

Executive Summary: Reaping the Benefits of Plant Rich Diets: The Ten Point Plan

Endorsed by 48 leading organisations from a diverse range of sectors and drawing on the latest and best evidence, the *Ten Point Plan* proposes to the government practical, achievable measures to promote plant-based foods as an essential means of building a more affordable, resilient food system that boosts economic growth while protecting our environment:

1. **Leverage public procurement and catering to source and provide more plant-based foods, normalising plant-rich diets and catalysing growth in the market.**
2. **Encourage food supply companies to transition towards a higher proportion of sales of plant-based foods.**
3. **Bolster food security and economic growth through support for the horticulture sector to produce more fruit, vegetables, nuts, beans and pulses in the UK.**
4. **Support British farmers to increase production and provision of plant proteins for human consumption in the UK.**
5. **Make it easier and more affordable for people to access and eat healthy food.**
6. **Raise public understanding of the health and environmental benefits of healthy plant-rich foods and diets.**
7. **Improve labelling to raise understanding of health, environmental and animal welfare impacts.**
8. **Improve training for health and food professionals regarding healthy plant-rich foods.**
9. **Update, reform and apply the Eatwell Guide dietary guidelines.**
10. **Increase investment in and support for healthy, sustainable alternative proteins.**

These measures meet the specific objectives of Defra Food Strategy, as [set by Defra this year](#).

Bolster food security: currently only 53% of vegetables and 16% of fruit are home grown, while farmed animals consume 51% of our domestic wheat and 92% of field peas. A higher proportion of fruit and vegetables grown in the UK also reduces dependence on animal feed grown abroad

Protect our environment: plant-based diets generate 75% less heat-trapping gas, 75% less water pollution and 75% less land than meat-rich diets. Increased production and consumption of plant-based food in the UK brings multiple and complementary environmental benefits.

Boost economic growth through increased productivity in horticulture and plant proteins; if the UK met its dietary guidelines of fruit and vegetable consumption, it could generate £2.3 billion for the economy and create 23,520 jobs. Furthermore, through improvements in public health, a 20% reduction in average meat consumption could yield £1.2 billion in savings to the NHS per year.

Positively impact public health; there is a strongly evidenced association of plant-rich diets with lower risks of cardiovascular disease, some forms of cancer and type 2 diabetes. Increasing the accessibility and affordability of plant-based food helps address the health implications of just 17% of adults achieving the five-a-day target and only 4% of children eating enough fibre.

The plan is supported by 48 signatory organisations, including from food, farming, commercial, health, environment and animal welfare sectors. A May 2025 poll found public backing for government action, with 69% of people stating they would like to eat more plant-based food and a further 69% attesting that the government should do more to help people do so.

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