

AGRI- FOOD

ENRICHING LIFE,
STRENGTHENING
THE ECONOMY



NORFOLK'S AGRI-FOOD SECTOR — FEEDING THE UK

Norfolk's agri-food and agri-tech cluster is a centre of energy, ingenuity and environmental leadership. As one of the UK's most productive food regions, Norfolk's agri-food businesses grow the ingredients that feed millions in the UK and are the custodians of landscapes that support nature, communities and the rural economy. Working in partnership with world-leading agri-tech and science businesses, the sector shapes global food security, drives low-carbon innovation and creates exciting career opportunities.



FOUR THEMES DEFINE NORFOLK'S LEADERSHIP IN AGRI-FOOD AND AGRI-TECH

1. FOOD PRODUCTION TO FUEL THE UK AND BEYOND

- Norfolk is a major contributor to UK food security, with **42,550**¹ people working in agri-food and agri-tech, generating **7.8%** of England's total farming income.
- From soft fruit to poultry, malting barley to sugar beet, Norfolk's farms and food producers supply the UK's food brands and supermarkets and export globally. The county farms almost a fifth (**17.5%**) of England's pigs and grows nearly a tenth (**9.9%**) of its fruit and vegetables². Businesses like Place UK, producing **2,500 tonnes** of fruit annually, are investing in robotics, reservoirs and sustainable energy to future-proof supply.
- Norfolk hosts major food processors including British Sugar, Mars, Greenyard, Tulip and Kettle, generating economic value at every stage of the food chain.

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2. INNOVATION TO FUTURE-PROOF FOOD PRODUCTION

- Norfolk is a global agri-tech centre, home to Europe's largest plant-science cluster at the Norwich Research Park, which contains the UK's highest concentration of BBSRC-funded food security institutes.
- Innovation hubs like the **100-acre** Food Enterprise Park, home to Fischer Farms and the Broadland Food Innovation Centre, form a launchpad for commercialisation.
- Tastebuds Collective links pioneering food manufacturing businesses with innovation and research. In the past **12 months**, Tastebuds has supported more than **40 start-ups** and enabled national contracts worth more than **£3m**.
- Partnerships between the University of East Anglia, Pasta Foods and Condimentum demonstrate Norfolk's ability to translate science into market-ready products.

Norfolk's agri-food and agri-tech businesses are already setting benchmarks in the sector, and stand ready to go further and faster, delivering food security, climate solutions and economic energy for the whole UK and beyond.

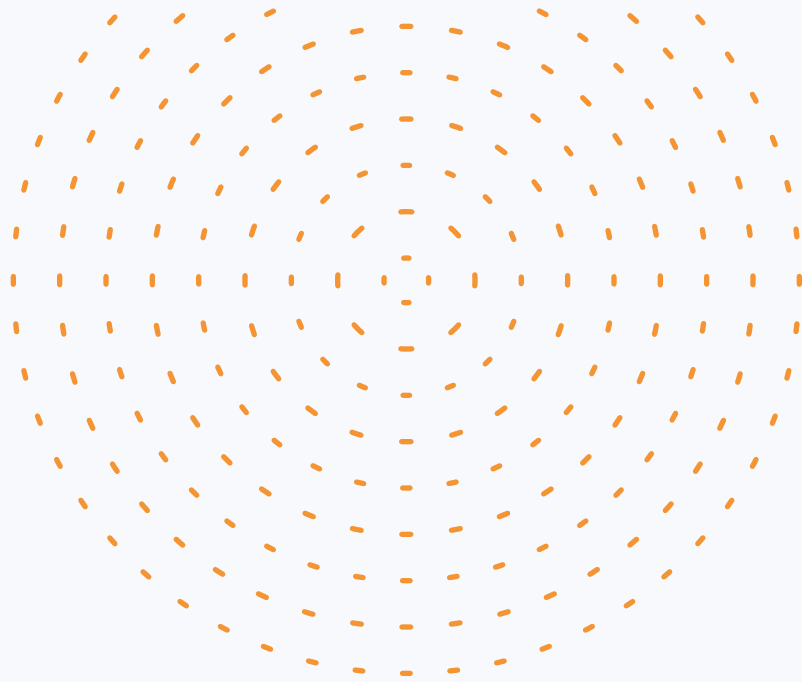
3. DRIVING CHANGE THROUGH CULTURE AND COLLABORATION

- Norfolk's farmers and food chain businesses are shaping the UK's commitment to achieving net-zero, using agri-tech to minimise the resources needed to achieve output.
- Norfolk Farming and Wildlife Advisory Group leads pioneering landscape-scale projects; from Wendling Beck, a national exemplar of blended finance and nature markets, to the county's network of farmer clusters, the first coordinated model of its kind in the UK.
- Innovation in Norfolk is practical as well as scientific: Pioneers of precision farming, Waldersey Farms, utilise satellite guidance technology, nitrogen sensors and live camera feeds to maximise the efficient use of resources, return better yields and reduce carbon emissions.



4. CHAMPIONING LOCAL PRODUCERS

- Norfolk champions the local food movement; awash with independent food and drink producers, delis, markets and breweries, the county is flying the flag for premium quality and sustainability. The £3m **Norfolk Food Hall**, opened in 2025, supports local producers with more than 70% of its range sourced from Norfolk and Suffolk.
- A wide range of producers - from award-winning vineyards to world-renowned cheese makers - are making their mark on the international stage. For example, The English Distillery secured the award for Best Small Batch Single Malt at the 2026 World Whiskies Awards, while others are coveted suppliers, from micro-herb specialist Nurtured in Norfolk supplying the UK's leading Michelin-starred chefs, to Hunter's Chocolate selected as the chocolate of choice by Tottenham Hotspur Football Club.
- With more than 40 breweries³, Norfolk has a rich and thriving beer culture rooted in its global reputation for high-quality malt barley. Producers like Barsham Brewery, who grow their own malt barley, operate as one of the UK's only grain-to-glass breweries, highlighting Norfolk's rising commitment to locally-grown ingredients.



WHAT THE SECTOR NEEDS

- 1 Increased public and private investment in innovation and commercialisation, so that more R&D is translated into industry solutions faster.
- 2 A planning system that enables forward-thinking farmers to invest in their businesses to continue producing home-grown food and strengthening national food security.
- 3 Enhanced water, power and digital infrastructure, including improved mobile coverage critical for robotics, automation and environmental resilience.
- 4 A skilled, future-ready workforce, supported by clearer pathways into farming, food manufacturing and agri-tech.
- 5 Stable, long-term policies on environmental schemes such as the Sustainable Farming Incentive (SFI), nature markets and seasonal labour, giving businesses the confidence to invest and plan.

Sources: 1. Norfolk Local Growth Plan, 2. Defra, 3. Norwich & District CAMRA