

Challenges for the UK Soft Fruit Industry

Dr Louise Sutherland

British Berry Growers R&D Chair



Industry growth

	2001	2021	Increase %
	Tonnes		
Strawberries	36,600	114,600	213
Raspberries	7,700	15,700	104
Other soft fruit	4,900	10,600	116

Driven by research and innovation

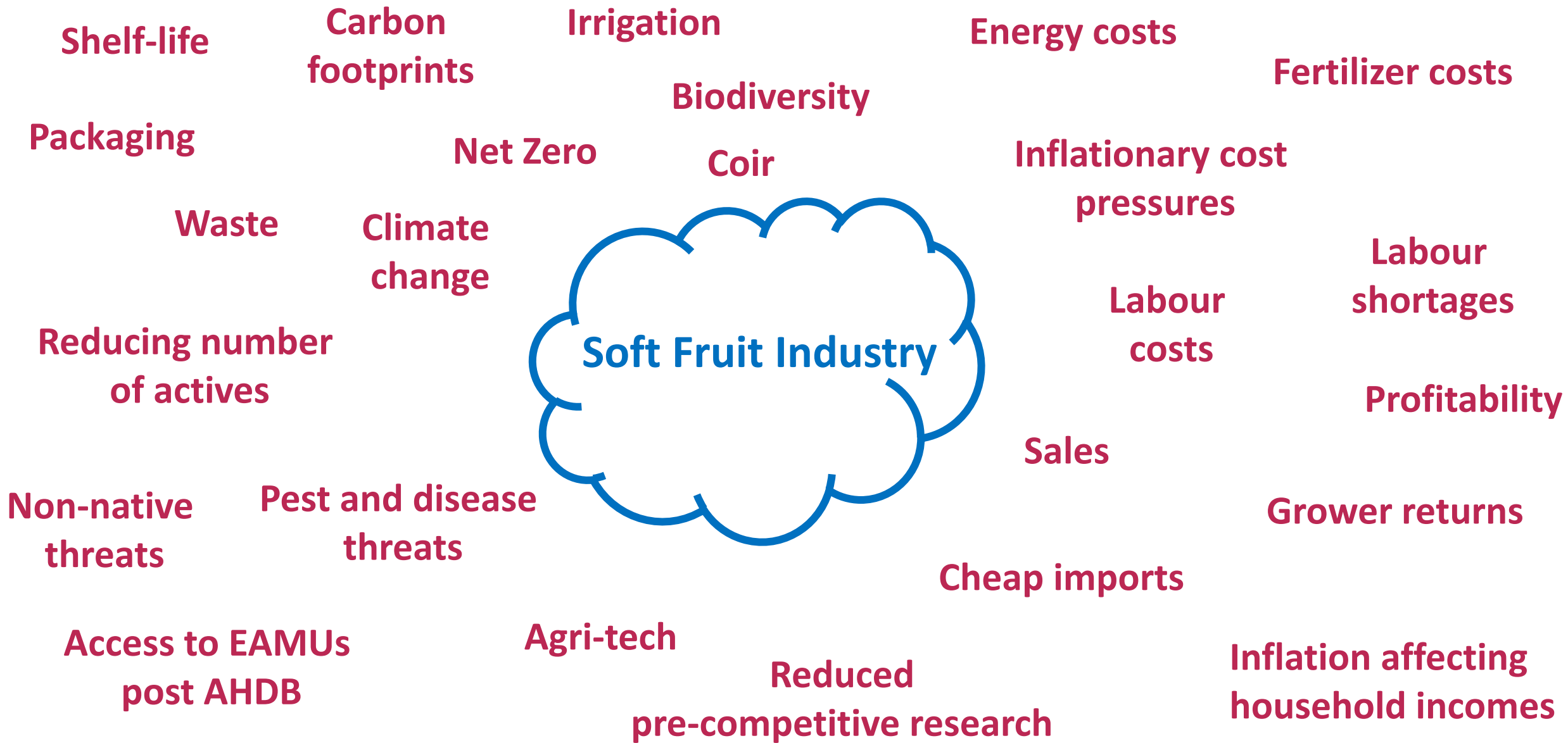


Challenges for UK Soft Fruit Industry

Sustainability

- Environmental
- Social
- Economic





Background

Impacts of statutory levy termination at AHDB:

- No future work commissioned
- Horticulture wind down process in full swing
- 19 soft fruit projects being run out
- Key projects affected:
 - Development and implementation of season long control strategies for *Drosophila suzukii* in soft and tree fruit
 - Application and Management of Biopesticides for Efficacy and Reliability (AMBER)
 - Membership of the East Malling Strawberry Breeding Club (EMSBC)
 - UK Raspberry Breeding Consortium (UKRBC)
 - Data Collection and Applications to support EAMUs
 - SCEPTREplus - Research for sustainable plant protection products for use in horticulture
- EAMUs and EA work ***ends on 31st March 2023***

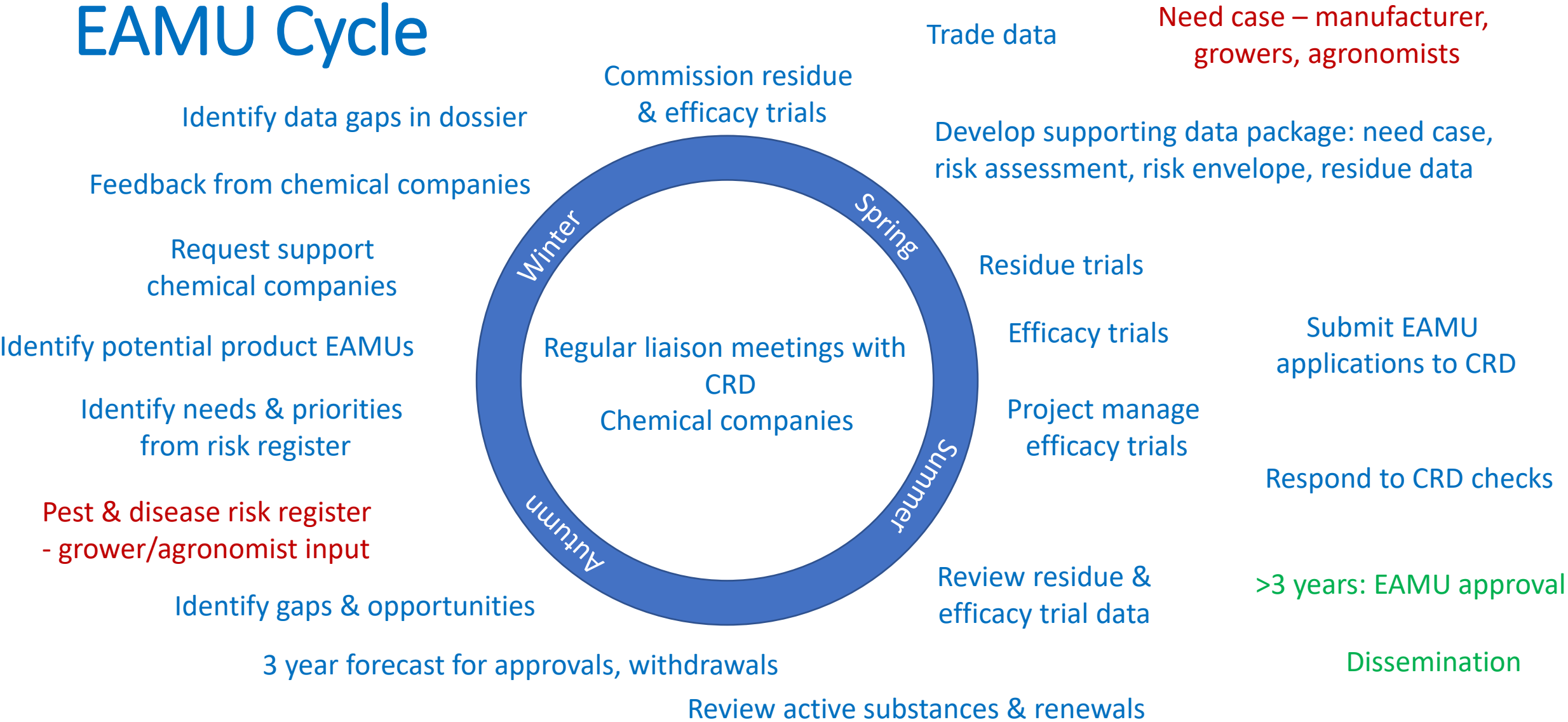


Research Needs of UK Soft Fruit Industry

- Scoping conducted in Summer 2022
- Growers across the soft fruit industry consulted
- Needs and priorities for soft fruit research identified



EAMU Cycle



Future of EAMU work

- BGA, Crop Associations, BBG, AHDB and DEFRA are working to ensure smooth transition
- A new company Horticulture Crop Protection Ltd has been set up
- From 1st April 2023 will conduct EAMU work
- Not for profit company
- Owned by Crop Associations
- Funded by voluntary levy
- Chair Ali Capper
- Directors from a range of different Horticulture sectors



BBG R&D

- Grower R&D Board
- Representatives from different soft fruit crops, regions, POs

Responsibilities:

- R&D strategy
- Establish priorities
- Oversee activity

Focus:

- Horizon scanning
- EAMUs, EAs, biological controls, biopesticides approvals
- Targeted research on key pest and disease priorities
- Knowledge exchange



Thank you

