REAPING REWARDS II
Measuring and valuing urban food growing
Capital Growth is London’s food growing network providing advice, training, events and materials to help schools, community groups and those growing food at home or on allotments. It also promotes the value of urban agriculture to policy and decision-makers.

Capital Growth was established in 2009 as a partnership initiative between Sustain’s London Food Link network, the Mayor of London, and the Big Lottery’s Local Food Fund to support the creation of over 2000 new community food growing gardens.

www.capitalgrowth.org
Key findings

- In 2014, 89 growing spaces grew over 19 tonnes of food, worth 137,000.

- During the first two years of the Harvest-ometer, over 40 tonnes of produce was grown and recorded, valued at over £288,000.

- Average productivity of all growing spaces is just under £3.50 per square metre.

- Salads, squashes, courgettes and potatoes are the most popular crops being grown in London.

- We estimate, using average yields the network could potentially be growing more than 380 tonnes, worth over £2 million.

- The Growing a Million Meals campaign has reached the halfway mark, recording over half a million meal contributions on the Harvest-ometer by the end of 2014 growing season.

- Findings from 2014 reinforce many of the previous results from the 2013 Reaping Rewards report, including average yield across the network and top ten produce grown.
Q: What could the Capital Growth network grow?

A: 380 tonnes

(equivalent to this whole list)

- 1 million bags of salad
- 800,000 tomatoes
- 400,000 squash and courgettes
- 150,000 apples and pears
- 130,000 bags of leafy greens
- 100,000 eggs
- 90,000 potatoes
- 80,000 bags of herbs
- 75,000 punnets of berries
- 30,000 cauliflowers and cabbages
- 10,000 jars of honey
Background

Capital Growth is a network of over 2,000 community food growing spaces in London. It provides support, advice and services to help members set up growing projects, find volunteers, develop their ideas and grow food in urban settings. Capital Growth also influences policy, decision-makers and land owners to increase the amount of land available for food growing and to promote food growing as a way to improve health, social and environmental outcomes.

The Harvest-ometer was developed in 2013 by Capital Growth to help people growing food to record and keep track of their harvest, while also gathering data on food production in the city as a whole. This data can be used to identify trends and indicate productivity, demonstrate the financial value of urban food growing, and further influence policy and decision-makers.

This report presents new findings based on Harvest-ometer data collected during the 2014 growing season. Harvest yield data from London food growing spaces were analysed in terms of monetary value, weight, and by type of growing space. Results were then compared with data from the 2013 growing season, published in the first Reaping Rewards report. Finally, data from both years was used to estimate the potential harvest yields of the Capital Growth network as a whole.

1 www.capitalgrowth.org/big_idea/the_harvestometer
2 www.sustainweb.org/publications/reaping_rewards
Methodology

What is the Harvest-ometer?

Capital Growth’s Harvest-ometer is a simple online tool that provides a useful and interesting way for people growing food to record harvest data. To use the Harvest-ometer, gardeners log in to a member’s area webpage, and enter the weight of their harvested produced, choosing from a list of over 50 types fruits, vegetables and herbs as well as eggs and honey.

Data is stored for each growing space, so growers can track yields throughout the season and compare with past years. This data is also collated to give totals, averages and graphs for the growing spaces.

People have been encouraged to take part in collecting and entering their data through:

- Regular emails
- Competitions to win seeds, scales and vouchers
- Creating a target for each group based on their land space
- Creating a campaign target of ‘Growing a million meals for London’

How does it work?

- Each type of fruit and vegetable has been given a set value in pounds (£) per unit weight. Most values were obtained from an online supermarket price comparison website¹, using organic produce where possible (see Appendix 1 for full price list).
- The Harvest-ometer calculates a monetary value for each amount of produce entered, e.g. 2 kg of tomatoes would be converted to £11.20 in value.
- Users can also enter an approximate measure such as handful(s) of blackcurrants or number of carrots, which is converted to an approximate weight and value.
- The Harvest-ometer uses the weight information to calculate the number of meals to which this produce contributed, and stores this information in table and graph form.
- Growing spaces can export data for their own uses.
- All data is aggregated centrally to analyse overall yields and trends.

¹ www.mysupermarket.co.uk

Harvest-ometer feedback

“The Harvest-ometer has been a great tool for quantifying our data. We frequently use it when applying for funding. It’s also a great tool to show our volunteers and local community just how much food we’ve produced. I like the fact that it also puts the statistics into a monetary and dinner form.”

Emily Myers
Loughborough Farm
Capital Growth Space 2139

“We have found Capital Growth’s Harvest-ometer of great use to weigh and record our produce thus helping us assess our productivity. It gives individual plot holders the opportunity to see how much they have grown. Seeing the totals in term of finance and the number of meals gives an incentive and can help to set targets. The lists of produce can even help to provide ideas for next season’s growing!”

Tim Anderson
Maryon Park Community Garden
Capital Growth Space 522

“[As] a new community growing group, the Harvest-ometer has been an excellent way of tracking our progress. Who’d have thought that what we thought would be a few courgettes and handfuls of beans would result in us recording over £70 of produce so far! It’s inspiring us to set higher targets for next year, and make sure everything that’s edible is harvested!”

Wayne Trevor
Norword Bzz Garage
Capital Growth Space 2325
Harvest-ometer
Record and view the progress of your harvest in 5 simple steps

Stage 1
Join Capital Growth and activate your Harvest-ometer in your personal members’ area

Stage 2
Weigh and record your harvest in the field

Stage 3
Log in to members area, select a produce type and enter your quantities

Stage 4
View your harvest and compare with previous seasons. Export a record of all your harvest data!

Stage 5
Check progress on your personalised harvest-ometer graph
Results

Overview

During the 2013 and 2014 growing seasons, 189 groups recorded their yields with the Harvest-ometer. Collectively during two seasons, 40.14 tonnes of produce was recorded, valued at £288,012, from a variety of growing spaces including back gardens, farms and allotments.

This amount of produce, if converted into meal portions, is the equivalent of over half a million portions of fruit and vegetables, surpassing the halfway mark of the original campaign target of ‘Growing a Million Meals for London’.

Across the two years, the average value of production per square metre remained very similar, with a two pence decrease from £3.49 per square metre in 2013 to £3.47 in 2014. This shows consistency in the data being provided and confidence in using the data to calculate the potential yield of the entire Capital Growth network.

Table 1: Key findings

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of growing spaces submitting data</td>
<td>160 spaces</td>
<td>89 spaces</td>
<td>189* unique spaces</td>
</tr>
<tr>
<td>Total land area of growing spaces</td>
<td>43,137 sq. m</td>
<td>39,533 sq. m</td>
<td>53,959 unique sq. m*</td>
</tr>
<tr>
<td>Total weight of produce harvested</td>
<td>21.24 tonnes</td>
<td>18.90 tonnes</td>
<td>40.14 tonnes</td>
</tr>
<tr>
<td>Total number of ‘meal portions’ grown</td>
<td>265,458 portions</td>
<td>236,232 portions</td>
<td>501,690 portions</td>
</tr>
<tr>
<td>Total financial value of produce grown</td>
<td>£150,744</td>
<td>£137,268</td>
<td>£288,012</td>
</tr>
<tr>
<td>Average productivity per square metre in weight</td>
<td>492 grams</td>
<td>478 grams</td>
<td></td>
</tr>
<tr>
<td>Average productivity per square metre in financial value</td>
<td>£3.49</td>
<td>£3.47</td>
<td></td>
</tr>
<tr>
<td>Average productivity per square metre in number meal portions</td>
<td>6 portions</td>
<td>6 portions</td>
<td></td>
</tr>
</tbody>
</table>

*60 spaces from 2013 also participated in 2014, along with 29 new spaces in 2014
Participants

Capital Growth’s network includes a variety of growing spaces, ranging from home growers to farms. The table below shows the number of each type of growing space who added yield data in 2013 and 2014, and the amount of land covered.

Table 2: Information on participants

<table>
<thead>
<tr>
<th>Type of growing space</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Area of land</td>
<td>Average plot</td>
<td></td>
</tr>
<tr>
<td></td>
<td>participating</td>
<td>covered [sq. m]</td>
<td>size [sq. m]</td>
<td></td>
</tr>
<tr>
<td>Community Garden</td>
<td>35 (73)</td>
<td>15,699 (17,340)</td>
<td>449 (238)</td>
<td></td>
</tr>
<tr>
<td>School</td>
<td>19 (23)</td>
<td>3,596 (3,071)</td>
<td>189 (134)</td>
<td></td>
</tr>
<tr>
<td>Home Grower</td>
<td>17 (30)</td>
<td>253 (828)</td>
<td>15 (28)</td>
<td></td>
</tr>
<tr>
<td>Allotment Plot</td>
<td>7 (15)</td>
<td>583 (1,450)</td>
<td>83 (99)</td>
<td></td>
</tr>
<tr>
<td>Farm</td>
<td>5 (11)</td>
<td>18,785 (19,625)</td>
<td>3,757 (1,784)</td>
<td></td>
</tr>
<tr>
<td>Communal Allotment Plot</td>
<td>4 (3)</td>
<td>601 (516)</td>
<td>150 (172)</td>
<td></td>
</tr>
<tr>
<td>Small Plot</td>
<td>2 (4)</td>
<td>12 (17)</td>
<td>6 (4)</td>
<td></td>
</tr>
<tr>
<td>Allotment Site</td>
<td>0 (1)</td>
<td>0 (250)</td>
<td>0 (250)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>89 spaces</strong></td>
<td><strong>39,529 sq. m</strong></td>
<td><strong>444 sq. m</strong></td>
<td></td>
</tr>
</tbody>
</table>

Fewer groups used the Harvest-ometer to record yields in 2014 than in 2013 (a decrease in 71 participants). This could be due to a number of reasons: groups involved in 2013 may have found one season of data sufficient to meet their needs or the people involved in a garden may have changed. During 2014 there were also fewer incentives and reminders to take part from Capital Growth due to less available resources.

During the same period, the average plot size increased from 270 sq. m in 2013 to 444 sq. metres in 2014. This means that although fewer Capital Growth groups used the Harvest-ometer in 2014, the total area of land only decreased by 8%, from 43,137 sq. m in 2013, to 39,533 sq. m in 2014. In other words, even though fewer spaces used the Harvest-ometer in 2014, the harvest data is based on a similar amount of land.

In terms of the types of growing spaces participating, in 2014 community gardens represented the majority of groups (39%), followed by schools and home growers. This was similar to participation in 2013. These proportions are representative of the Capital Growth network as a whole, as community growing gardens make up the largest proportion of the network. One exception is a higher representation of home growers in 2014.
Borough distribution

The map below shows that participation is spread across a number of London boroughs, with more growing spaces taking part in Hackney, Greenwich, Lambeth, Lewisham, Newham, Waltham Forest, Camden and Islington. These boroughs also have the highest number of Capital Growth growing spaces, and so this data is reflective of general membership.

Map of number of participating sites per borough

Map key
- Green: Over 5 participating sites per borough
- Yellow: 1 to 4 participating sites per borough
- Gray: No participating sites
Area of land covered by participating growing spaces

As the graphic below shows, farms represent the largest contributor to the harvest data collected in terms of the land size (47%, 18,785 sq. m), even though they represent only a small number of participants (5). This is followed by community growing spaces, which also represent a significant amount of land (40%). All other types of growing spaces collectively contribute a much smaller amount of land (13% combined).
Average size of gardens participating

The average size of different types of growing spaces was calculated for comparison with each other, and for comparison with the average of the network as a whole (Table 3).

The data shows that, on average, farms are the largest type of growing space, followed by community gardens, with home growers and individual plots being the smallest.

### Table 3: Average plot size

<table>
<thead>
<tr>
<th>Space type</th>
<th>Average plot size of Harvest-ometer participants (sq. m)</th>
<th>Average plot size of all network member spaces (sq. m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm</td>
<td>3757</td>
<td>6655</td>
</tr>
<tr>
<td>Community Gardens</td>
<td>449</td>
<td>451</td>
</tr>
<tr>
<td>School</td>
<td>189</td>
<td>91</td>
</tr>
<tr>
<td>Communal Plot</td>
<td>150</td>
<td>92</td>
</tr>
<tr>
<td>Allotment Plot</td>
<td>83</td>
<td>95</td>
</tr>
<tr>
<td>Home Grower</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Small Plot</td>
<td>6</td>
<td>21</td>
</tr>
</tbody>
</table>

When the average size of participating spaces is compared to growing spaces in the Capital Growth network as a whole (almost 2,300 spaces), the results show:

- The average size of community gardens, allotments and home growers are comparable with the network as a whole with a 1%, 13% and 12% variation respectively;
- Schools who use the Harvest-ometer are around 48% larger than school growing spaces in the network;
- Farms using the Harvest-ometer are on average 44% smaller than the network average.

The reason for the variation in schools could be because smaller school gardens are unlikely to have significant yields and may not see the value in using the Harvest-ometer. Participating farms are smaller than the network average, but as there are a relatively small number of farms both in the network and using the Harvest-ometer, the average calculations are more sensitive to variation. It could also be that bigger farms are more likely to have internal harvest data collection systems and therefore less incentive to use the Harvest-ometer.
Most popular fruit and vegetables

The Harvest-ometer lists 61 types of fruit, vegetables and herbs, plus eggs and honey. This has increased since the first season’s initial list of 50 options as users have requested more variety.

The most popular produce grown can be assessed by weight and value. In 2014, salad leaves were, once again, the most popular in terms of weight and value. This is likely because they are a relatively easy crop to grow, reach maturity quickly, can be grown year round, require a small amount of space, and have a high financial value.

The top ten most popular produce grown in 2014 is similar to the previous year, with the inclusion of a few newcomers, such as French beans, cucumbers and broad beans. Fruit do not feature in the top ten produce.

Table 4: Top ten produce

<table>
<thead>
<tr>
<th>Top ten produce by weight 2014</th>
<th>Comparison with 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Salad leaves</td>
<td>Same</td>
</tr>
<tr>
<td>2 Squash/pumpkin</td>
<td>Same</td>
</tr>
<tr>
<td>3 Onion</td>
<td>Up 2</td>
</tr>
<tr>
<td>4 Courgette</td>
<td>Down 1</td>
</tr>
<tr>
<td>5 Potato</td>
<td>Down 1</td>
</tr>
<tr>
<td>6 Tomato</td>
<td>Up 1</td>
</tr>
<tr>
<td>7 Beans (French)</td>
<td>New entry</td>
</tr>
<tr>
<td>8 Cucumber</td>
<td>New entry</td>
</tr>
<tr>
<td>9 Beans (Broad)</td>
<td>New entry</td>
</tr>
<tr>
<td>10 Tomato (Cherry)</td>
<td>Down 1</td>
</tr>
</tbody>
</table>
Average yields

In 2014, home growers had the highest yield in terms of pounds per square metre (£14.01), followed by farms (£5.04) and allotments (£4.51). Community gardens, small plots and schools have much lower yields. As Table 3 shows, home growers have on average a smaller growing area (15 sq. m), and might therefore be more likely to make use the space in a way that maximises yields.

Similarly, farms and allotments are likely to focus on producing high yield crops, while community gardens and schools are often managed collectively and focused more on social or educational outcomes, therefore potentially reducing focus on yields.

The yields per square metre by type of growing space are fairly consistent in most categories between the two. However, there is a large variation between seasons for home growers. The reason for this variation is not clear and would benefit from additional data in future years.
Projected yields and value

Following two seasons of data collection there is a more reliable data set from which to calculate the potential yield of the whole Capital Growth network and the value of this produce.

As of May 2015, there were 2,296 growing spaces in the Capital Growth network covering 906,702 square metres (219 acres), which is the equivalent of 109 football pitches. Since the 2013 Reaping Rewards report was published, 118 new growing spaces have joined the network, contributing a further 118,581 square metres of land to the network total.

By factoring average yields across both years, it is estimated that Capital Growth growing spaces would produce 358-403 tonnes of food in a season, if growing and harvesting in line with average yields. This could be worth £2.2 – £2.6 million, using supermarket values for similar produce.

<table>
<thead>
<tr>
<th>Table 5: Projections of yields for the Capital Growth network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total network yield projections 2014</strong></td>
</tr>
<tr>
<td>No of spaces: 2296 spaces</td>
</tr>
<tr>
<td>Land area covered: 886,702 sq. m</td>
</tr>
<tr>
<td>Projected network yield, calculated by space type: 358 tonnes / £2,266,000</td>
</tr>
<tr>
<td>Projected network yield, calculated by space size: 403 tonnes / £2,657,000</td>
</tr>
</tbody>
</table>

The variation in these figures results from two different methods to calculate projections, explained as follows:

1) The projection based on the average yields by **type** of garden (e.g. allotment plot, farm, home grower, etc.) resulted in the lower estimate of 358 tonnes, worth £2.2 million.

2) The projection based on average yields by **size category** of each space (i.e. less than 10m, 10 – 50m, etc.) result in the higher estimate of 403 tonnes, worth £2.6 million.

This projection is 47 tonnes higher than projections from 2013, and even if taken at the lowest end of the projection, worth £350,000 more. This is due in part to an increase in the number of growing spaces joining the Capital Growth network, and therefore more land registered as growing or available for growing. It is also due in part to having more data, which has enabled more precise calculations using factored averages.

These figures show a realistic potential contribution of food growing in London as the land is already being used for this purpose.
Conclusion

Value of food production in the network

The findings of this report show that a compelling amount of food is being grown across London, especially as the majority of participants using the Harvest-ometer were community gardens, schools and home gardens, not commercial farms. By extrapolating data averages for the Capital Growth network as a whole, it could be potentially growing in the region of 380 tonnes of food. This would be worth £2.2-£2.6 million, showing how urban growers are contributing to food security in the capital.

While this is a relatively small amount of food compared to consumption by London as a whole, the food produced has potential to have a high nutritional, social and financial impact on the individuals and communities who grow it. For example, if the produce is for those with less access to healthy, affordable food in areas of deprivation then this could have a more significant impact on these individuals income of lifestyle; or if focused on high value crops, for example salads, berries and herbs, then it could have an even greater financial impact on the income for small groups or social enterprises.

Another consideration is that the majority of projects who recorded data are not growing commercially, which means that the financial value of the food grown is in addition to its social and environmental value, including improving biodiversity, developing skills, and building community cohesion. There may also be a significant carbon saving value of the food grown, particularly if the produce is organically grown and replacing conventional, or if replacing food that is generally refrigerated during transport, such as salads and soft fruit.

Scope for increasing productivity

The figures of the projected yields for the whole network are a useful starting place to see the scope of food growing in London. They show the whole Capital Growth network could be growing around 380 tonnes of food, worth £2.2-2.6million, if all members are growing in line with the average yields (see page 5).

However, the potential yield per square metre for each type of growing spaces could, in fact, be much higher: while many factors affect productivity, the data shows that some gardens have far greater yields than the average. If all gardens and farms were to increase yields per square metre, the projected value would be even higher. Capital Growth has previously demonstrated this by providing support to a number of groups, and by producing a toolkit called Grow More Food (www.sustainweb.org/publications/grow_more_food_top_tips) to assist groups to increase yields.

Demand for the Harvest-ometer

Over two seasons, use of the Harvest-ometer has shown that growing spaces find it a useful tool for recording harvest data and comparing seasons. From a survey of 30 Harvest-ometer users, 87% found it useful and 66% said they would definitely use it the following year. While there has been a reduction in participation between 2013 and 2014, larger growing sites continue to be engaged and there is scope to increase participation through incentives and outreach. Other cities such as Manchester and Birmingham, have contacted Capital Growth to begin using the Harvest-ometer, showing demand beyond London.

Recommendations and next steps

The findings of this report support the previous Reaping Rewards report of 2013, demonstrating the significant financial value of food being grown in the city. This is one of the many benefits of urban food growing and should be seen as an important contribution to food security, despite financial motivations not being of primary concern for many growers.

Based on this report’s findings, for the next stages of the project we recommend:

- Targeting groups and areas who could benefit from the Harvest-ometer including schools, larger gardens and other cities.
- Assisting growing spaces to increase their yields though support, training and advice
- Incorporating a carbon saving measure into the Harvest-ometer.
- Continuing to support development of new urban growing sites to increase the potential yield and contribute to London’s food security.
- Improving usability of the Harvest-ometer and engaging more growing spaces.
- Promoting findings to policy makers in local and regional government.
Appendix

Types of growing spaces

The Capital Growth network consists of different types of growing spaces, which by location, participants, how they are run and their purpose.

- **Allotment plot**: Growing space tended by individual or family on statutory allotment plots
- **Allotment site**: A whole statutory allotment site
- **Communal allotment plot**: Growing undertaken by an organisation or group on a statutory allotment plot
- **Community space**: Growing site not based at an allotment or school, where people grow collectively or are allocated a small individual plot (they are sometimes referred to as mini allotments but are not statutory, i.e. protected by allotment act)
- **Farm**: Growing spaces that are primarily dedicated to commercial growing and sales
- **Home grower**: People growing alone or with family at home
- **Small plot**: Discreet areas within a community space, which are the responsibility of an individual or family
- **School**: Growing spaces within or run by a school group

### Participating growing spaces

- Abbey Gardens
- Albany Cafe Garden
- Alice’s wonderland
- Back garden
- Barbara’s Garden
- Blythe hill allotment
- Bonny Downs Food Growing Project
- Carshalton Community Allotment
- Castle Climbing Centre
- Charlton Manor Primary School Food Growing Space
- Chisenhale’s Edible Playground
- Christ Church C of E Primary School Food Growing Space
- Cumberland Kitchen Garden
- Didara
- Dormers Wells Educational Garden
- Downderry Primary School Garden
- Eastlea Organics
- Evita
- Faggos Road, Feltham
- Firhill Allotments
- Food Craft
- Food in Mind
- For the Love of Food
- Forever Young Garden
- Green Kids
- Green Shoots Gardening Project
- Greenwich Mind Garden
- Growing Communities, Clissold Park
- Growing Communities Springfield Park
- Growing Communities, Allen’s Gardens
- Growing DevHouse
- Han’s Garden
- Hen Home
- Hibbert Road Garden
- Hamble Street Garden
- Home grower
- Hood’s Plot
- Jackson Road
- JFK Growers
- Joe Richards House
- King’s Cross Orchard
- KTCC Gardening Project
- L’Arche Garden Project
- Lincoln Garden
- Linkway Plantastic Prescription Gardens
- Loughborough Farm
- Lowhall Allotment Gardening Club
- Manorside’s Allotment Project
- Martin Way Allotment Plot 18A
- My veggie plot
- Myatt’s Fields Allotment Plot 18A
- Natural Bourne Greenhouse Project
- Nelson Road
- Norwood Bzz Garage
- Our Garden
- Parapet
- Pattison
- Paulet Road Estate Community Garden
- Pinner growers
- Plot 6, White Hart Lane Allotments
- Queen’s Wood Organic Garden
- Reinstate our garden
- Rees’s Allotment
- Rokeby Gardening Club
- Seed to Plate
- Community garden
- Sharp End Growers / Growing Health Garden
- South Grove Gardening Club
- Southlands Road Allotments
- Sow.Grow.Eat
- Spitalfields Garden
- St Ignatius Gardening Club
- St Joseph’s Community Food Growing Plots
- St Luke’s Centre
- Steve’s Place
- Stonydown Garden
- Strawberry Hill Raised Community Garden
- Sutton Community Farm
- The Bedfords Park Walled Garden Project
- The Maryon Park Community Food Growing Garden
- The Regent’s Park Allotment Garden
- Time and Talents Garden
- Vale Farm Food Growing Project
- Weavers Estate Allotment Wins project
## Harvest-ometer produce list

<table>
<thead>
<tr>
<th>Item</th>
<th>Pence per 100g</th>
<th>Item</th>
<th>Pence per 100g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>34</td>
<td>Mange tout/Peas</td>
<td>85</td>
</tr>
<tr>
<td>Artichokes</td>
<td>199</td>
<td>Mint</td>
<td>340</td>
</tr>
<tr>
<td>Asparagus</td>
<td>199</td>
<td>Onion</td>
<td>15</td>
</tr>
<tr>
<td>Basil</td>
<td>175</td>
<td>Onion (spring)</td>
<td>95</td>
</tr>
<tr>
<td>Beans (Broad)</td>
<td>53</td>
<td>Pak Choi</td>
<td>67</td>
</tr>
<tr>
<td>Beans (French)</td>
<td>83</td>
<td>Parsley</td>
<td>140</td>
</tr>
<tr>
<td>Beans (Runner)</td>
<td>70</td>
<td>Parsnips</td>
<td>17</td>
</tr>
<tr>
<td>Beetroot</td>
<td>27</td>
<td>Pea Shoots</td>
<td>185</td>
</tr>
<tr>
<td>Blackberry</td>
<td>180</td>
<td>Pear</td>
<td>49</td>
</tr>
<tr>
<td>Blueberries</td>
<td>166</td>
<td>Peppers</td>
<td>65</td>
</tr>
<tr>
<td>Broccoli (sprouting)</td>
<td>86</td>
<td>Plum</td>
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</tr>
<tr>
<td>Broccoli (head)</td>
<td>47</td>
<td>Potato</td>
<td>15</td>
</tr>
<tr>
<td>Cabbage</td>
<td>35</td>
<td>Potato (new)</td>
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</tr>
<tr>
<td>Carrot (baby/small)</td>
<td>106</td>
<td>Radish</td>
<td>30</td>
</tr>
<tr>
<td>Carrot (large)</td>
<td>15</td>
<td>Raspberries</td>
<td>147</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>20</td>
<td>Currants (red, black, white)</td>
<td>100</td>
</tr>
<tr>
<td>Cavolo nero (kale)</td>
<td>87</td>
<td>Rhubarb</td>
<td>50</td>
</tr>
<tr>
<td>Chard</td>
<td>75</td>
<td>Rocket</td>
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</tr>
<tr>
<td>Cherry</td>
<td>110</td>
<td>Rosemary</td>
<td>450</td>
</tr>
<tr>
<td>Chilli</td>
<td>105</td>
<td>Salad leaves (mixed)</td>
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</tr>
<tr>
<td>Chives</td>
<td>360</td>
<td>Spinach</td>
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<tr>
<td>Coriander</td>
<td>140</td>
<td>Squash/Pumpkin</td>
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<tr>
<td>Courgette</td>
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<td>Strawberry</td>
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<td>43</td>
<td>Swede</td>
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<td>Egg</td>
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<td>Thyme</td>
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<td>Kale</td>
<td>83</td>
<td>Tomato (Cherry)</td>
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<tr>
<td>Leek</td>
<td>40</td>
<td>Turnips</td>
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<tr>
<td>Lettuce (headed)</td>
<td>100</td>
<td></td>
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</tr>
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</table>

*Prices based on price comparisons from www.mysupermarket.com*
References

1 National Food Alliance (which later merged with the SAFE Alliance to become Sustain) (1996) Growing Food In Cities: A report to highlight and promote the benefits of urban agriculture in the UK, see: www.sustainweb.org/publications/info/135

2 City Harvest: The feasibility of growing more food in London (1996), see: www.sustainweb.org/publications/info/134

3 Watch Rob Finley’s inspiring TED talk at: www.ted.com/talks/ron_finley_a_guerilla_gardener_in_south_central_la

4 www.verticalveg.org.uk

5 Find out more about Capital aGrowth’s Harvest-ometer at: www.capitalgrowth.org/millionmeals/harvestometer/

6 Download the toolkit Grow More Food Top Tips at: www.sustainweb.org/publications/info/300

7 Find out more about our ongoing work on this at: www.capitalgrowth.org/millionmeals/

8 www.farmingconcrete.org

9 5-a-day, just eat more, leaflet produced by the NHS, showing what is a ‘portion’, and using ‘80 grams’ or ‘roughly a handful’ as a measure for one portion to contribute towards the healthy 5-a-day target: www.nhs.uk/Livewell/5ADAY/Documents/Downloads/5%20A%20DAY%20z%20card.pdf

10 5-a-day, just eat more, leaflet produced by the NHS, showing what is a ‘portion’, and using ‘80 grams’ or ‘roughly a handful’ as a measure for one portion to contribute towards the healthy 5-a-day: www.nhs.uk/Livewell/5ADAY/Documents/Downloads/5%20A%20DAY%20z%20card.pdf

11 Grow More Food Top Tips is available at www.sustainweb.org/publications/info/300

12 Capital Growth: Annual Monitoring Survey 2013, see: www.sustainweb.org/publications/info/301

13 Find out more about the Sutton Community Farm website at: www.suttoncommunityfarm.org.uk

14 Find out more about the Growing Communities Patchwork Farm at: www.growingcommunities.org/food-growing/patchwork-farm/

15 Find out more about the Castle Climbing Centre Garden at: www.castle-climbing.co.uk/garden

16 Capital Growth: Annual Monitoring Survey 2013, see: www.sustainweb.org/publications/info/301
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Measuring and valuing urban food growing

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Sustain: The alliance for better food and farming, advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. It represents around 100 national public interest organisations working at international, national, regional and local level.

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