

Moo Too You 2022 Pledge



This is a NI wide pledge

This commitment will be implemented
by 2023

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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

To increase the range of local veg through creating a new 100% Local Box/ Bag. We plan to market and sell this and also promote the local farmers who have supplied the veg products.

Monitoring

We plan to create a 100% local veg box / bag. We plan to sell 10 of these boxes/bags per day by the end of this reporting period. We will list the veg suppliers to ensure local provenance is promoted.