Spanish sales of fresh fruit and vegetables have risen steadily since the country has been in lockdown.

The latest figures from the Ministry of Agriculture, Fisheries and Food for the week beginning 11 May show a 34 per cent increase in vegetable consumption and 16.5 per cent rise for fruit compared with the year-earlier period.

While sales data for individual products is not available, the figures show continuous growth in sales since the government imposed the lockdown on 14 March.

For the week beginning 27 April, for example, household consumption of fruit and vegetables grew 36.6 per cent and 44 per cent respectively.

The following week (4 May), vegetable consumption increased 37 per cent and fruit consumption by 25 per cent.

Fepex said the results show that consumers ‘regard fresh produce as an essential part of their diet and provide health during these times of pandemic’.

Seizing the momentum gathered since the start of the pandemic, more than 120 companies and associations throughout Spain recently launched a campaign to promote healthy lifestyle habits, highlighting the wealth and variety of the country’s fruit and vegetable production.

The ‘Live Healthy: Fruits and Vegetables’ campaign features TV and radio advertising, as well as social media actions.