



# AGM

24<sup>th</sup> March 2026

# AGM agenda

1. Welcome and apologies
2. Approve minutes of AGM held on 2<sup>nd</sup> April 2025
3. Matters arising
4. Receive and approve accounts for August 2024 to July 2025
5. Appoint auditors: Forrester Boyd
6. Appoint directors:  
Ross Goatham, Tom Hulme, Robert Rendall, Sarah-Jayne Worthington
7. BAPL update:  
Update from Exec Chair; Communications and representation; R&D
8. AOB





# Financial accounts

Year end 31<sup>st</sup> July 2025

# 2024/25 budget for BAPL activity

**General operations**

£15.50/ha

**Communications &  
Representation**

£0.90/tonne

**Research &  
Development**

£1.90/tonne



# BAPL major finance decisions

2021 crop year	Final year of promotional levy collection
2022 crop year	Reduced marketing budget plus reserves for promotional levy
2023 crop year	Reduced marketing budget plus reserves
2024 crop year	Reduced communications and representation budget plus reserves
2025 crop year	Small communications and representation levy of £0.90/T



# General operations and C&R year-on-year comparison

	<b>Crop year 2023 Y/E 2024</b>	<b>Crop year 2024 Y/E 2025</b>
Income	£81,478	£254,961
Transfer from reserves	£102,066	£0
Expenditure	£183,544	£207,267
Surplus/Deficit	£0	£47,694
Remaining reserves	£190,828	£238,522



# YE 31/07/25: R&D funding approach

- R&D Levies (£1.90/T) were collected quarterly at point of sale within the financial year
- R&D surplus is documented separately.
- Reserve fund required for:
  - Covering overhead cost in the event of crop loss/levy reduction
  - Multi-year research approach
  - Residue and efficacy trials
  - Emergency applications
- R&D is operating on a calendar year basis



# R&D year-on-year comparison

	YE 31.7.2024	YE 31.7.2025
Income	£455,946*	£344,509
Expenditure	£285,094	£249,094
Surplus/Deficit	£178,052	£95,415
Reserves at year end	£265,517	£360,932

\* Levy from 2022/23 collected one month late, so c. £100k fell into y/e 2024 financial year  
The reserves will be used to continue to fund the R&D projects for 25/26 of over £100,000





# Remainder AGM Business



# Executive Chair's Report

# A reminder of BAPL's strategic priorities

## R&D

Pest and disease research  
EAMUs and EAs  
Other R&D as required  
Knowledge sharing

## ADVOCACY

Engage/persuade Gov't  
Engage/persuade Retailers

## LEARNING

Farm workshops  
Next Gen Group  
Smart orchard case studies

## EXPORT

Continue regular meetings  
Advocate for Gov't funding  
Invest in new markets

## DATA

Orchard census  
Picked crop  
Retail sales  
Carbon  
Natural capital  
Sustainability

## COMMUNICATIONS

Social media  
Media relations  
Crisis/issues management  
Materials for growers  
Website  
AGM – state of the nation



Research & development

# R&D highlights – BAPL-funded research

- Fourth annual tender request issued. Projects will launch in April 2026 following funding decisions by the Technical Committee on 12th March 2026
- Current call to tender was for multi-year research
- R&D strategy updated with 5 x strategic themes:
  - Resilient crop protection – pest, disease, weed
  - Climate adaptation
  - Profitable productivity
  - Market differentiation
  - Environmentally positive production
- Governance strengthened
- HCP funding for EAMU's and EA's

## **Innovate UK funding of £200k | Two projects awarded and started**

- Soil amendments to improve apple establishment (continuation of biochar research)
- Using novel nitrogen nutrition in apple orchards to work towards net zero emissions



# R&D Risk Register – pest, disease, weed

TARGET	LATIN NAME	APPLE	ORGANIC APPLE	PEAR
<b>Diseases</b>				
European apple canker	<i>Neonectria ditissima</i>	5 x 4 = 20	5 x 4 = 20	3 x 2 = 6
Scab	<i>Venturia inaequalis</i>	5 x 4 = 20	5 x 5 = 25	4 x 1 = 4
<b>Pests</b>				
Apple blossom weevil	<i>Anthonomus pomorum</i>	5 x 4 = 20	5 x 4 = 20	1 x 1 = 1
Rhynchites weevil	<i>Rhynchites aequatus</i>	5 x 4 = 20		2 x 1 = 2
Pear sucker	<i>Cacopsylla pyri/pyricola</i>			5 x 4 = 20
Woolly apple aphid (WAA)	<i>Eriosoma lanigerum</i>	5 x 3 = 15	5 x 3 = 15	
Rosy apple aphid	<i>Dysaphis plantaginea</i>	5 x 3 = 15	5 x 3 = 15	
Codling moth	<i>Cydia pomonella</i>	5 x 4 = 20	5 x 4 = 20	3 x 2 = 6
Apple sawfly	<i>Hoplocampa testudinea</i>	3 x 2 = 6	5 x 3 = 15	
Pear bud weevil	<i>Anthonomus piri</i>			5 x 3 = 15
Common green capsid	<i>Lygocoris pabulinus</i>	4 x 3 = 12		1 x 1 = 1
Woodlice	<i>Porcellio scaber</i>	2 x 4 = 8	2 x 3 = 6	
<b>Weeds</b>				
Broad leaved weeds (annual)		4 x 2 = 8	4 x 2 = 8	4 x 2 = 8
Grass weeds		5 x 1 = 5	5 x 1 = 5	4 x 2 = 8





# Completed research

- Reports of finished projects available on BAPL website
- Topics focus on the highest priorities and include:
  - Canker (risk register score 20)
  - Scab (risk register score 20)
  - Apple Blossom & Rhynchites Weevil (risk register score 20)
  - Codling Moth (risk register score 20)
  - Woolly Apple Aphid (risk register score 15)
  - Rosy Apple Aphid (risk register score 15)
  - Apple Sawfly (risk register score 15)
  - Woodlice (new issue)
  - Brown Marmorated Stink Bug (new and invasive pest)



# R&D meeting 10<sup>th</sup> February 2026

- 179 delegates (80 in person)
- For presentations and recording, scan QR code



Visit the BAPL website news section to access presentations and full recording





# Representation and advocacy

## Retail and government

# Annual retailer webinar

3<sup>rd</sup> April 2025

Chaired by Charlotte Smith

Attended by:

- Tesco
- Waitrose
- Ocado
- Sainsbury's
- Asda
- Lidl
- Media

M&S, Morrisons, Costco and Aldi registered but did not attend

## Today's panel



Ali Capper  
Executive Chair  
British Apples  
and Pears



James Simpson  
Managing  
Director  
Adrian Scripps  
Ltd



Tom Hulme  
Managing  
Director  
A C Hulme &  
Sons



Tony Harding  
Procurement &  
Technical  
Director  
Worldwide Fruit  
Ltd



Hannah McIlfrack  
Commercial  
Director  
Worldwide Fruit  
Ltd



Ross Gotham  
Managing  
Director  
A C Gotham &  
Son



# Annual orchard event

17<sup>th</sup> September 2025

ATTENDEES (96 – up from 55 in 2024)

- All major supermarkets
- Board and Prom Comm
- NFU
- Local MP
- Media

16th Sep 2026 at Night Yard,  
Highland Court, Kent



Kindly hosted by  
Robert Hinge and Worldwide Fruit



# Retailer of the year

  
**BRITISH APPLE**  
**RETAILER OF THE YEAR**  
**2025**

**AWARDED TO TESCO**  
From September 2024 to August 2025 inclusive, Tesco sold more British dessert apples than any other UK supermarket



 September 2025  
A. Casper, Executive Chair, British Apples & Pears Limited  
Date

  
Note: 2024 apple crop sales to UK supermarkets from BAPL members from week commencing 26th August 2024 to week ending 29th August 2025.

  
**BRITISH APPLE**  
**BEST YEAR-ON-YEAR SALES**  
**2025**

**AWARDED TO ASDA**  
Of all UK supermarkets, Asda had the best year-on-year sales performance for British dessert apples from September to August inclusive



 September 2025  
A. Casper, Executive Chair, British Apples & Pears Limited  
Date

  
Note: 2024 apple crop sales to UK supermarkets from BAPL members from week commencing 26th August 2024 to week ending 29th August 2025.

  
**BRITISH PEAR**  
**RETAILER OF THE YEAR**  
**2025**

**AWARDED TO SAINSBURY'S**  
From September 2024 to August 2025 inclusive, Sainsbury's sold more British pears than any other UK supermarket



 September 2025  
A. Casper, Executive Chair, British Apples & Pears Limited  
Date

  
Note: 2024 pear crop sales to UK supermarkets from BAPL members from week commencing 26th August 2024 to week ending 29th August 2025.

  
**BRITISH PEAR**  
**BEST YEAR-ON-YEAR SALES**  
**2025**

**AWARDED TO SAINSBURY'S**  
Of all UK supermarkets, Sainsbury's had the best year-on-year sales performance for British pears from September to August inclusive



 September 2025  
A. Casper, Executive Chair, British Apples & Pears Limited  
Date

  
Note: 2024 pear crop sales to UK supermarkets from BAPL members from week commencing 26th August 2024 to week ending 29th August 2025.

## 2025: New award for best season launch

**Tesco crowned top British apple retailer for second year running**



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**Top apple and pear supermarkets named**

British Apples & Pears Limited (BAPL), the UK top fruit grower association, has announced Tesco as the 2025 BAPL British Apple Retailer of the Year.

	Total tonnes sold 2024 to Aug 2025	% of total British apple sales	Share of market value
Tesco	34,043	22.8%	28.4%
Asda	30,130	20.2%	19.8%
Sainsbury's	28,058	17.6%	16.0%
Wait	21,411	14.4%	9.9%



# Retailer meetings

- Regular meetings with all retailers
- Proactive and reactive
- Key issues covered:
  - Cost of production
  - Investment
  - Long term contracts
  - Audit burden
  - Measuring carbon
- In collaboration with grower/packers and commercial representatives

# Government and stakeholder relations

- Defra Horticulture Expert Growers group – quarterly at Defra. Farming minister Angela Eagle, MP attended in early February 2026
- Multiple meetings regarding EPP feasibility study and seasonal workers task force engagement
- Multiple meetings on Defra policy areas including: Food strategy; Land use framework; Fair dealings and long-term contracts; Farming road map; Farming profitability review
- Growth potential and targets for British apples and pears provided to the Defra team for discussion with ministers. Key asks:
  - Increase capital allowances from £1 million-£10 million
  - Commercial energy discounts
  - Seasonal worker scheme 5 year continuity and increasing visas
- Various meetings and letters regarding the future of the producer organisation scheme
- Various letters sent to all new ministers and the new Secretary of State autumn 2025
- Multiple engagements regarding the future of research and development for the horticulture sector
- Conference attendance, including: Reap Agritech, National Fruit show, AIC, Resilient food workshop (UKRI), Oxford Farming Conference, NFU
- BAPL AGM: Robbie Moore MP in 2025 and Kevin McKenna MP in 2026





# Learning

# Smart orchard programme

## GROWER WORKSHOPS

Free, practical workshops for BAPL members

- January 2026 (pruning)
- March 2026 (spraying)



### Pruning | Tuesday 20 January 2025

AC Hulme & Sons, Brook Farm, Wingham | Location: //unsettled.dress.html  
Focus: Pruning demonstrations, canker update, grower discussion, BAPL activity update.

[Book a place](#)



### Spraying | Thursday 19 March 2026

Adrian Schipps, Mead Farm | Location: //sweetest.flip.silpower  
Focus: Practical sprayer demonstration (pre-season maintenance, set-up, speeds and volumes), orchard walk-through (Pink Lady, Jazz, Gala, Braeburn), hail netting, extended-day systems, growing to market specifications, bio-pesticide overview, and more.

[Book a place](#)



## CASE STUDIES

- Completed – IPM with AC Hulme
- Future – weeding with A Hinge & Sons



<https://www.britishapplesandpears.co.uk/smart-orchard/>



# A reminder of BAPL's strategic priorities

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Pest and disease research  
EAMUs and EAs  
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# Export

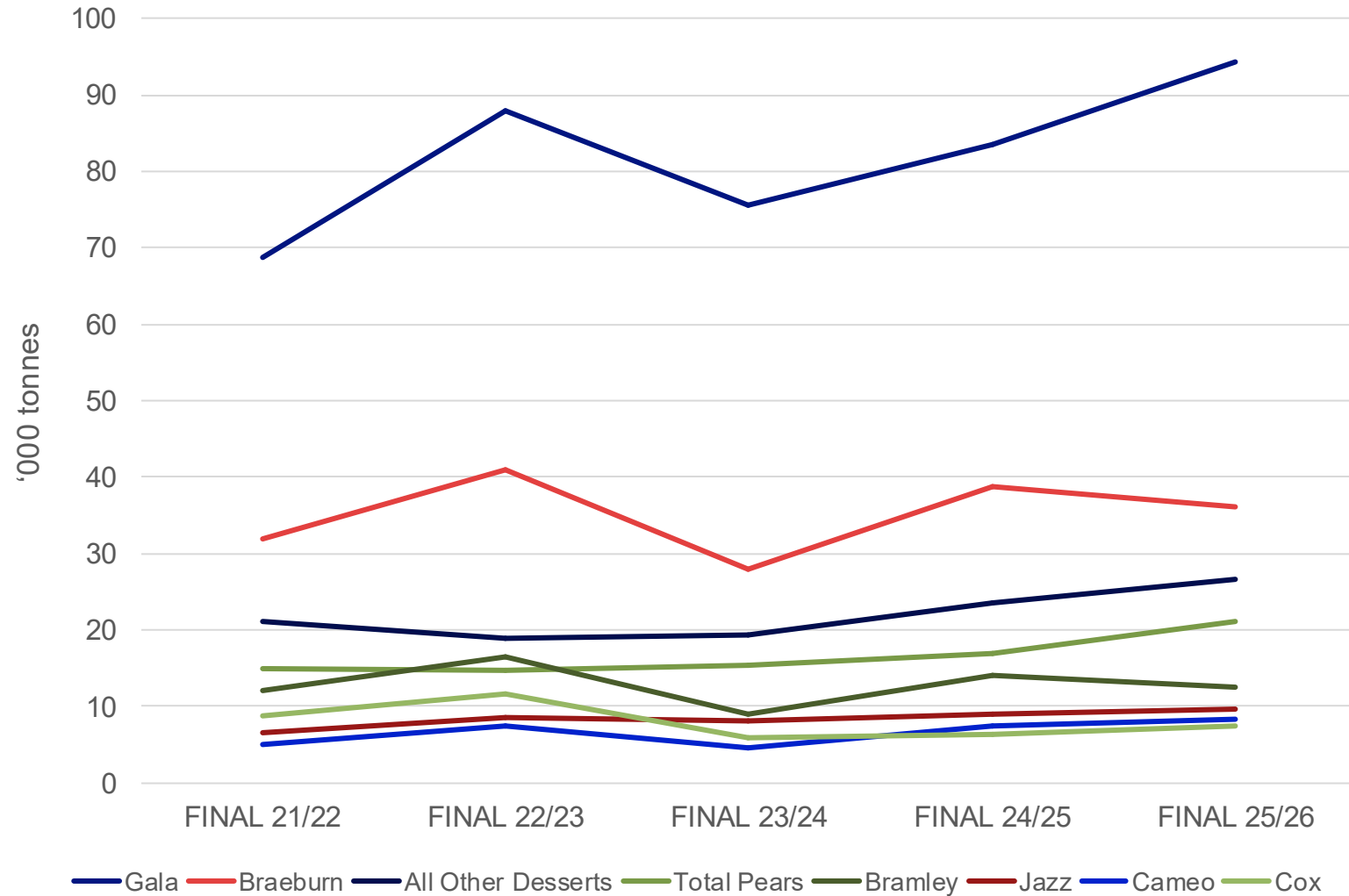
- Fruit Export Group formalised – apple, cherry, strawberry (BAPL, BSF, BBG):
  - Meets regularly with Defra
  - International trade attaches attend as required
  - Focus on key markets: Vietnam, India
- BAPL Export meetings now involve the whole of BAPL Promotions Committee, a true collaboration





# Data collection - Crop overview

# Total British picked crop 2021-2025

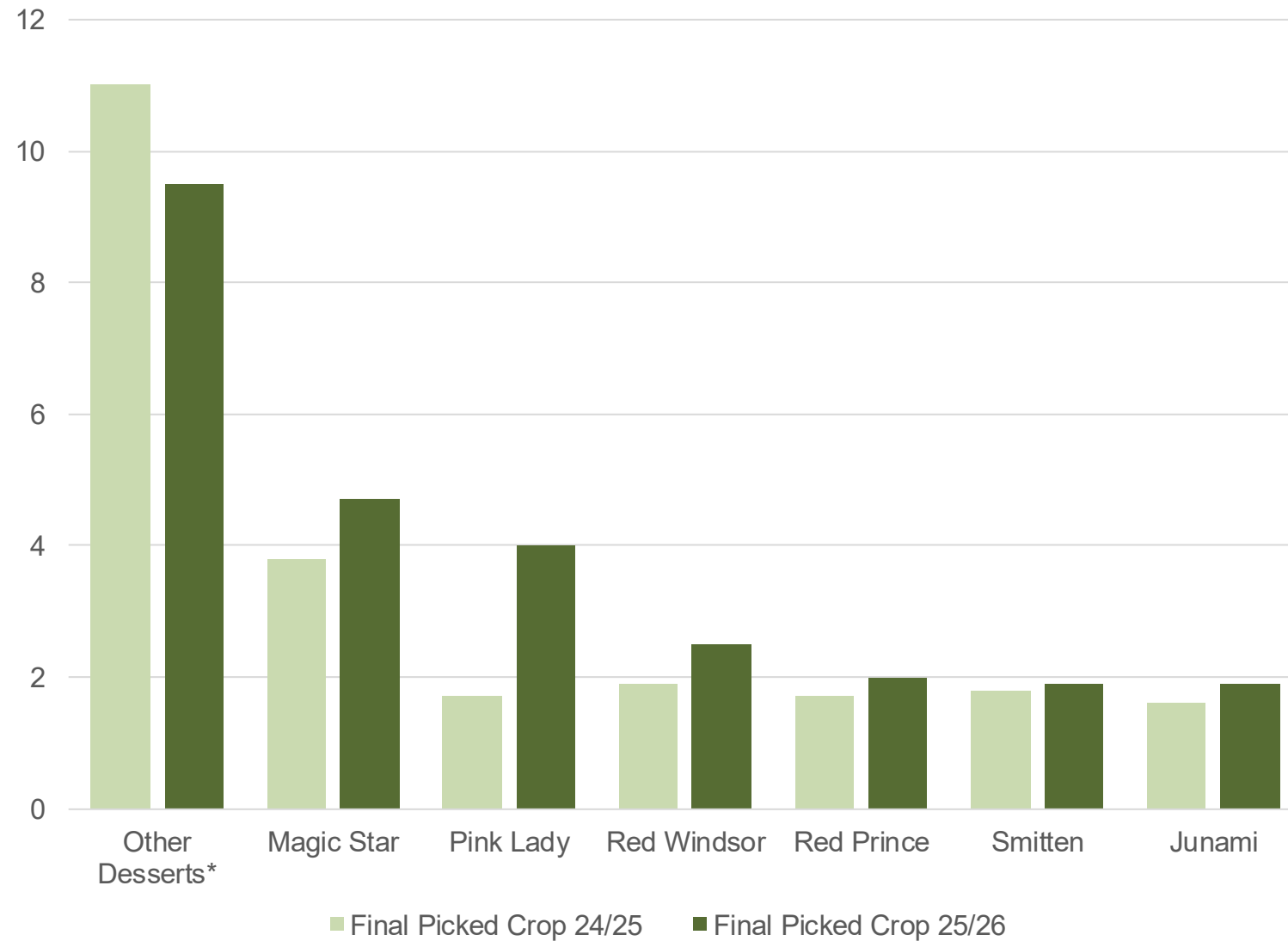


Variety	Final 21/22	Final 22/23	Final 23/24	Final 24/25	Final 25/26
Gala	68.8	87.9	75.6	83.6	94.4
Braeburn	31.9	40.9	28.0	38.7	36.0
All Other Desserts*	21.2	18.8	19.3	23.5	26.5
Total Pears	14.9	14.6	15.4	17.0	21.1
Bramley	12.1	16.5	8.9	14.1	12.6
Jazz	6.5	8.6	8.0	9.0	9.6
Cameo	5.1	7.4	4.6	7.5	8.3
Cox	8.8	11.5	5.9	6.4	7.5
<b>TOTAL</b>	<b>169.3</b>	<b>206.2</b>	<b>165.7</b>	<b>199.8</b>	<b>216.0</b>

\*Breakdown on next slide



# Picked crop: all other desserts 2024 vs 2025



Variety	Final Picked Crop 24/25	Final Picked Crop 25/26
Other Desserts*	11.0	9.5
Magic Star	3.8	4.7
Pink Lady	1.7	4.0
Red Windsor	1.9	2.5
Red Prince	1.7	2.0
Smitten	1.8	1.9
Junami	1.6	1.9
<b>Total</b>	<b>23.5</b>	<b>26.5</b>

\* Other varieties under 1kT each

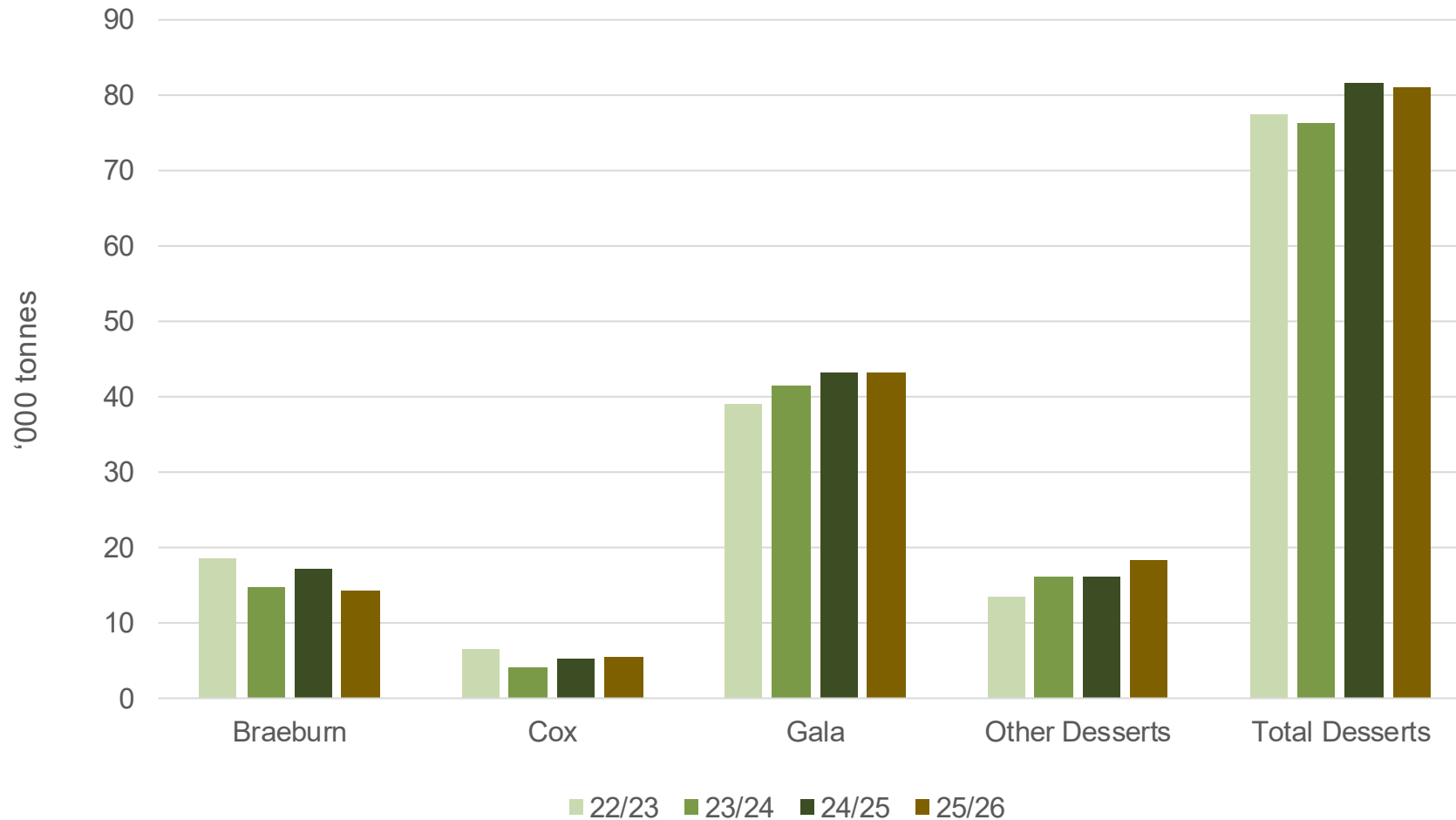




# Class 1 sales overview

# Dessert apple sales to multiples

6 month period September 2025 to February 2026  
v same period in previous years

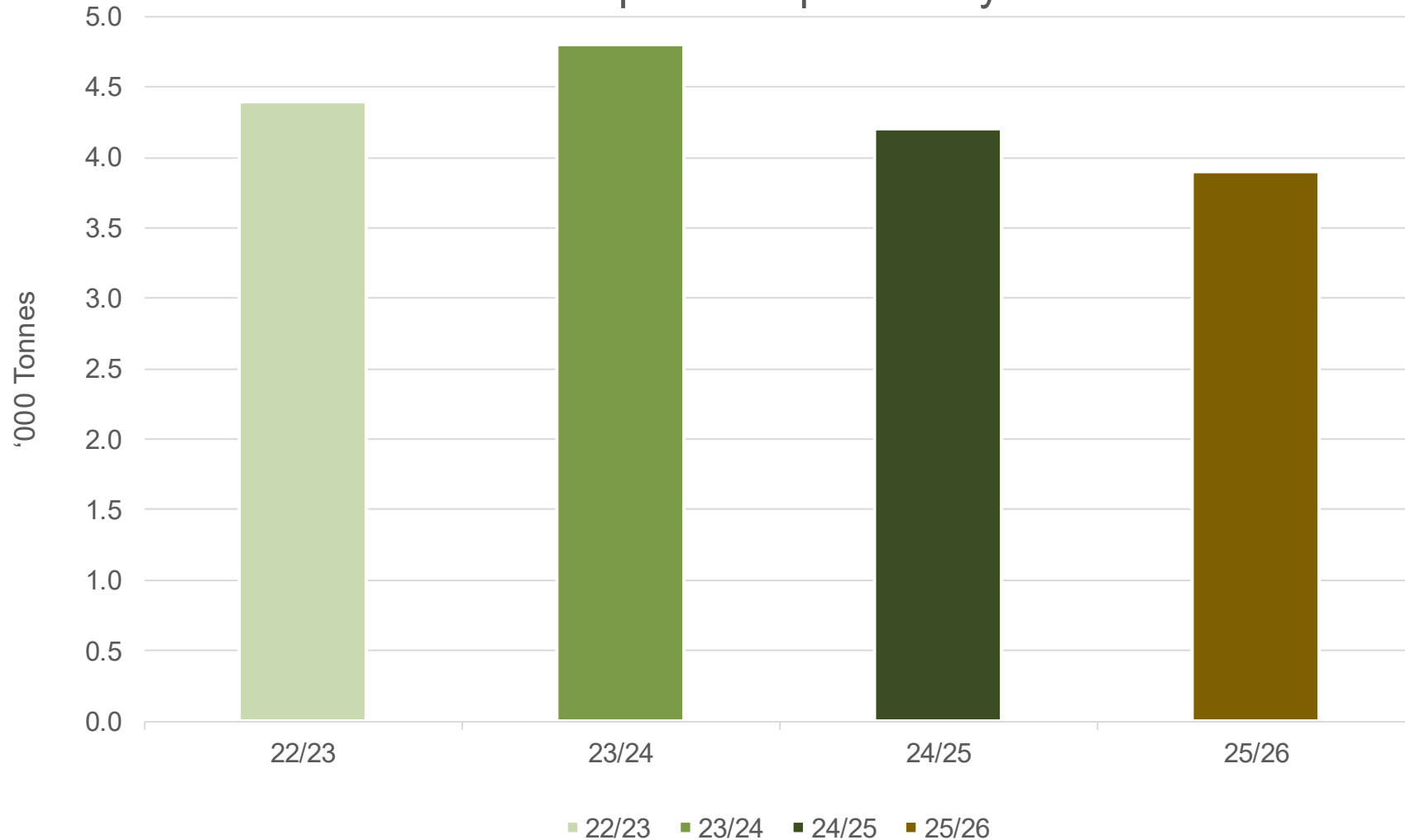


Variety	22/23	23/24	24/25	25/26
Braeburn	18.5	14.7	17.2	14.2
Cox	6.6	4.1	5.1	5.3
Gala	39.0	41.5	43.1	43.1
Other Desserts	13.3	16.0	16.1	18.3
<b>Total Desserts</b>	<b>77.4</b>	<b>76.3</b>	<b>81.5</b>	<b>80.9</b>



# Bramley apple sales to multiples

6 month period September 2025 to February 2026  
v same period in previous years

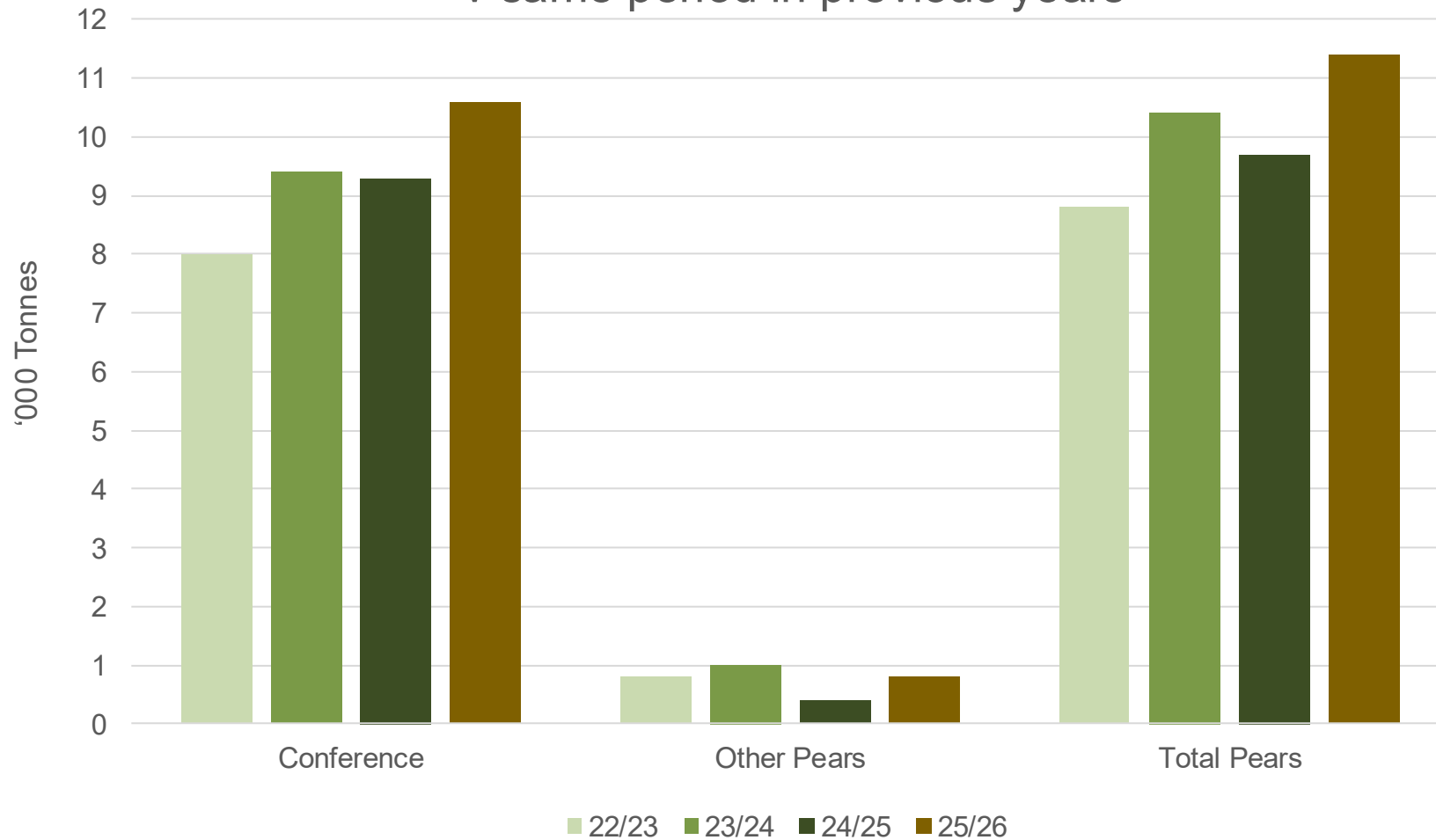


Variety	22/23	23/24	24/25	25/26
Bramley	4.4	4.8	4.2	3.9



# Pear sales to multiples

6 month period September 2025 to February 2026  
v same period in previous years

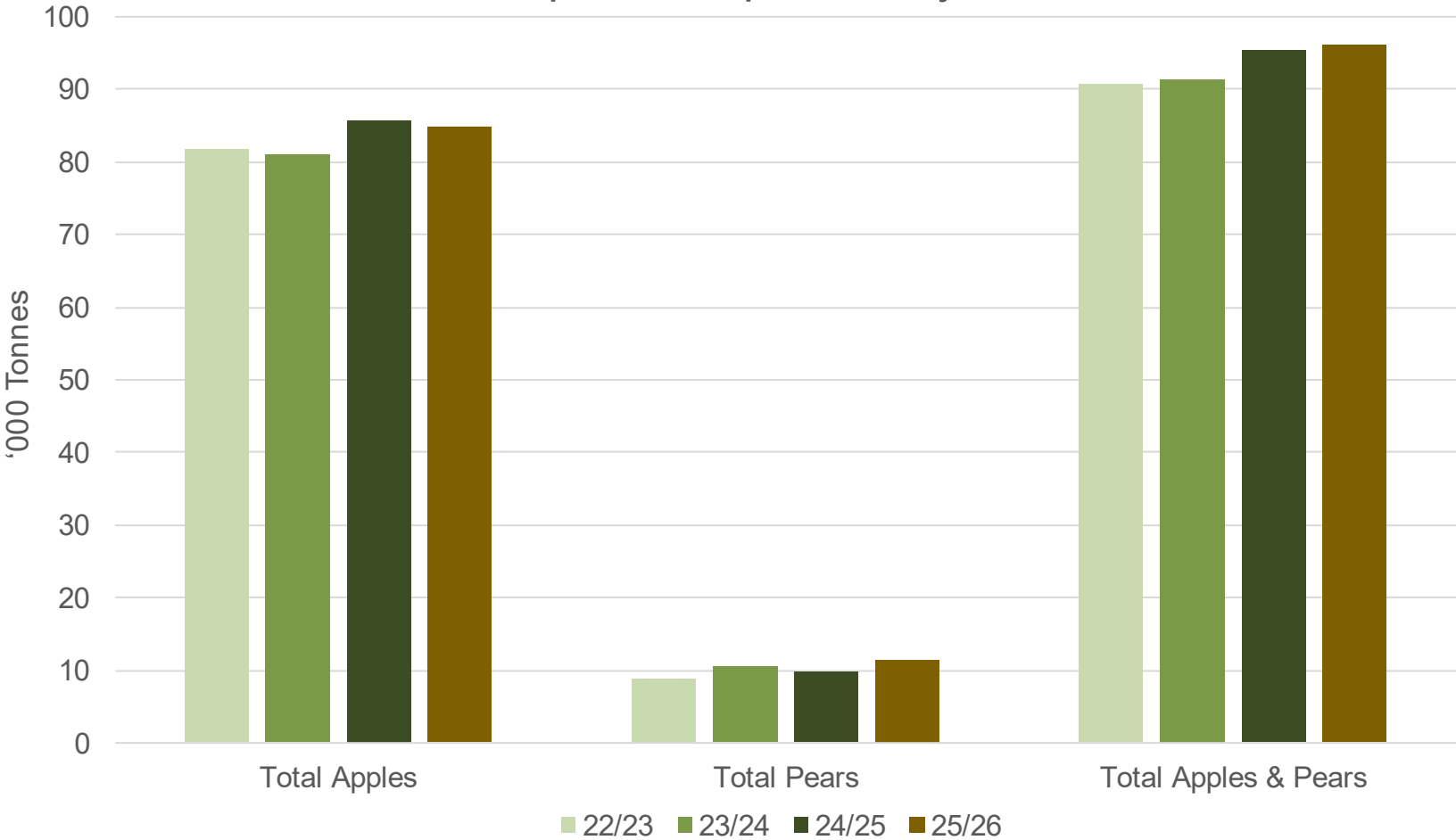


Variety	22/23	23/24	24/25	25/26
Conference	8.0	9.4	9.3	10.6
Other Pears	0.8	1.0	0.4	0.8
<b>Total Pears</b>	<b>8.8</b>	<b>10.4</b>	<b>9.7</b>	<b>11.4</b>



# Total British apple and pear sales

6 month period September 2025 to February 2026  
v same period in previous years



Variety	22/23	23/24	24/25	25/26
Total Apples	81.8	81.1	85.7	84.8
Total Pears	8.8	10.4	9.7	11.4
<b>Total Apples &amp; Pears</b>	<b>90.6</b>	<b>91.5</b>	<b>95.4</b>	<b>96.2</b>



# Retailer market share – British apples and pears sales to multiples

Multiple	22/23	% of total	23/24	% of total	24/25	% of total	25/26	% of total	Total Grocery Market Share*
Aldi	18.4	20.3%	17.6	19.1%	18.0	18.8%	18.2	18.9%	<b>10.1%</b>
Asda	4.2	4.6%	4.1	4.5%	8.1	8.5%	8.1	8.4%	<b>11.5%</b>
Co-op	4.2	4.6%	3.6	3.9%	2.6	2.7%	3.1	3.2%	<b>5.0%</b>
Iceland	0.8	0.9%	0.6	0.7%	0.8	0.8%	0.2	0.2%	<b>2.3%</b>
Lidl	13.3	14.7%	15.1	16.5%	15.6	16.4%	17.6	18.3%	<b>7.8%</b>
M&S	3.8	4.2%	4.7	5.1%	5.1	5.4%	3.9	4.1%	<b>3.9%**</b>
Morrisons	6.1	6.7%	4.0	4.4%	3.4	3.6%	3.8	4.0%	<b>8.4%</b>
Ocado	-	-	-	-	-	-	1.7	1.8%	<b>2.1%</b>
Sainsburys	14.4	15.9%	17.2	18.8%	17.2	18.0%	15.4	16.0%	<b>16.1%</b>
Tesco	19.0	21.0%	17.8	19.4%	18.1	19.0%	18.8	19.6%	<b>28.5%</b>
Waitrose	5.0	5.5%	4.8	5.2%	5.2	5.5%	4.8	5.0%	<b>4.8%</b>
Others****	1.4	1.6%	2.2	2.4%	1.2	1.3%	0.5	0.5%	<b>3.3%***</b>
<b>Total</b>	<b>90.6</b>	<b>100%</b>	<b>91.7</b>	<b>100%</b>	<b>95.3</b>	<b>100%</b>	<b>96.1</b>	<b>100%</b>	<b>103.8%</b>

Sales to multiples ('000 tonnes): 6 months September 2025 to February 2026 v previous years

\*Kantar data - 12 weeks ending 22/02/2026

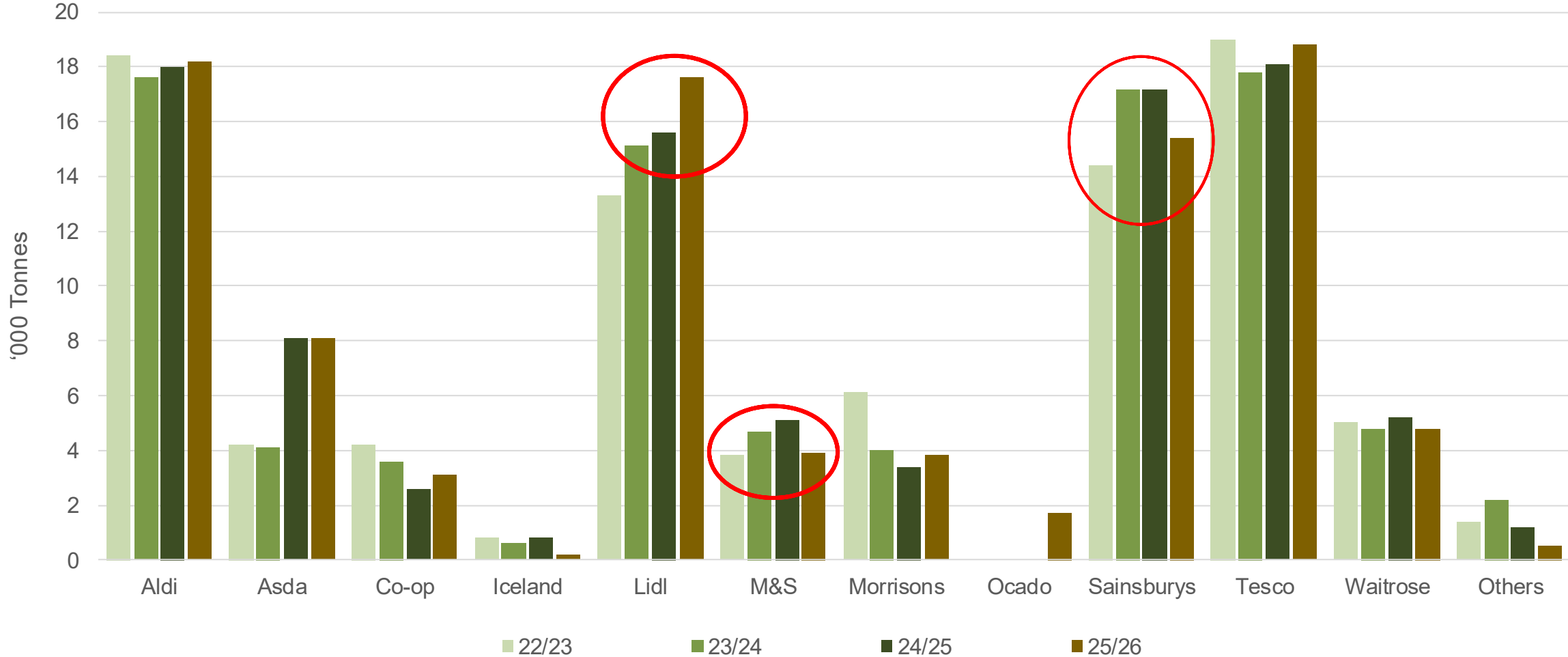
\*\* <https://corporate.marksandspencer.com/about-us/key-facts-figures> – year ending 29/03/2025

\*\*\*Symbols & Independent, Other Outlets

\*\*\*\*Includes Ocado up to 24/25



# Retailer market share – British apples and pears sales to multiples

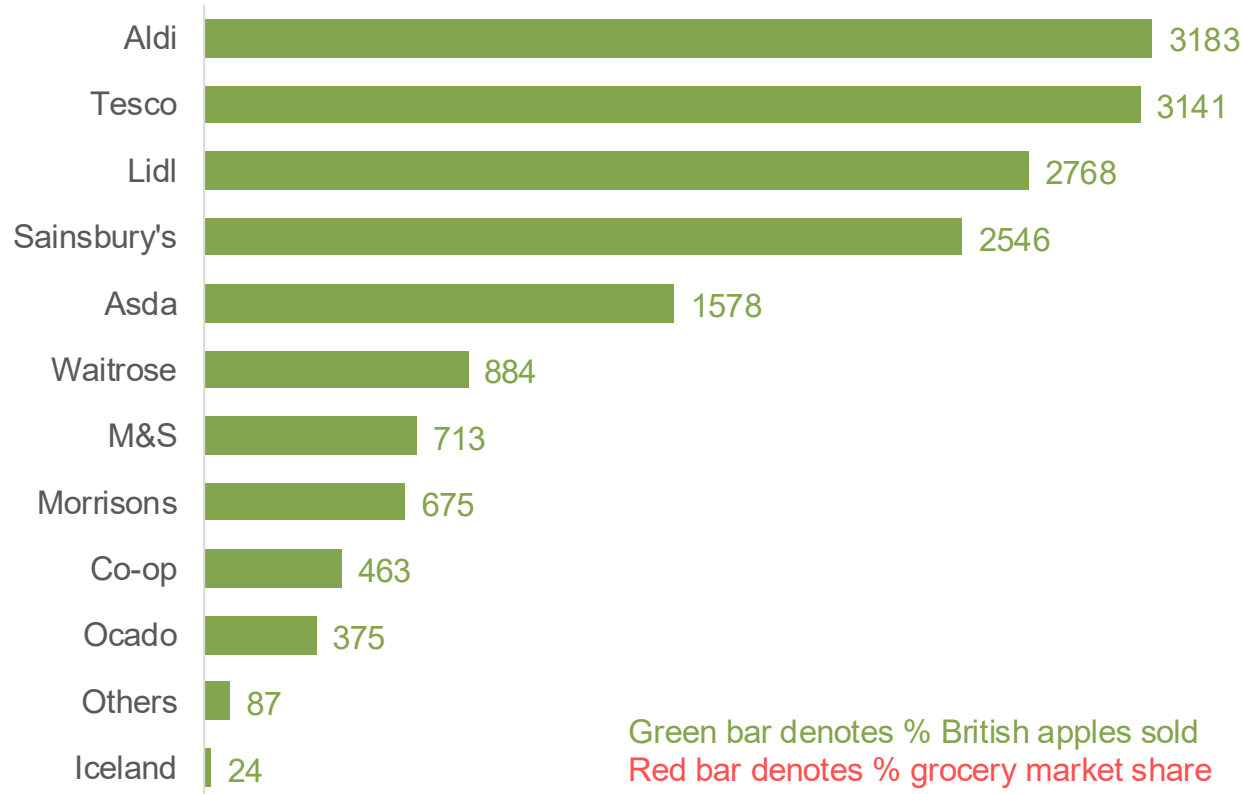


Sales to multiples: 6 months September 2025 to February 2026 v previous years

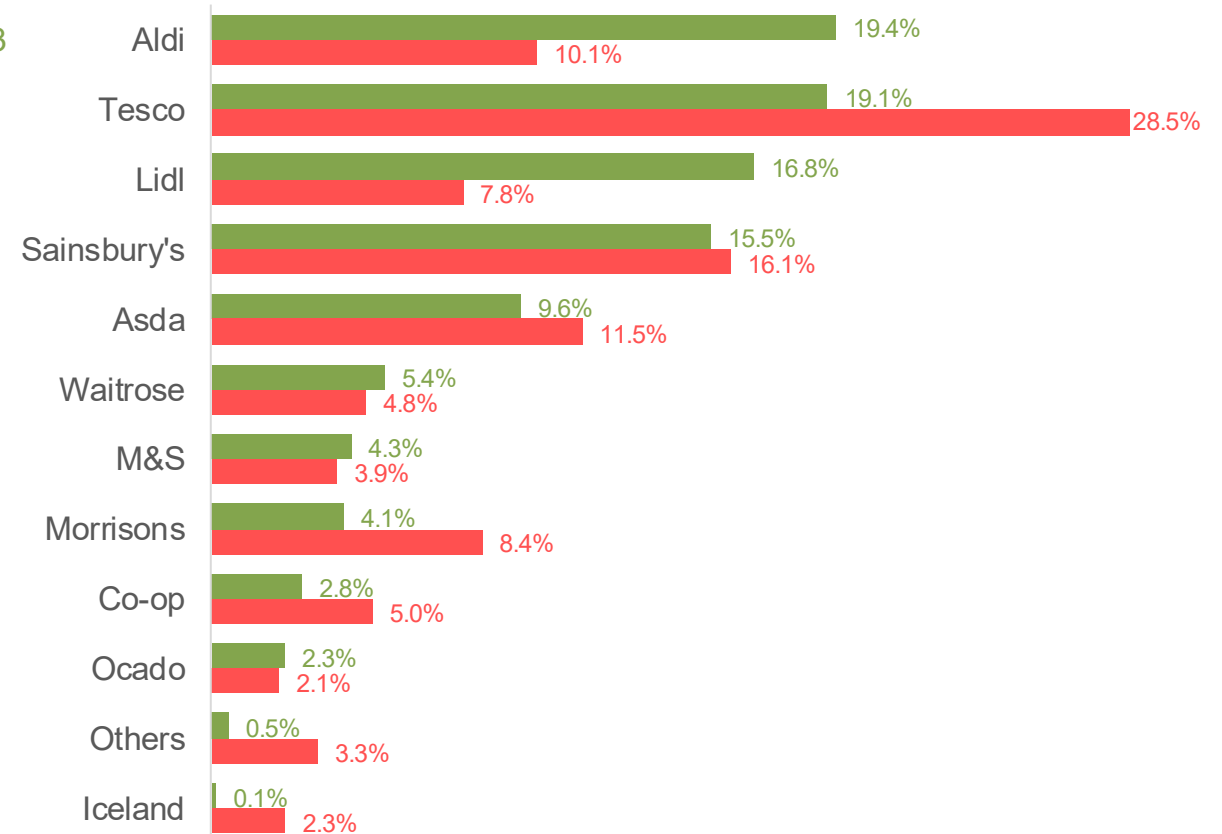


# Publishing supermarket sales data every month - EXAMPLE

British apple tonnes sold to UK retailers by BAPL growers in February 2026



Percentage of British apples sold vs percentage of total grocery market share by supermarkets in February 2026



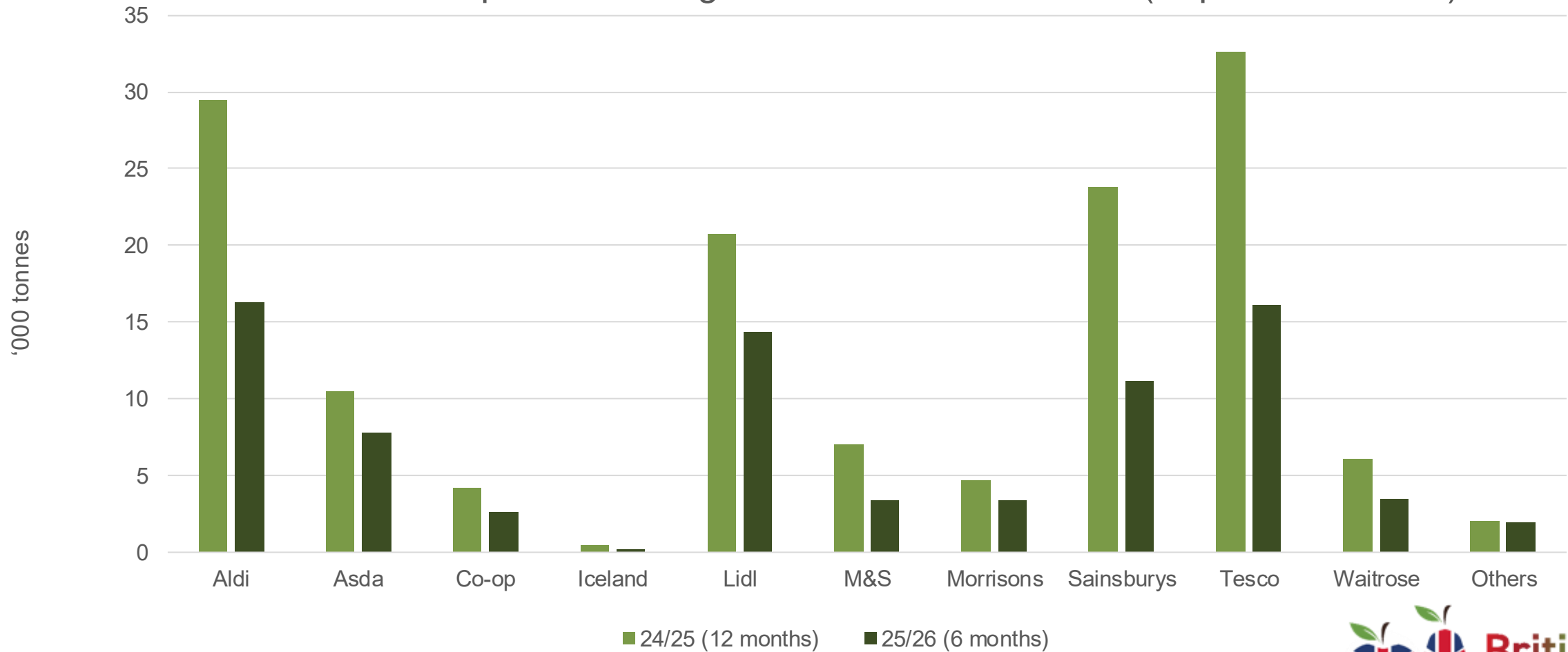
British pear data also published monthly

<https://www.britishapplesandpears.co.uk/supermarket-sales-data/>



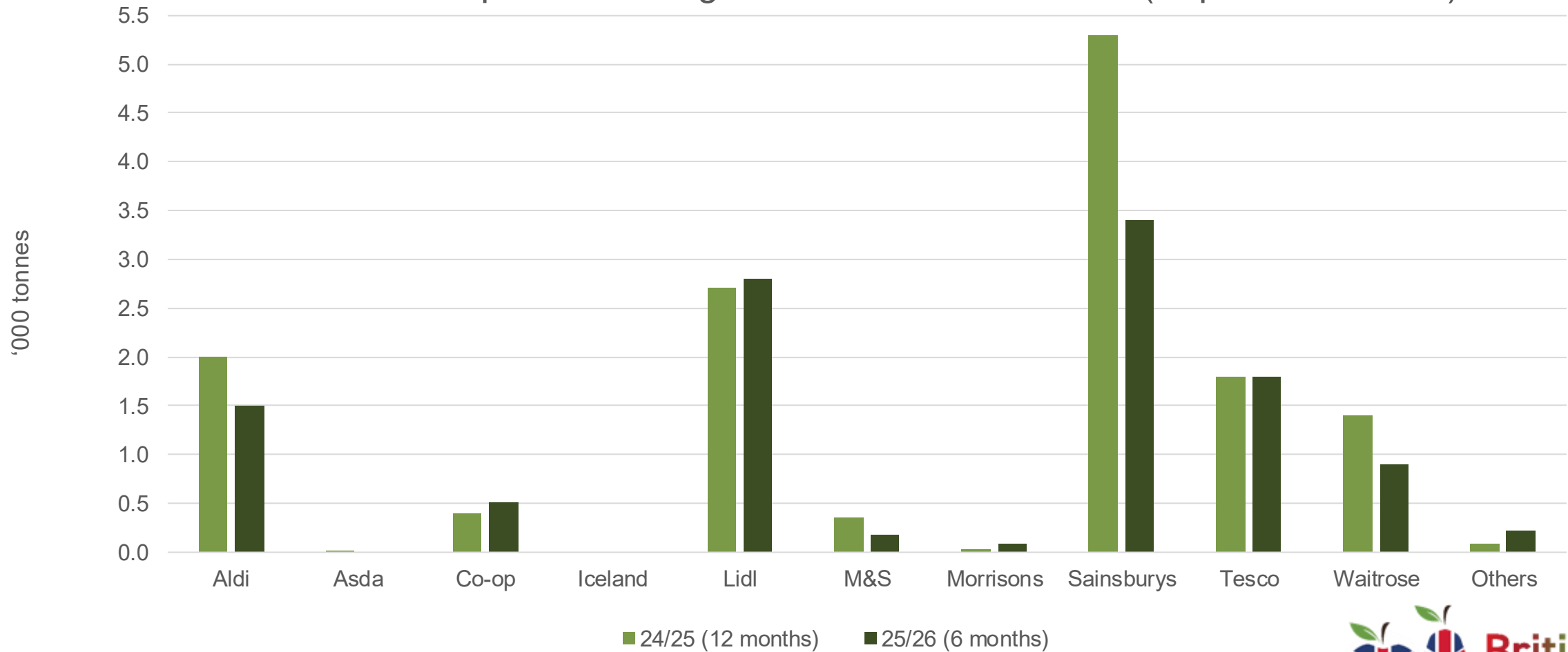
# Supermarket sales data – dessert apples

Dessert Apples Sales to Multiples:  
12 months Sept 2024 to Aug 2025 v This Year to Date (Sept 25 to Feb 26)



# Supermarket sales data – pears

Pears Sales to Multiples:  
12 months Sept 2024 to Aug 2025 v This Year to Date (Sept 25 to Feb 26)

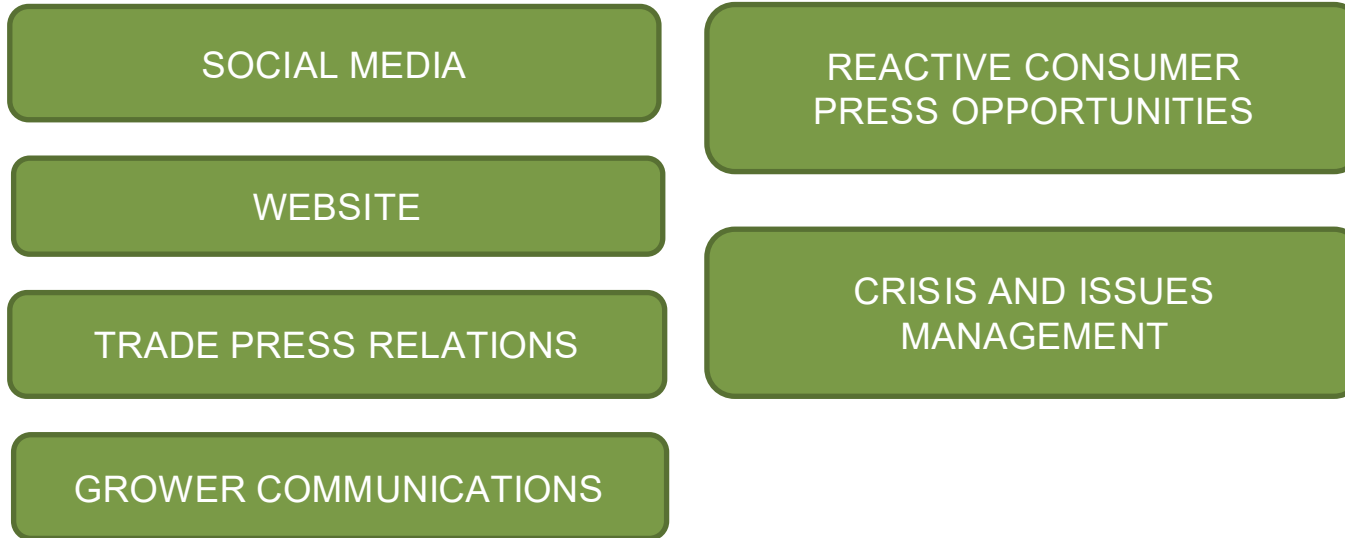




# Communications 2025

# The 2025 plan

The strategic priorities give us the focus for our content and messaging; we then deliver that in the following activity:



Budget for 2025/26 C&R programme: £170k



# 2025 social results

## SOCIAL MEDIA AND WEBSITE

		Reach	Full year spend	Reach per £
Spider	<b>2022</b>	4.2 million	£102k £75.5k fee £9.5k influencers £17k advertising support	41
DLZ	<b>2023</b>	2.3 million	£32k £26k fee (inc. new TikTok) £6k advertising support	72
	<b>2024</b>	5.7 million	£32k £26k fee £6k advertising support	178
	<b>2025</b>	8.0 million	£34.8k £28.8k fee £6k advertising support	229



# Exceptional follower growth in 2025

Platform	Start of 2025	End of 2025	Change (followers)	Change (%)
Facebook	33,325	50,156	16,831	<b>51%</b>
Instagram	4,363	5,574	1,211	<b>28%</b>
TikTok	708	2,184	1,476	<b>208%</b>
X	7,900	7,717	-183	<b>-2%</b>
LinkedIn	1,878	2,898	1,020	<b>54%</b>
YouTube	0	108	108	<b>100%</b>
<b>TOTALS</b>	<b>48,174</b>	<b>68,673</b>	<b>20,463</b>	<b>43%</b>



Instagram



# Combined reach top posts in 2025 #Orchard Watch

**Great British Apples**  
Published by Hootsuite · 6 June ·

**#OrchardWatch Update:** Our growers are using this innovative grass-cutting machine between British apple trees to manage the alleyways at AC Hulme & Sons. The cut grass is discharged under the trees, creating a natural mulch that's full of benefits:

- It conserves water by reducing transpiration, keeping the soil moist.
- Worms love green waste! They pull it down into the soil, boosting soil health.
- By preventing weed growth, it reduces the need for herbicides — a key part of our integrated pest management (IPM) strategy.

Another step towards sustainable and efficient British apple growing!

#OrchardWatch #BritishApplesAndPears #BackBritishFarming #SustainableFarming #GrassCutting #LawnMower



**1,378,200**

See insights and ads [Boost post](#)

10K 37 comments 206 shares

**Great British Apples**  
Published by Hootsuite · 11 September at 07:00 ·

At **Adrian Scripps LTD**, the hail nets are being rolled back as Gala harvest begins 🍏

Hail is one of the biggest risks to growers – a single storm can bruise or scar apples, making them unsellable. Because British weather is so unpredictable, many orchards use hail netting for protection right up to picking time. It's an extra layer of care that helps make sure you can enjoy the very best British apples.

#OrchardWatch #BritishApples #GalaApples #BackBritishFarming



Apple World and 16K others 108 comments 732 shares

**1,562,378**

**Great British Apples**  
Published by Hootsuite · 5 February ·

**How Orchard Pulverising Works – and Why It's Important**


Ever wondered what happens to fallen leaves, prunings, and fruit in an orchard? At AC Hulme & Sons, instead of removing them, they use a front sweeper to gather the material and a pulveriser behind the tractor to finely mulch it.

This process:

- Improves soil health – The fine mulch is broken down by earthworms, enriching the soil with organic matter.
- Captures carbon – Helping our orchards be part of the solution to climate change.
- Reduces disease risk – By chopping everything into tiny pieces, any potential diseases are naturally eliminated.

A simple but powerful way to keep our orchards thriving, naturally! 🌱

#HealthySoils #CarbonCapture #OrchardManagement



**693,951**

See insights and ads [Boost post](#)

3.5K 260 comments 43 shares

**Great British Apples**  
Published by Hootsuite · 7 October 2025 ·

**Why Choose British Apples?**

British apples are the perfect blend of freshness, taste, and sustainability! Locally grown right here in the UK, they're picked at their peak, meaning you get apples that are crisp, juicy, and full of flavour. Plus, fewer food miles – helping the environment with every bite! 🍏

And guess what? They're in stores now! Support local farmers and enjoy Britain's best – whether it's a juicy Gala, aromatic Cox, a nutty Egremont Russet, or a perfect Bramley for baking, you're guaranteed a taste of quality.

Fresh, local, and delicious — choose British apples today! 🌱

#BritishApples #FreshAndLocal #SustainableEating #InSeasonNow #BritishAppleMonth



**256,085**

See insights and ads [Boost post](#)

Apple World and 377 others 26 comments 6 shares

# Top engagement posts in 2025



Instagram

greatbritishapples  
Apr 16, 17:30

🌸 Blossom is beautiful—but it's also a biological balancing act. 🌸 Captured at Amery Court Farm, these rows of Kissabel blossom mark a vital turning point in the season. The flowers you're seeing today? They're the very beginnings of this autumn's

30.03 % engagement rate



TikTok

britishapplesandpears  
Aug 27, 06:00

How beautiful are these British pear trees, absolutely brimming with delicious fruits! We can't wait to try them! 🍏 #BritishPears #HarvestSeason

11.59 % engagement rate



Great British Apples  
Apr 11, 11:30

Our orchards are really coming to life now! 🌸 🍏 🍏 As we move on from the green cluster stage, some of our trees are already showing signs of the next exciting phase: the pink bud stage! This is when the buds begin to open, revealing the first hints of blossom.

14.44 % engagement rate

Why Choose British Apples? 🍏  
British apples a...

@GBApples  
Oct 07, 12:01

🍏 Why Choose British Apples? 🍏 British apples are the perfect blend of freshness, taste, and sustainability! Locally grown right here in the UK, they're picked at their peak, meaning you get apples that are crisp, juicy, and full of flavour. 🍏 Plus, fewer food miles

16.88 % engagement rate



Great British Apples & Pears  
Sep 18, 12:00

We were thrilled to host our Orchard Event on 17 September 2025 in Kent, bringing together more than 100 attendees from the apple and pear sector, retail, and political spheres to see first-hand the impressive Gala, Jazz and Pink Lady orchards. At the event, we: 🍏

29.03 % engagement rate

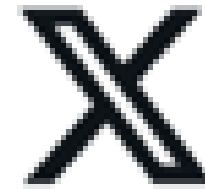


# Recommendation concerning X

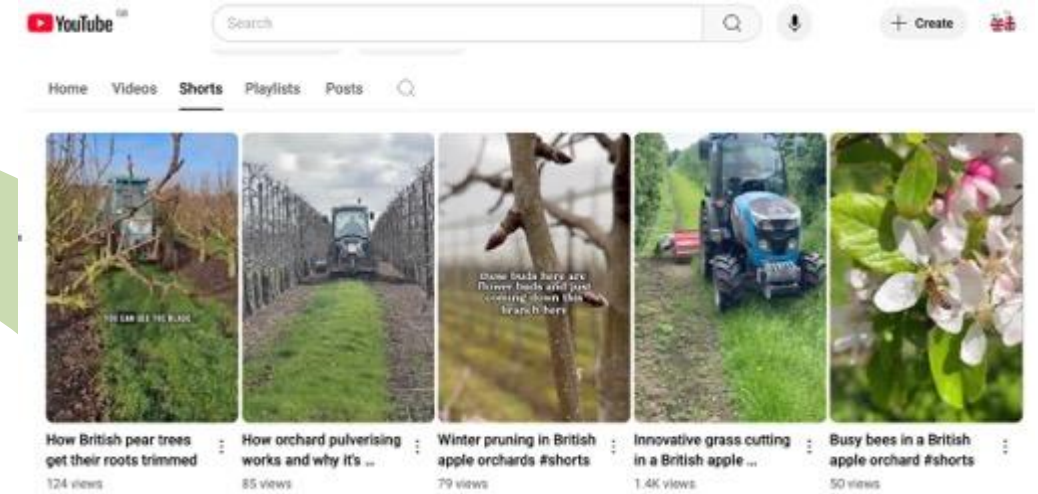
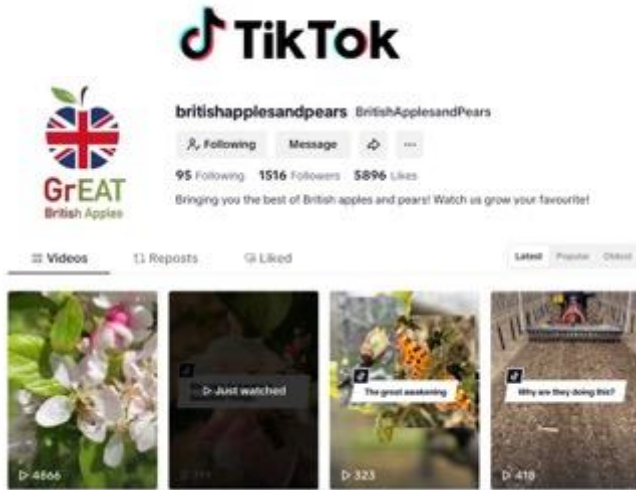
Current industry trends and platform risk indicate that continued use of X should be reconsidered.

## Recommendation

- Cease routine posting on X
- Redirect updates to LinkedIn and existing channels
- Keep account active
- Review position periodically



# Website, YouTube and TikTok integration



Started in June 2025, YouTube integration is going well.



# Media coverage

- Retailer apple and pear sales
- Labour costs
- BAPL retailer webinar
- Orchard and storage census
- Crop forecast
- Forum for the Future report
- Oxbury partnership
- BAPL technical day
- Climate change

The collage features several media items:

- NEWS**: "Apple orchards 'could halve in 12 years without action'" by Helen Gilbert | 8 July 2025. Issued by British Apples & Pears, which revealed the number of...
- The Horticulturist**: "BAPL technical day to share latest research results" by Fred Seaver | 8 January 2025. Event at NIAB in East Malling will brief apple and pear growers on latest projects, including improving low-oxygen Gala storage and new opportunities for apple scab and canker.
- The Telegraph**: "How England's orchards reached crisis point – and what they must do to survive". These treasured landscapes are fading fast, squeezed by rising costs and council neglect, but their value to Britain is priceless.
- BBC**: "THE WORLD TONIGHT" segment featuring a man in a suit, with the number 4 in a circle.
- Farminguk**: "The annual UK Horticulture Summit will take place at NIAB's East Malling site".
- The Grocer**: A logo in the top right corner.
- Other images**: A photograph of an apple orchard, a close-up of red apples, and a man inspecting an apple seedling.

# National Fruit Show 2025

**£2,500 support provided (as in 2024)**

- Sponsored media/guest breakfast
- Speech at opening



# Veg Power partnership

## Topline results

- Classroom lesson plans and worksheets shared with schools reaching more than 100,000 children
- NetMums articles **3.4m unique UK users and monthly visits**
- Apples and pears feature with other fruit and veg snack suggestions in social media reaching over 4.9 million Impressions (July - October)
- Apple and pear snack themed newsletter to over 20k Veg Power parent subscribers
- Pip and the Apples voiceover (video) by Stef Gates: [www.playbook.com/s/veg-power/vrhWP4JgSNZt7e6HwgaVT9fu](http://www.playbook.com/s/veg-power/vrhWP4JgSNZt7e6HwgaVT9fu)



# Grower comms

## 2025

- January R&D newsletter
- February The Fruit Grower column
- March Full BAPL newsletter
- April Full BAPL newsletter
- April The Fruit Grower column
- June Full BAPL newsletter
- June The Fruit Grower column
- August R&D newsletter
- September Full BAPL newsletter
- November Full BAPL newsletter

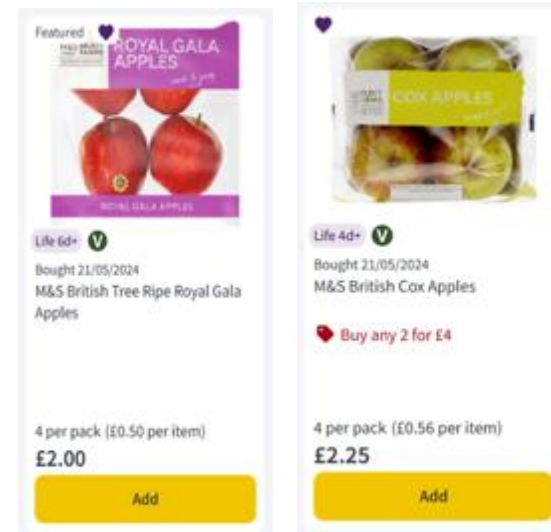
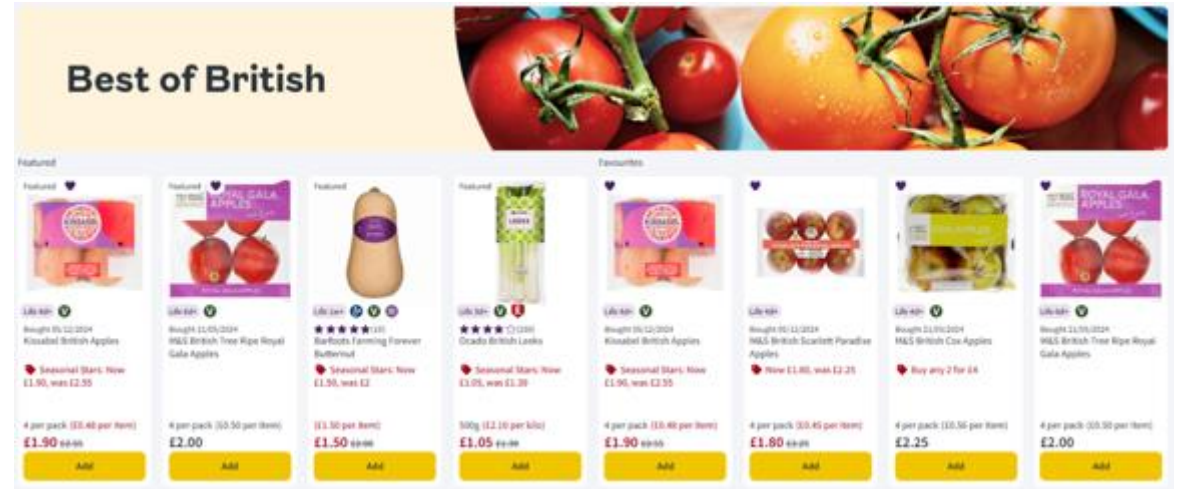
Plus Smart Orchard and R&D end of project updates





## Start of Season 2025

# Retailer support - Ocado



# Retailer support – Co-op

Touchpoint	No. of Stores
In-store Radio Advert	350
Chilled Pennant	300
Premium Shelf Talker	300



# Retailer support - Sainsbury's



# Retailer support - Aldi

Robust S6 activity with no additional fanfare to support the launch



WAS £1.59  
NOW  
**99p**  
6 pack



**Braeburn Apples 6 Pack**

[View Product](#)



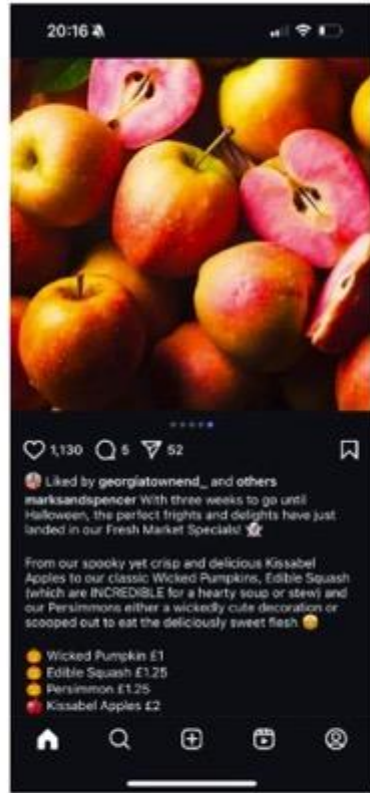
# Retailer support - Booths



# Retailer support – M&S



Tree Ripe POS – Royal Gala, Braeburn, Cox, Egremont Russet



Social Media



Social Media – highlighting British



British Tree Ripe Royal Gala

# Retailer support – Morrisons

Dedicated British Apples Bin with POS packaging in place above

Best Delbard 4pk listed

Promotions ran on Apples 1.2kg, British Gala, British 6pk and the Delbard WIGIG (when it's gone, it's gone)



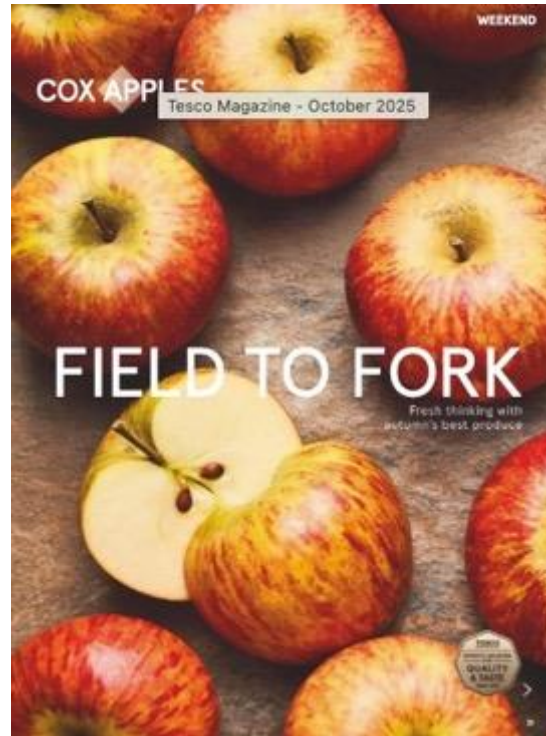
# Retailer support – Waitrose



## Waitrose Food Magazine Feature



# Retailer support - Tesco



Tesco customer magazine, October 2025  
Circulation: 1.5m copies



# START OF SEASON 2025 RETAILER ADS

 **Great British Apples and Asda** ... X  
Sponsored

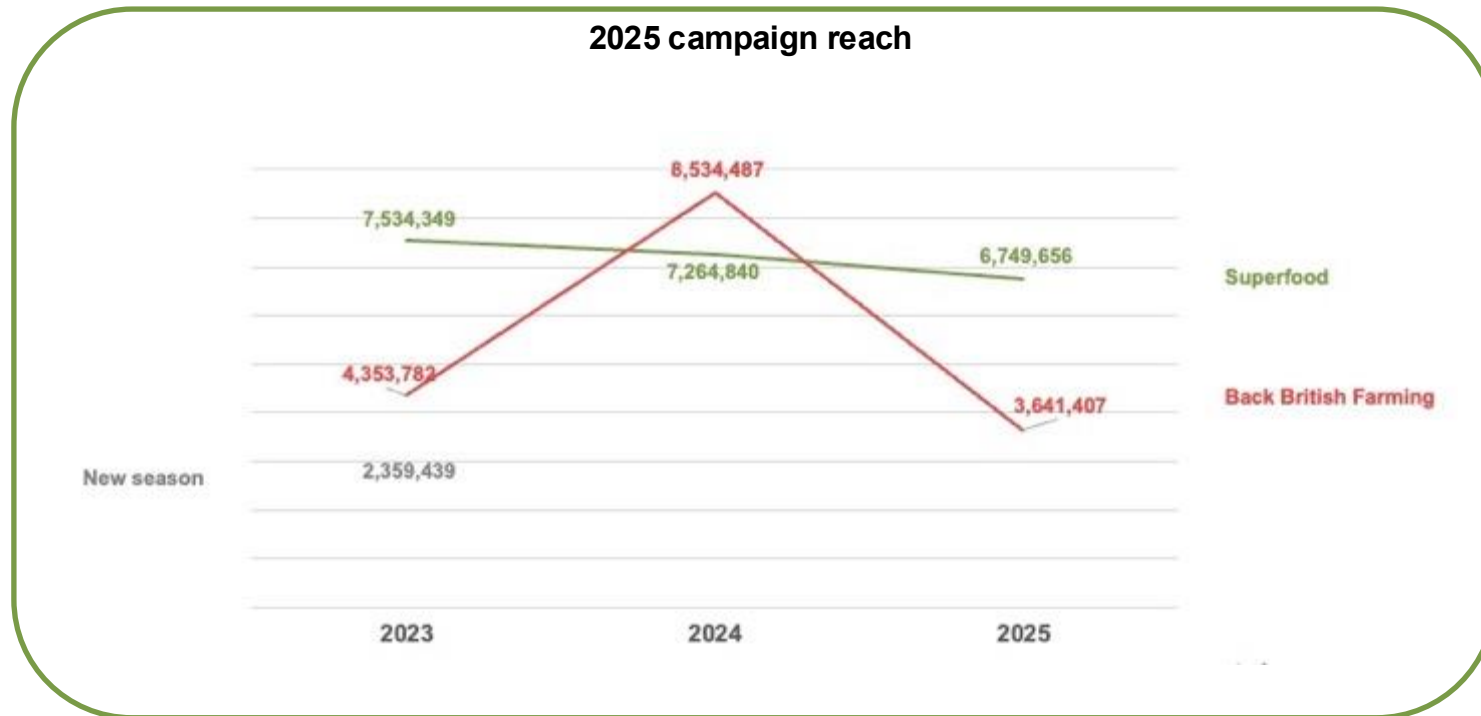
Step aside, avocados—there's a new home-grown superfood taking the spotlight! 🍏  
Have you spotted our new season British apples at your local Asda? Bursting with heart-healthy goodness, cholesterol-reducing fibre, natural hydration, and flavonoid power, they're the hidden superfood you won't want to miss. Packed with unbeatable value, these gems are perfect for snacking, lunchboxes, and on-the-go bites. Grab them now at Asda! 🍏  
#AnAppleADay #SnackingPerfection



[britishapples.co.uk/superfood](https://britishapples.co.uk/superfood)  
**Are apples a superfood?** Learn more  
British Apples the 'new' s...

# Retailer ad assessment

- Superfood/health messaging performed well
- Back British Farming performed in line with 2023 (2024 higher performance was an outlier – IHT?)



# COMMUNICATIONS AND REPRESENTATION (C&R) PLANS FOR 2026



# Aims for BAPL C&R

- **Helping growers to survive and thrive**
  - Generating awareness of the challenges they face, and the solutions needed
  - Representing grower interests with retailers and political stakeholders
  - Using evidence and data to support our messaging
- **Driving consumer demand and support**
  - Using social media channels to encourage purchase and grower support
  - Encouraging retailer support with the 'carrot and stick' of data, direct contact and media awareness



**ALREADY DELIVERED IN 2026 ...**



# Andersons cost of production data

- Latest Andersons analysis published on 6 January 2026
- Covered in trade media

**British apple and pear growers warn of rising cost pressures in 2026**

by apples | Jan 6, 2026 | [1 comment](#)



New analysis commissioned by British Apples & Pears Limited (BAPL) from Andersons Farm Consulting highlights that UK apple and pear growers will face around a 2% increase in overall cost of production for the 2026 season, driven by persistent inflationary pressures across key areas of orchard management and post-harvest operations.

This latest assessment of cost pressures underlines a continued squeeze on grower margins at a time when the sector is already under strain from labour cost rises, energy price volatility, and structural cost increases.

According to the Andersons analysis, the biggest areas of inflation are in:

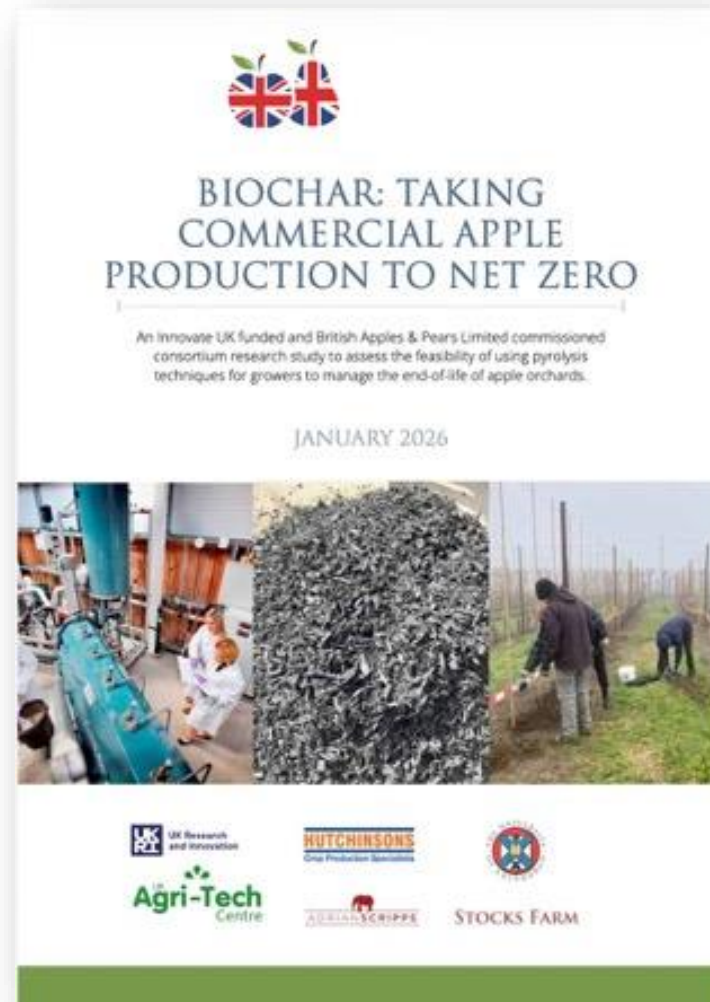
- Growing and harvest costs, up nearly 3%, driven by labour-related activities such as pruning, thinning and harvesting.



LINK TO NEWS ARTICLE  
ON BAPL WEBSITE

# Biochar report

- Published on BAPL website
- Shared with interested third parties (Innovate UK, Soil Association, Defra, Niab, etc)
- Key messages – big project with multiple contributors, next steps:
  - Further field work (ADOPT project)
  - LCA – working with sector to lower emissions
- Soil Association webinar (26<sup>th</sup> February)



# Retailer webinar – 25<sup>th</sup> March 2026

- Charlotte Smith will chair
- Agenda:
  - Season Launch Award to be awarded
  - Measuring Carbon, water and nature - BAPL proposal
  - Big issues: EPP, Packaging, Audit Burden, Seasonal Labour
  - Usual sales and market share overview
  - Retailer social media ad results 2025 - ideas for 2026
- Panel of growers – Tom Hulme, Mark Gaskain, Tom Christensen, Tony Harding

# Worshipful Co Fruiterers

- (i) Fruit Culture Award 2026
- (ii) Craftsman's Award 206
- (iii) Under 30 Award 2026
- (iv) Fruiterers' Management Award 2026

Nominations to <mailto:accounts@fruiterers.org.uk> by 15<sup>th</sup> April 2026



Thank you  
Any questions?