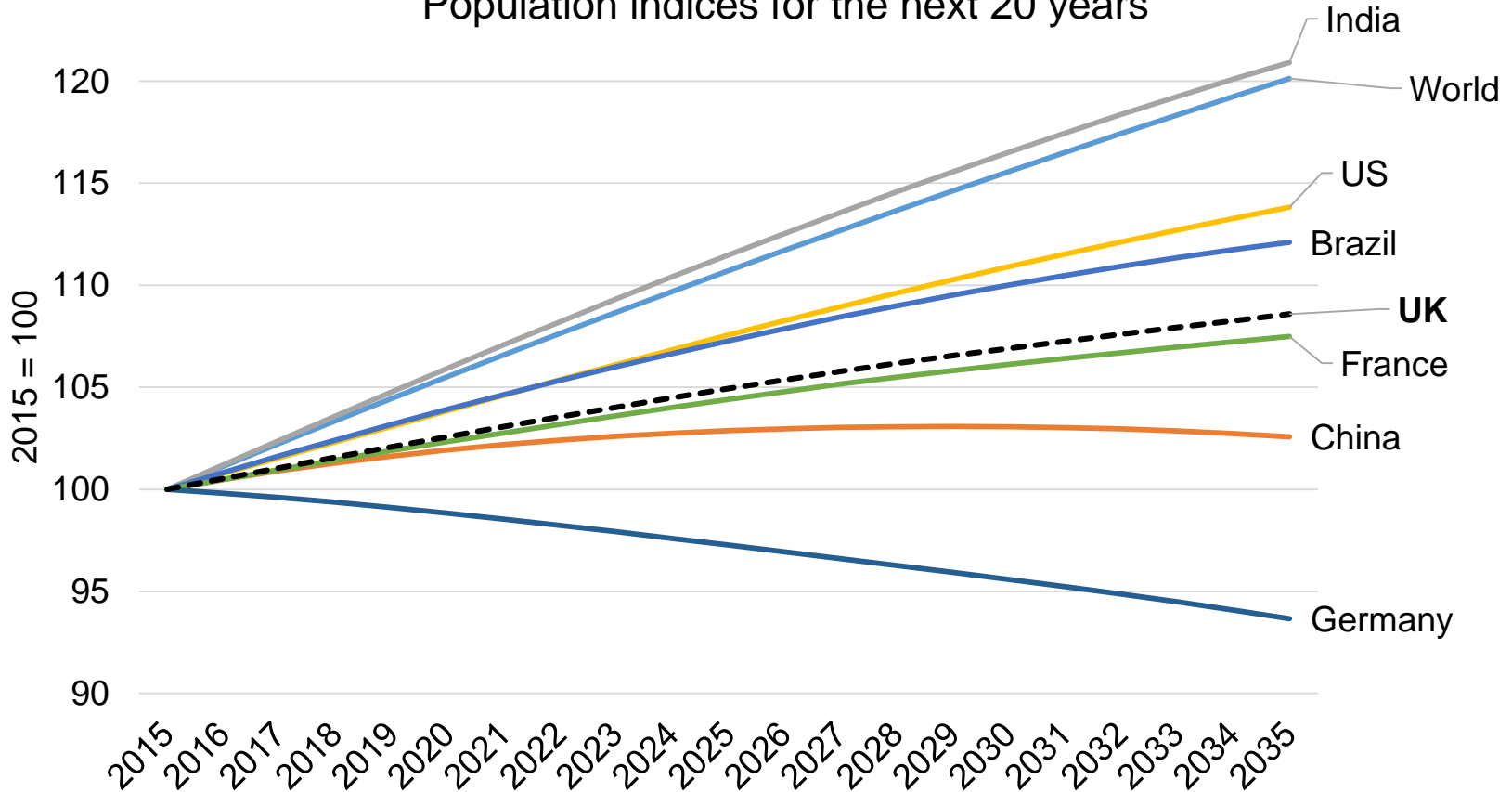
Sources: ONS, Labour Force Survey 2015

Year	Number of EU-born individuals employed
2015	22,517
2014	22,371
2013	18,784
2012	19,138
2011	15,957

Source: ONS, Labour Force Survey 2015

# Consumption

Population indices for the next 20 years



- Population growth at home

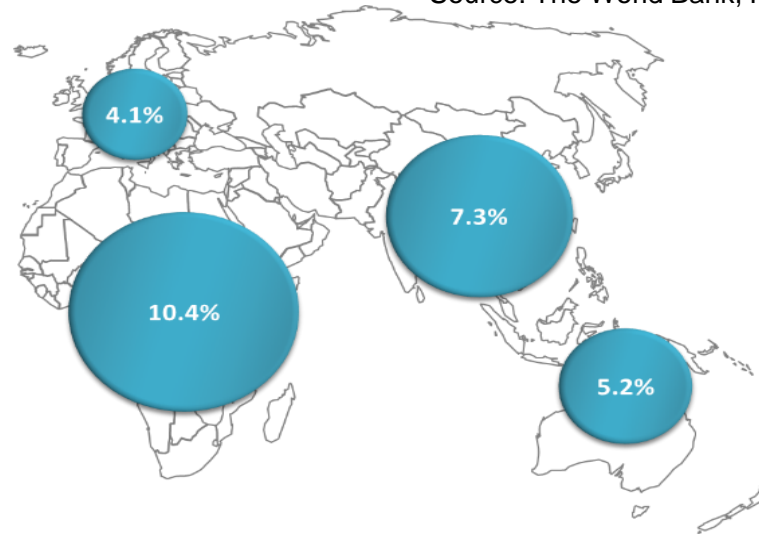
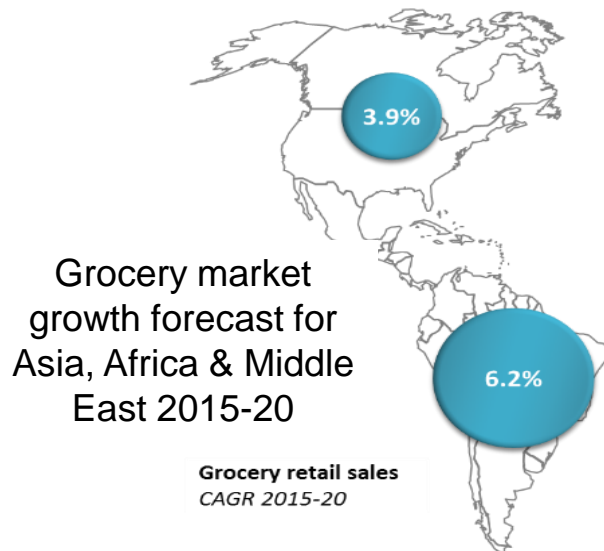
Source: ONS

# Consumption

- Expected surge in global middle class

GROWTH IN GLOBAL MIDDLE CLASSES	2009 No of people (m)	2009 Global Share (%)	2030 No of people (m)	2030 Global share (%)	Middle class growth trend
North America	338	18%	322	7%	
Europe	664	36%	680	14%	
Central and South America	181	10%	313	6%	
Asia-Pacific	525	28%	3228	66%	
Sub-Saharan Africa	32	2%	107	2%	
Middle East and North Africa	105	6%	234	5%	
World	1845	100%	4884	100%	

Source: The World Bank, Kharas and Gertz 2010

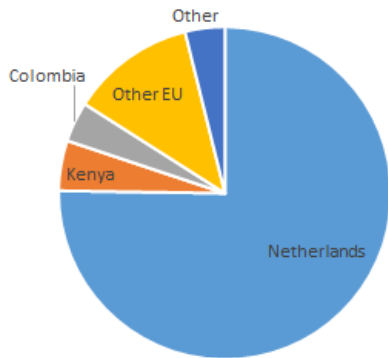


Source: IGD Research, growth calculated at nominal rates

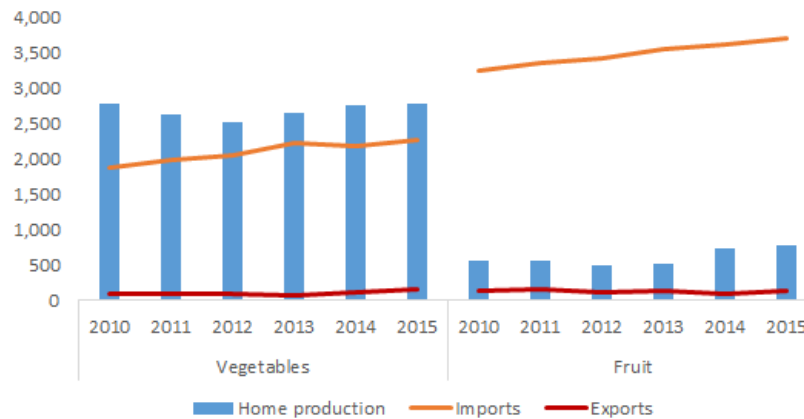
# Trade

## Horticulture

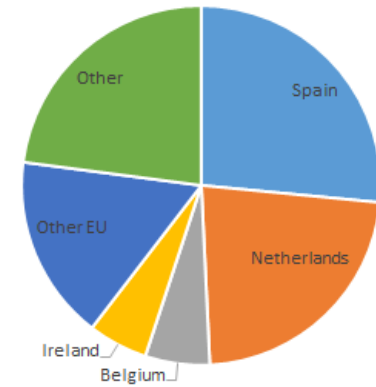
Imports of plants and cut flowers, 2015



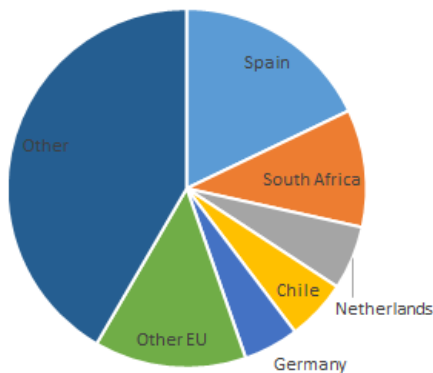
Supplies of fruit and vegetables in the UK



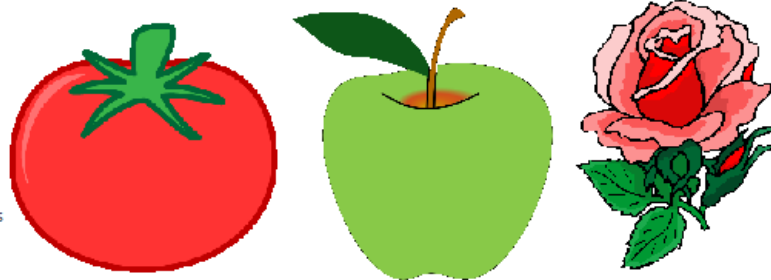
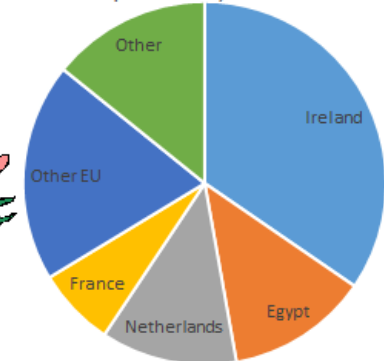
Imports of vegetables, 2015



Imports of fruit, 2015



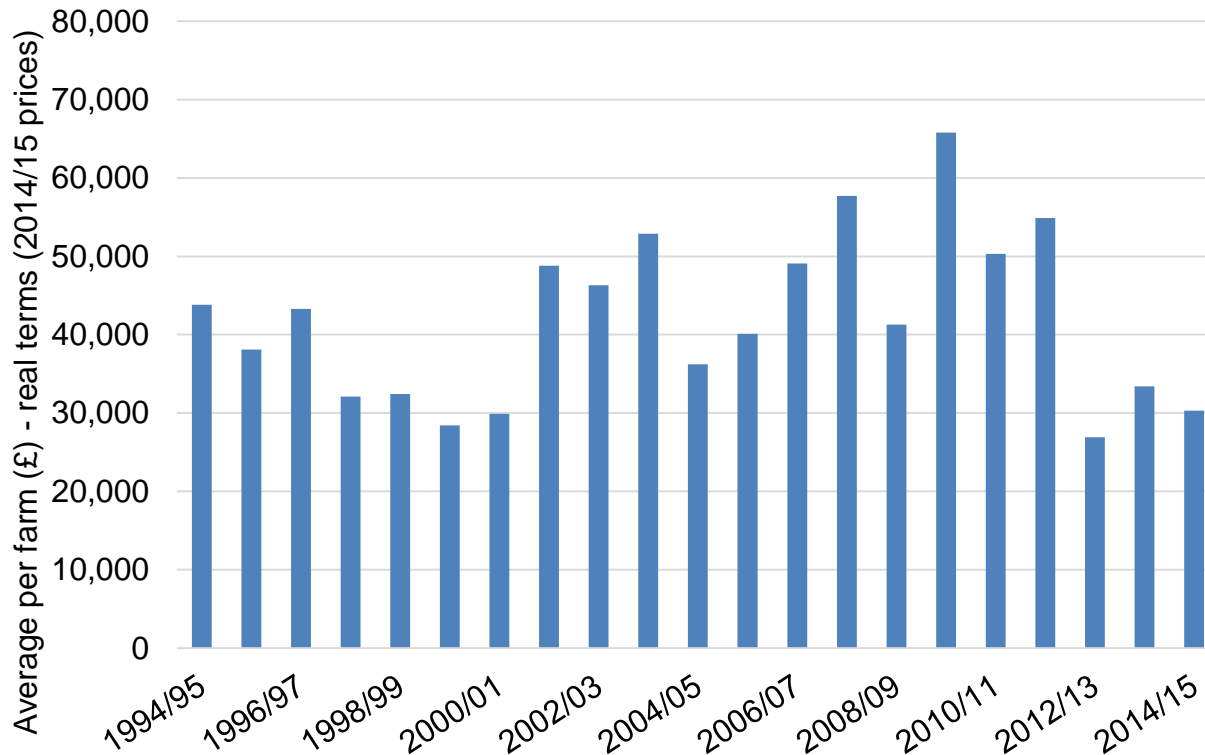
Exports of horticultural products, 2015



Labour the key issue for horticulture

# Volatility

Net Farm Income (England) for Horticulture farms



Source: Defra

- Weather, politics, macro-economics and evolving agricultural policy have all contributed to volatility
- Competitive and resilient farm businesses are critical to cope with volatility
- Along with innovative market led solutions and supportive policy