

Swperbox 2021 Pledge

This is a Wales pledge



This commitment will be implemented
by 2023

1

Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

This aligns with point 2 on the Commitments Framework

Commitment Details

Every single recipe box we distribute will contain a minimum of 160g fresh veg per person (2/5 a day). Many of which including much more.

Monitoring

Monitored through data collection from our e-commerce platform.

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2

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

This aligns with point 10 on the Commitments

Commitment Details

Running free workshops for our community, both online and in person, to give people the knowledge and skills to eat more veg. Also, the development of our educational recipe boxes to be distributed across 6 food banks.

Monitoring

Monitoring through data on online engagement, numbers attending workshops and meal kits delivered.

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3

Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements)

This aligns with point 3 on the Commitments Framework

Commitment Details

Our ready meals will include a minimum of 160g of vegetables, many of which being more.

Monitoring

Monitoring through data collection on sales.