

Peas Please

Making a pledge
for more veg

Our objective

Peas Please brings together farmers, retailers, fast food and restaurant chains, caterers, processors, civil society organisations and government departments with a common goal of making it easier for everyone to eat veg.

<http://foodfoundation.org.uk/peasplease/>

An initiative led by



Peas Please Challenge



We should be eating about 3.5 portions a day (Eatwell Guide)



80% of adults
95% of older children
80% of younger children
eat too little

We need to eat at least one more portion a day



People on low incomes eat about half a portion less



If we ate our requirements we could reduce diet related greenhouse gas emissions by 17%, & create an opportunity to grow 1.5million MT more British veg a year

Peas Please Pledge Guide

You are invited to make a Peas Please pledge and announce this at one of our Peas Please summits which will take place in London, Cardiff and Edinburgh on October 24th 2017.

You will be asked to endorse the Peas Please Pledge, and make at least one specific commitment in line with the Commitments Framework, having understood the “Small Print” which further defines the commitment and explains how it will be monitored.

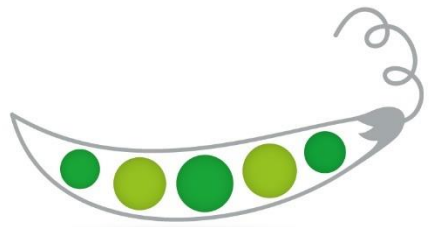
If you are already achieving a commitment in the framework (in line with any additional details in the small print) you will be invited to sign the Peas Please Pledge and describe your achievement at the summit.

All those endorsing the Peas Please Pledge and making a commitment in October 2017 will be described as The Veg Trailblazers and will be named as such on the Peas Please website and promotional material.

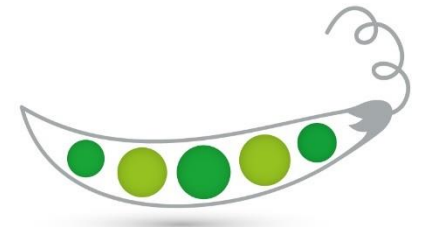
The time period for commitments to be implemented is by October 2020. Commitments made at one of the summits in 2017 may be added to in 2018.

Tracking of commitments will take place on an annual basis through a progress report published in October.

#PeasPleasePledge



We pledge to play our part to help everyone in Britain eat an extra portion of veg a day



The pledge will be used for public facing communications

COMMITMENTS FRAMEWORK



SHOPPING AND EATING AT HOME

1. Retailers commit to re-evaluate the way they sell vegetables, adopting new measures* to drive increased consumption while maintaining their existing commitments to reduce waste
2. Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and in on-pack and online recipes for meal ingredients (e.g. cook-in sauces etc.)

EATING OUT

3. Quick service, Food-On-The-Go businesses and casual dining restaurants commit to increase the number of portions of veg they sell while maintaining commitments to reduce waste
4. Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge
5. Manufacturers' recipes for food service customers commit to follow standards which include at least two portions of veg in all main meals

TOWNS AND CITIES

6. Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

CHILDREN

7. Broadcasters commit to give veg a good image in kids TV through developing guidelines for programme producers
8. Department for Education and devolved governments ensure school and nursery food standards are strengthened to be in line with the Eatwell Guide, made mandatory and monitored
9. Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kids meal
10. Department of Health, devolved governments, Local Authorities and other key stakeholders commit to modernise Healthy Start to increase uptake, and explore new ways for securing preferential access to vegetables for those on a low income

PRODUCTION

11. Government(s) and producer bodies commit to support the development of a New Sector Deal for horticulture to enable producers to increase the volume of sustainably produced British veg
12. Select committees (England and Wales) commit to an Inquiry into horticulture

* See small print

TRACKING

Peas Please and partners announce an awards scheme and annual report to monitor commitments made at the summit.

The commitments framework provides the details of what will be achieved.

THE SMALL PRINT (1)

The details below, numbered in line with the Commitments Framework, describe how each pledge will be monitored.

1 Retailers (supermarket chains and convenience stores) will implement a mix of the below menu of 22 measures to increase sales of fresh, frozen, tinned, dried and chilled prepared veg:

Advertising • Invest in at least one seasonal (or frozen/tinned) vegetable TV advertising campaign per year (not inc. Xmas), where veg is the lead • Ensure there is at least monthly veg (fresh/frozen/tinned) advertising through both print and digital channels. • Ensure the main website landing page and fresh produce landing page always includes a veg photo or meal suggestion including veg • Ensure online checkout prompts always include a veg suggestion/prompt, incorporating some variety • Ensure all retail main-course recipes published across all advertising space includes at least 2 portions of veg. • Retail social media to include appealing mention of veg every day

Store Siting & Incremental Promotional Space • Siting vegetables in higher footfall parts of the store (including through chilled checkouts) • Siting veg with other ambient cooking aids to support whole meals • Ensure that “additional promotional space” is given to at least one vegetable line per week • Allocating a higher proportion of floor space to veg

Promotions • Improving the number and appeal of promotions including vegetables • Introducing new and improved signage for vegetables in store • Skewing loyalty card rewards to increase incentives for buying vegetables • Increasing presence of vegetables in lunchtime meal deals through increasing the % of main meal options with a portion of veg and ensuring there are at least 3 snack options which include a portion of veg • Ensuring that the side dish in evening meal deals always includes both a salad and a vegetable option • Implement link save promotions for veg lines with ambient cooking sauces and spices giving customers inspiration • Take steps to make it easier for people with Healthy Start vouchers to spend these on fruit and vegetables • Harmonising veg offers (range, price, and inclusion within promotions) between retailers’ supermarkets and convenience stores

New Product Development • Ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all food categories • Retailer product development teams will encourage and actively promote the use of veg in new products • Increase the use of veg products by retailer employed chefs on innovation days and press days • Demonstrate leadership in incentivising producers and suppliers to develop new products

Retailers are expected to announce the number of actions from the menu which are already being implemented and the number of additional actions they will take. Retailers can propose additional, evidence-based actions for inclusion into the menu of measures. We will track actions through an annual snapshot assessment. We will track overall volume (by weight) of fresh, frozen, tinned and chilled-prepared veg sold as a proportion of all food and soft drink sales (excluding bottled water) by retailer. The specific method for this calculation will be published on the Peas Please website. We will set 20% as an aspirational target for the proportion of food and soft drink volume (excluding water) sold which is vegetables, as fruit and vegetables together make up 40% of the Eatwell Guide plate. For this measurement we will not include pulses as they are not included within the fruit and veg section of the Eatwell Guide. We will present in the annual report the retailers which are doing best, and those which have made the most progress.

Retailers wishing to qualify as a Trailblazer without making a commitment would need to be implementing all 22 actions which are possible within their store format/ business model, and achieving above average volume sales as a proportion of all food and soft drink sales.

THE SMALL PRINT (2)

2. Retailers and manufacturers will be expected to state the specific increase in veg in ready meals which they plan to implement, using their own bespoke metrics (before, after and over what time period), and report against these annually. In addition, we will track the (whole-meal replacement) ready-meals by counting the proportion of a retailer's own-brand range or a manufacturer's range which have 1 of your 5 A Day either as noted on the label or from % given in the ingredients; and the proportion which have 2 of your 5 A Day. We will track this through an annual snapshot and will present in the annual report the retailers and manufacturers which are doing best, and those which have made the most progress.

We will track on-pack and online recipes for the use of manufactured meal ingredients through an annual snapshot. The aim is to ensure that all main-meal recipes include at least two portions of vegetables. Retailers and manufacturers will announce the number of products which already meet this standard, and the number of additional products which they intend to meet this standard as part of their pledge.

Retailers and manufacturers wishing to qualify as a Trailblazer without making a commitment will already be including at least one portion of veg in all ready meals and/or two portions of veg in all on-pack recipes.

3. In order to address the shortfall in veg when we eat out, we need to be consuming 12 million more portions every day out of home. Food service businesses will announce the number of portions of vegetables they are already selling per day and pledge the number of additional portions they plan to sell over the period October 2017- October 2020. This could be achieved through a range of approaches including new menu items / recipes, positioning on menu and in store, price incentives etc. We will depend on self reporting to track this, and will in parallel monitor data from national surveys.

Businesses wishing to qualify as a Trailblazer without making a commitment will be selling at least 1g of veg for every 13 kcals sold.

4. Employers, public procurement bodies, their umbrella organisations and major contract contractors will be invited to commit to the principle that 2 portions of veg should be included in every lunch served at no extra cost, while maintaining existing commitments to waste reduction. They will be asked to publish a short action plan on how they will work to operationalise this principle. We will track this by reviewing annual, self-reported progress against published action plans.

5. We will track this by reviewing manufacturer's guidance for use of their products within food service. This will be provided by the manufacturers for the purposes of the annual tracking of commitments.

6. We will invite cities to pledge informed by our "What is Veg City?" Guidance Note. This includes a menu of metrics which cities can pledge against. We will track this by reviewing annual, self-reported progress against published action plans.

7. We will track this by reviewing published programme producers guidance and an annual snapshot of adherence to the guidance. We are aiming for producer guidance to ensure a) there is no negative referencing to fruit and vegetables in children's TV or family viewing b) children's cooking shows ensure that all main course recipes include 2 portions of veg, and all dessert and snack recipes include at least one portion of fruit or vegetables c) that children's TV and family viewing use opportunities to present fruit and veg, and fruit and veg consumption in an attractive and appealing manner.

8. We will track this by reviewing government documents.

9. We will track this through self-reported data offered to the Sustainable Restaurant Association, triangulated against other data sources including the secret diner survey conducted by the Soil Association.

10. Key stakeholders will be asked to produce a shared 2017-2020 action plan to map joint activities aimed at securing this increase in uptake. We will track action against this action plan, and changes in national uptake rates, by reviewing the answers to parliamentary questions.

11. The Sector Deal should focus on how the horticultural sector, in partnership with government and other key stakeholders including the Grocery Code Adjudicator and the academic community, can fairly and sustainably drive up productivity, innovation and competitiveness within and between horticultural value chains. We will track the development, and subsequently, the delivery of the Sector Deal through reviewing published documents on key stakeholders' websites. Developments in the horticultural sector will be compared and contrasted with developments in other sectors developing New Sector Deals as part of the Government's Industrial Strategy.

12. We will track this through reviewing the Select Committee websites.