

Crop breeding



The development of new crop varieties typically begins with researchers at the Hutton working in **partnership with commercial seed developers**. Their aim is to produce varieties that offer improved yield and meet specific performance needs. Once developed, these varieties are distributed by seed companies to growers, who use them to produce higher-value crops. These crops then enter the supply chain, either reaching consumers through retailers or being used as ingredients in processed food products.

Data provided by the Hutton for this study suggests the **total market value of the Hutton varieties in 2024 was around £37.4 million**. This estimate is derived from the production value of plants sold across Scotland and elsewhere in the UK.



Value of Hutton varieties (£m)	Scotland	UK
Raspberries	7.0	10.4
Blackberries	0.0	0.1
Blackcurrants	0.3	24.9
Swedes	0.1	0.2
Kale	0.1	0.1
Forage rape	0.2	0.3
Potatoes	1.4	1.4
Total	9.0	37.4



It is unreasonable to attribute the full value to the Hutton alone as this overlooks the investment and **contributions of growers and others involved throughout the supply chain** and also disregards the availability of alternative varieties that growers could select if the Hutton varieties did not exist.



Based on whether each variety offers a distinctive Unique Selling Point (USP) compared to other available options, it is estimated that the **total sales value of crops attributable to the Hutton in 2024 was approximately £45.0 million**, of which £1.6 million in GVA to the Scottish economy, supporting around 35 jobs. This reflects the cumulative impact of the Hutton’s ongoing and historic work in plant breeding. At the UK level, the estimated contribution was £2.4 million GVA, supporting up to 140 jobs.



Although Hutton varieties are primarily developed for Scottish and UK growing conditions, they are also cultivated internationally. **The value of Hutton varieties grown and sold across Europe and beyond in 2024 was estimated at £93.4 million**. The main varieties contributing to this figure were raspberries (£42 million) and blackberries (£39.5 million). These figures highlight the international reach of the Hutton’s research and breeding programmes, underscoring their role in supporting global food supply chains and enhancing food security.