

The Grocer

Focus On: Fresh Produce

By Grace Duncan (grace.duncan@thegrocer.co.uk)

Publishing: 13 June 2026

Advertising deadline: 29 May 2026

Submissions deadline: 22 May 2026

Intro: Brands are becoming more visible in the fresh produce aisles. Some newly launched brands are leveraging “superior” quality and attractive formats to steal share from own label, while some incumbents continue to splash on marketing campaigns to lure shoppers. So, are their efforts working?

Brands: Driving visibility

- Who are the biggest/best known brands in fresh produce?
- Which have been the most prominent campaigns of the last 12 months?
- How effectively are brands justifying their higher prices?

Challenges: High costs & unpredictable weather

- What costs are UK growers contending with?
- How concerned are growers about extreme weather?
- How are they preparing for the future?

Government policy: Growers demand support

- What changes has the government implemented in the last 12 months?
- Is it remedying inconsistencies between local and central planning authorities?
- What can it do to better back British growers?

Innovation: New flavours and formats

- How have fresh produce suppliers been innovating?
- What have been the standout packaging innovations?

Breeders’ rights: Legislation on derived varieties

- What rights do plant breeders have under the Plant Varieties Act 1997?
- How have these rights been challenged in recent months?

Supermarket schemes: Retailers target 5-a-day

- How are retailers incentivising consumers to eat their 5-a-day?
- Which ones are giving out free fruit & veg?
- How are they working with schools to prioritise healthy eating?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.