



73% of Brits plan to grow their own fruit and vegetables this spring

Spring has sprung, and research from the UK's leading garden centre, Dobbies, has found that almost three-quarters of Brits (73%) plan to grow their own fruit, vegetables and herbs this spring.

Almost half (49%) of those surveyed said it was because they thought they would taste better, and almost half (49%) also hoped it would be fun. 46% think that growing their own will and give them a sense of accomplishment, and 40% said it was to cut down on bills.

The research, from Censuswide, looked into what people have grown in the past, what produce they found the tastiest, and the reasons they're planning to grow their own this spring.

Almost two thirds (64%) of those surveyed already had experience of growing their own vegetables. When asked about their tastiest crop, 15% said tomatoes and strawberries came out on top.

Tomatoes are set to be the most popular crop for this year (51%), followed by strawberries (42%), potatoes (38%), carrots (32%) and fresh mint (32%).

Dobbies' Horticultural Director, Marcus Eyles, encourages budding gardeners across the UK to make the most of fresh produce by sharing his top tips for growing tomatoes.

Marcus said: "We're excited to hear that people across the UK are looking to grow their own tomatoes as they're fantastic for beginner and seasoned gardeners alike, and can easily be grown in small spaces, making them ideal for those with compact gardens.

"Tomato plants can take on a lot of water, so the larger the container, the easier it is to keep your tomatoes evenly watered. These plants thrive in a sunny spot, so position your container in a bright area with direct sunlight for maximum growth. Taller tomato plants will benefit from being supported by a bamboo cane, and you should pinch out the side shoots of these varieties to concentrate the energy into creating fruit.

"Smaller bush and trailing varieties are fine left to grow without pruning, but once the first trusses start to set fruit, you should begin feeding your tomato plant weekly with tomato fertiliser, and ensure you water frequently, especially during high summer when the weather warms up."

Dobbies' Food Development Chef, Adam Veysey, shares his recommendations for how gardeners can incorporate tomatoes into their cooking this spring.

Adam said: "Tomatoes are a wonderful, versatile ingredient for your kitchen in spring and summer and work just as well on their own as they do cooked in your favourite dishes. Put your tomatoes at the forefront of your cooking and enjoy them in seasonal salads with a

simple dressing, or use them to bring freshness to burgers and pizzas when alfresco dining in the warmer months.”

For more information on what’s in stock at your local Dobbies’ store, visit www.dobbies.com

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About Dobbies

- Established in 1865, Dobbies is now the UK’s leading garden centre retailer, with 75 stores
- Dobbies operates 70 mainline garden centres and five little dobbies
- Dobbies exists to enrich people’s lives and nurture connections between people, the community and the environment

Research conducted by Censuswide, on behalf of Dobbies between 15.03.23 and 17.03.23 using a sample of 2004 national representative UK respondents. Censuswide abides by and employ members of the Market Research Society which is based on the ESOMAR principles.