



ESTD
1938

Ribena

RIBENA BLACKCURRANT
GROWERS' SURVEY
2023

RIBENA AND BRITISH BLACKCURRANTS

We are proud of our long-standing relationship with our blackcurrant growers. On average, this relationship goes back five decades, but with some of our growers it extends back three or even four generations of farming family – over 70 years!



We are committed to supporting our growers, including creating more sustainable farms for our blackcurrants to thrive on.

- Since 2004, Ribena has worked closely with blackcurrant growers to put in place Biodiversity Action Plans which support on-farm conservation and protect habitats where Ribena blackcurrants are grown.
- In partnership with the James Hutton Institute, we've invested over £2m to improve the sustainability and quality of British blackcurrant crops, mitigating the effects of increasingly extreme British weather.
- Our new regenerative farming pilot in Norfolk, launched in collaboration with the University of East Anglia, aims to reduce scope 3 greenhouse gas emissions from blackcurrant production and improve soil health so it can support plant resilience and increase the amount of carbon it can sequester.

SUNTORY BEVERAGE & FOOD GB&I

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one of the leading soft drinks businesses in the UK and Ireland. Our much-loved soft drinks brands include Ribena, Lucozade Energy, Lucozade Sport, and Orangina.

For further information, please visit:
www.suntorybeverageandfood-europe.com/gbi/
or follow @SuntoryBF_GBI



SURVEY RESULTS

In 2023, we launched our Ribena Blackcurrant Growers' Survey.

The survey asked all 34 growers to set out their key concerns as well as the top changes the UK Government and policy makers could make that would most support their businesses.

Our growers represent over 90% of the UK's blackcurrant crop, so the results are indicative of the UK's blackcurrant industry as a whole.

CHALLENGES FOR BLACKCURRANT GROWERS IN 2023

WEATHER AND CLIMATE CHANGE

Half of our growers believe weather is their biggest challenge for 2023. In fact, after the extreme conditions of the last few years, 74% said their main concern ahead of the 2023 harvest is the weather.

CONFIDENCE IN THE ECONOMY

Nearly 40% of growers have less confidence in the economy versus this time last year. 65% are not expecting to grow their business in 2023, a result of several issues including inflation.

HOW CAN GOVERNMENT AND POLICY MAKERS HELP?

Growers identified that the top three most useful ways the Government could support their businesses are:

1. ENVIRONMENTAL SUPPORT TO COMBAT CLIMATE CHANGE

- 83% of growers believe that climate change is having an impact on their harvests.
- 9 out of 10 said this is because of the extreme nature of the weather (hot summers and mild winters) caused by climate change.
- Only 1 in 10 have received any support from the Government to help navigate issues arising from climate change.

2. AMENDMENTS TO THE LABOUR MARKET

- Over a third of growers experienced labour shortages in the past year.
- 71% outlined that the Government could better support farmers by increasing the availability of seasonal workers, including making changes to the Seasonal Agricultural Worker Scheme.
- Other suggestions included doing more to illustrate the benefits of farming and encouraging younger generations to consider farming as a career.

3. FURTHER AND BETTER TAILORED FINANCIAL SUPPORT

- Less than half of blackcurrant growers will be applying for/receiving the Environmental Land Management schemes (ELMs) offer, including Sustainable Farming Incentive (SFI), Countryside Stewardship and/or Landscape Recovery payments now or in future.
- Reasons for not applying include the belief that many blackcurrant farms are too small to make it worthwhile, and that growers are already doing a significant amount to protect wildlife and biodiversity.
- Growers believe that to improve the ELMs, it needs to focus more on food production and payments need to better reflect the true loss of income.

SHOW YOUR SUPPORT FOR BRITISH BLACKCURRANT GROWERS

We appreciate your support for our brilliant blackcurrant growers but as our findings illustrate, more can be done. Please keep working with us to address blackcurrant grower challenges and continue to be a blackcurrant champion in Parliament, your constituency and beyond! If you'd like to talk about anything in further detail, please contact benjamin.davies@suntory.com in the first instance.



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Ribena

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BLACKCURRANTS
IN EACH BOTTLE



ESTABLISHED IN 1938

RIBENA HAS PLAYED
A GREAT PART IN UK
DRINKS HISTORY &
HERITAGE

THE NAME IS
DERIVED FROM
LATIN FOR
BLACKCURRANT:

'RIBES NIGRUM'
(RIBENA)

INVENTED BY
**DR VERNON
CHARLEY &
MANUFACTURED
BY FRANK
ARMSTRONG,**
CHAIRMAN OF
HW CARTER
& CO IN 1936



OUR RTD AND
SQUASH BOTTLES
HAVE BEEN
MADE FROM
**100% RECYCLED
PLASTIC***
SINCE 2007



WE WORK CLOSELY
WITH EACH OF OUR
UK GROWERS

34
FARMS

100%
LOCALLY
SOURCED

90+%
OF THE UK'S
BLACKCURRANTS
MAKE RIBENA

1947

A NEW FACTORY OPENS AT
COLEFORD, GLOUCESTERSHIRE
RIBENA HAS BEEN
PRODUCED HERE
EVER SINCE



DURING WW2 RIBENA WAS
DISTRIBUTED FOR FREE TO
CHILDREN & PREGNANT WOMEN
AS AN IMPORTANT SOURCE OF
VITAMIN C. RIBENA REMAINS RICH
IN VITAMIN C TO THIS DAY.

RIBENA BLACKCURRANTS
ARE NAMED AFTER
SCOTTISH MOUNTAINS
AND EACH HAS THE
PREFIX "BEN"



*excludes cap and label