

NFU PLANTS & FLOWERS PLEDGE

A commitment to best practice in the plants and flowers sector

British growers produce high quality, traceable and much loved plants and flowers which consumers increasingly demand. This charter of best practice seeks to improve relationships and balance risks between growers and their customers. It sets out good behaviours and practices that the supply chain should aspire to. Doing so will secure a productive and profitable British horticulture sector and deliver security that is not only good for growers, but good for consumers too.



COMMITMENTS:

- Treat all suppliers fairly, at all times and in accordance with the principles of the Groceries Supply Code of Practice
- Build long term relationships with growers that offer greater certainty and stability
- Offer production programmes as far in advance as possible of the crop being required with a commitment to purchasing the crop at an agreed price when it is ready to harvest
- Offer greater price certainty to growers, either for a season, or on a specified volume of product, with no unexpected or imposed changes
- Pay all suppliers on time, in full and always consult with suppliers in advance of any changes to payment terms and conditions
- Plan promotional activity with growers, adopting a flexible, production led approach to the timing of promotions to help manage supply and demand
- Reduce wastage, eliminate costs and add more value to the supply chain by seeking out opportunities to utilise the whole crop and adopting realistic product specifications
- Communicate directly with growers so that:
 - they can better understand consumers' needs and;
 - buyers can better understand the production challenges that growers face
- Increase the proportion of British plants and flowers available for consumers to buy
- Adopt a joined up business plan throughout the supply chain so that retail buyers, intermediaries and growers are working together towards common goals
- Contribute to investment in horticultural research, development and product innovation that benefits consumers
- Protect UK biosecurity by ensuring that buying practices adhere to national plant health requirements