

Annex 1 – Detailed pledger’s Progress

We’ve grouped our pledgers by sector, in line with our commitments framework.

Traffic light rating key:

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- **COVID-19:** Unable to report back this year due to capacity issues caused by COVID-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments

System influencers

5.9% (the proportion of our cumulative portion total contributed by our system influencer pledgers)

The sector during Covid-19: Organisations classed as ‘system influencers’ by the Peas Please initiative include a wide variety of different types of organisation, and so as a result experienced Covid-19 very differently to one another. Many refocused their activities towards monitoring the impact of Covid-19 on the food system, with others directly supporting the emergency food response effort.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| ACS | <ol style="list-style-type: none"> 1. Sponsor a new award at the Retail Industry Awards, Convenience Retail Awards and HIM CTP Awards that will recognise and reward convenience retailers who increase sales and encourage consumption of fresh fruit and vegetables. 2. Encourage convenience retailers to participate in the Healthy Start scheme. 3. Promote the work of Veg Cities to convenience retailers within stores located in Birmingham, Brighton and Cardiff. | Yellow | N/A |
| Chefs@school | We pledge to continue to develop our education resources for children aged 3-18 years old, to inspire and teach about vegetables in every classroom session that we undertake. We will focus on developing our healthy snacks workshop to develop five new recipes by March 2019 that all children can | Funding came to an end – no longer a pledger | |

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| | <p>undertake within schools and at home. We will deliver 20 (approx 1200 pupils) full school workshops by October 2019. We will develop and grow the Soupathon project, which encourages children to use vegetables and gain the skills to make soup from scratch, whilst reducing food waste using leftovers. We will introduce a target of 5,000 young people who will have learned these skills by October 2019. This initiative will be backed up with four new soup recipes We will develop these new recipes as vegetable based soups, utilising easily accessible seasonable vegetables, with a focus on recipes for schools that are growing crops and how to utilise them after the summer growing season to reduce food waste. We will continue to work with and strengthen our relationships with partners who are involved in growing of vegetables e.g. the Royal Horticultural Society and the Royal Highland Education Trust to work with both children and teachers to deliver educational workshops showing the cycle of field to plate.</p> | | |
| Lantra | <p>Lantra on behalf of Tyfu Cymru are committed to producing a Horticulture Action Plan for Welsh government. The project will build the capacity and capability of the Welsh horticulture industry. Working with supply chain partners it will prepare growers and producer owned horticulture companies across Wales to adapt to future environmental and economic challenges and position them to capitalise on market opportunities for business development and growth.</p> | Green | N/A |
| Saffron | <p>We will promote Peas Please among all of our clients (who operate in excess of 5000 UK sites) and aim to engage directly with them between October 2018 and October 2019 to encourage them to take action to move towards 2 portions of veg included as standard in a main meal. We will support our clients to monitor their progress via innovative reports that can help them to evidence the increasing the amount of veg they are buying.</p> | COVID-19 | |
| Social Farms and Garden | <p>Will work with the community growing sector in Wales to ensure that community growing spaces are available to all communities in</p> | Green | N/A |

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| | <p>Wales that want to work together to grow food. We will provide support and training to existing and emerging growing projects helping them engage more people in local food production and increase productivity. We will continue to raise the profile of the challenges faced by community-based and small-scale horticulture schemes and push for a more favourable policy, educational, financial and planning environment for sustainable horticulture.</p> | | |
| Soil Association | <p>The Out to Lunch campaign will be issuing the ‘two portions with every meal’ ask publicly to participating restaurants (25 of the largest chains in the UK), supporting menu redevelopment towards this end, and highlighting the chains that are making progress.</p> | Green | N/A |
| Sustainable Food Places (SFC) | <p>Following a consultation with Sustainable Food Cities members, our next campaign, starting in summer 2018, will be Veg Cities. This follows three successful campaigns: Sustainable Fish Cities, Beyond the Food Bank and Sugar Smart. Each of these campaigns still continue:</p> <ul style="list-style-type: none"> • Our sustainable fish cities campaign works with 16 cities and to date has had commitments from caterers serving over 600 million meals to only use sustainable fish. It is now possible to say that in Durham and Bournemouth & Poole, the majority of meals eaten out use fish from sustainable sources. • Sugar Smart – which has 13 local campaigns launched, another 10 scheduled and another 25 interested, with almost 400 organisations registered to go Sugar Smart and reduce the prominence of sugar in their communities. • Beyond the Food Bank has now evolved into Food Power – which will work to support over 30 alliances across the UK identifying, supporting and sharing those initiatives that alleviate food poverty. These have shown that by galvanising the movement of SFC local members | Yellow | Green |

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| | <p>across the UK to focus on a specific issue, we can see what a difference we can and are all making. And this is what we hope to do on Veg Cities. We will be working closely with the Food Foundation and other partners on the Peas Please project to learn from the work piloted in Cardiff, Brighton and Birmingham, where they have already made great strides in building a campaign, identifying a set of measurable actions for community groups, public and private sector and have encouraged them to take action collectively.</p> | | |
| Sustainable Restaurant Association (SRA) | We will continue to encourage members and the sector at large to sell more veg, through our more veg and better meat and kids veg out campaigns from 2017, and future campaigns in the coming years. | COVID-19 | |
| TUCO | Will promote Peas Please among its membership and will engage directly with members between October 2018 and October 2019 to encourage them to take action to move towards 2 portions of veg included as standard in a main meal. We will run a campaign aimed at our 600 members (which span universities, colleges, local authorities, schools and housing associations) and promote their engagement in Peas Please through a range of communications channels including social media, website, e-newsletter and our magazine. | COVID-19 | |
| WRAP | We commit to helping everyone to eat more vegetables by working with businesses via our existing industry-facing programmes to encourage them to help customers throw away less vegetables and get vegetable portion sizes right. We commit to helping everyone eat more vegetables and waste less by improving measurement of food consumption. We commit to help consumers eat more vegetables and waste less by improving labelling information on fresh produce as part of developing new labelling guidance for business. We would be willing to share any non-confidential information data with the Food Foundation, relevant to these commitments. | Yellow | N/A |

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| Community Supported Agriculture (CSA) | <ol style="list-style-type: none"> 1. We will encourage CSAs to participate in the Healthy Start scheme. 2. We will provide support and training to existing and emerging CSA projects across the UK, helping them engage more people and increasing local vegetable production. | Grey | Grey |
| Horticulture Forum | <ol style="list-style-type: none"> 1. The Horticulture Forum NI pledges to ensure that fruit and vegetable growers are represented when lobbying government on horticulture issues that affect their business. 2. The Forum pledges to continue to promote local fruit and vegetables to children and adults as long as they continue to exhibit at Balmoral Show. The Forum will also use it's Facebook Page to post and endorse vegetable promotions. | Grey | Grey |
| Ulster Farmers Union (UFU) | <ol style="list-style-type: none"> 1. The UFU is committed to supporting growers' build resilient, sustainable and profitable businesses through our policy influence in order to increase fruit and vegetable production and subsequently consumption in NI. 2. The UFU pledges to create a vibrant image of fruit and vegetables through social media, local press and grower consumer interactions events. | Grey | Grey |

Retailers

47% (the proportion of our cumulative portion total contributed by our retailer pledgers)

The sector during Covid-19: Grocery sales rose sharply following the abrupt closure of the Out of Home sector and advice to stay and work at home. The UK grocery retail sector saw a 13.7% growth in food sales in the 12 weeks leading up to mid-June compared to the same period of time the year before (Ingram 2020). Although sales have slowed as some aspects of pre-COVID life have resumed, take-home grocery sales remain up compared to 2019. Challenges for the retail sector during Covid-19 have come from increased operational costs and the need to maintain supply chains in the face of increased demand.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| Aldi | <ol style="list-style-type: none"> 1. Monthly vegetable advertising: <ol style="list-style-type: none"> 1. 12 dedicated TV campaigns on Aldi Super 6 (once per month). The | Yellow | Does not currently report |

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| | <p>advertising campaigns will highlight these offers.</p> <ol style="list-style-type: none"> 2. We have a press advert every other week (in line with the offer changing). 3. We deliver 1 radio advert per month. 4. S6 offers are featured in the leaflet every week. 5. Instore POS every other week. f. Social media / online - some feature on one of the channels almost every day. <ol style="list-style-type: none"> 2. Vegetables in higher footfall areas - Project Fresh stores focus on promoting fresh produce at great value by highlighting them to our customers at the very start of their shopping journey (on the first aisle). The Super 6 promotion is given particular prominence, being front and centre when you enter every store. 3. All online vegetables include at least two portions of veg - an initiative is being developed with the marketing team to increase the servings of fresh produce in online recipes. A proactive approach has been planned to ensure that a variety of fresh produce has been used in these recipes. 4. New and improved vegetable signs - Through the design of Project Fresh, the fresh produce area is highlighted by large category through hanging boards and low-level value provenance and CR messaging which are prominent for customers. Significant signage is also present in the frozen vegetable and fruit area, attracting customers toward greater consumption. 5. Healthy start vouchers - there will be no in-store advertisement telling customers we accept Healthy Start Vouchers. An area on the website detailing the acceptance of the vouchers has been proposed. 6. Additional promotional space for vegetables - the increased linear space and efficient equipment design of the fresh produce section in Project Fresh stores enables additional promotion space. This additional promotion space | | |
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| | <p>has been utilised by hanging boards and vinyl signage, which have been applied to our equipment. Trials are ongoing to investigate the benefit of utilising digital screens and electronic shelf labels to further promote our fantastic range.</p> <p>7. TV Vegetable campaign - 12 TV campaigns have been dedicated to Aldi</p> | | |
| <p>Asda</p> | <ol style="list-style-type: none"> 1. Where seasonally relevant ensure that the fresh produce landing page always includes a veg photo or meal suggestion including veg. 2. Encourage where possible all retail main course recipes published to have one or more portions of fruit and veg. 3. Endeavour to have a vegetable accompaniment with our frozen meal solutions featured on gondola ends where feasible. 4. Where seasonally relevant we will review allocation of space to promote veg and increase space if feasible. 5. Ensure that the side dish in evening meal deals always includes a vegetable option. 6. Offer customers healthy meal solutions (incorporating veg) where appropriate to aid choice and inspiration. 7. Ensure we have one single price file for fruit/vegetables regardless of format (excluding trials). 8. Retailer product development teams will encourage and actively promote the use of veg in new products where relevant. 9. Increase the use of veg products where relevant by retailer-employed chefs on innovation days and press days. 10. Champion healthy plant-based NPD by continuing to run/enter Innovation Awards across all categories. 11. Full strand of content on relevant channels where possible across the year supporting healthy low-cost recipes - increased frequency of these recipes across social planned for 2019. 12. Where possible, site fruit and vegetables in a high footfall area of the store. 13. Remove barriers to customers buying fruit and vegetables by investing in everyday low prices. 14. Ensure value is showcased in fresh, with clear signage and signposting instore. | <p>COVID-19</p> | |

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| | <p>15. Include produce/vegetables within advertising campaigns at relevant points throughout the year were in line with the customer mission.</p> <p>16. Inclusion of vegetables through Asda's media channels throughout the year, in line with customer mission.</p> | | |
| Co-op | <ol style="list-style-type: none"> 1. Ensure that 5-a-day claims are highlighted online, on social and in magazine recipes. 2. Increase storage advice on veg product packs where necessary. 3. Retailer product development teams will encourage and actively promote the use of veg in new products. 4. Increasing presence of veg in lunchtime meal deals through increasing the percentage of main meal options and snack options which include a portion of veg are included in the deal. 5. At least one seasonal vegetable feature promoted monthly (including seasonal web pages, social channels and in the magazine). 6. Retail social media to include appealing features of veg every week (as part of recipe, meal deal or as freestanding). 7. Promote cooking sauces with one of your 5-a-day where possible. 8. Intend to use Peas Please advertising on social media channels. 9. Ensure increasing veg use and presence is top of the agenda when planning retail NPD strategy across food categories | Yellow | Does not currently report |
| Lidl | <ol style="list-style-type: none"> 1. As a minimum we will advertise veg monthly through our owned print and digital channels. Additionally, we will endeavour to advertise veg through our external print advertising channels. 2. We will continue to advertise veg through 'Pick of the Week' on the LIDL UK website landing page. 3. Going forward we will ensure that all main-course recipes include at least two portions of veg. 4. At least once a month we will post an appealing mention of veg on social media. We will aim to grow this over time. | Yellow | Yellow |

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| | <ol style="list-style-type: none"> 5. We will reposition veg (alongside fruit) to the front of the store as part of our new store rollout. 6. We will aim for half of our monthly pick of the week promotions to be veg (which equates to six or more veg lines promoted per month). 7. After the success of introducing vegetables into the fun size range we will expand the offering of veg as part of this category, making veg attractive and appealing to children. 8. We will challenge suppliers to develop new products for our fun size range (developing flavour profile, range, innovation and showcasing new varieties). 9. We will continue our close working relationship with our suppliers to bring new and innovative vegetables to the market. 10. We will promote veg as part of advertising at new store openings and in targeted leafleting within the local community (door drops). 11. We will ensure that all pre-prepared ready meals contain either an 80g portion of veg or an equivalent serving suggestion on pack. | | |
| <p>Sainsbury's</p> | <ol style="list-style-type: none"> 1. Fresh inspiration plinths will always contain at least one vegetable option. 2. All new main meal recipes on GOL (Groceries Online) will include two portions of vegetables. 3. Ensure that one veg line is always listed in produce promotional space. 4. We will continue to increase the amount of veg within our customer baskets to help achieve 5-a-day. Measured by the percentage of volume of veg sold (including composite veg) and number of products that contain 80g veg (5-a-day requirements). 1. 5. We understand the importance of introducing veg only savoury flavours through weaning to help set healthy eating habits for life. As part of our Little Ones range, we are committed to a veg first approach and continued savoury flavour development throughout our range. Development will always promote | <p>Green</p> | <p>New baseline data reported this year</p> |

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| | a greater number of savoury vs. sweet products in the range which will be reflected in our ranging within our larger stores. Measured by percentage of products containing 40g veg or more per serving (5-a-day). | | |
| Simply Fresh | <ol style="list-style-type: none"> 1. Ensure there is at least monthly veg (fresh/frozen/tinned) advertising through both print and digital channels. 2. Ensure all retail main-course recipes published across all advertising space includes at least 2 portions of veg. 3. Retail social media to include appealing mention of veg every week. 4. Siting vegetables in higher footfall parts of the store (including through chilled checkouts). 5. Ensure that 'additional promotional space' is given to at least one vegetable line per week. 6. Allocating a higher proportion of floor space to veg. 7. Improving the number and appeal of promotions including vegetables. 8. Ensuring that the side dish in evening meal deals always includes both a salad and a vegetable option. 9. Take steps to make it easier for people with Healthy Start vouchers to spend these on fruit and vegetables. | COVID-19 | |
| Tesco | <ol style="list-style-type: none"> 1. Commitment to always range two vegetable side dishes in Finest Meal Deal. Compliance measured by Chilled Meals selling team. 2. Signed off by UK Product Development Director and Development Senior Team. Future NPD Milestone Briefs to include a veg focus where suitable. Tesco NPD pro forma updated to highlight this Commitment, therefore every brief will state our Corporate Commitment to increasing vegetable consumption. 3. Members of the NPD team have been briefed on this and the natural flow through of ideas from Milestone Brief will increase our veg focus. 4. Tesco Food Academy agree this commitment and chefs will spotlight vegetables in future demonstrations. | Green | Green (new baseline data reported this year) |

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| | 5. We plan to increase the proportion of our ready meals which contain at least one of your 5-a-day from 26% in 2018 to 29% in 2019. | | |
| Waitrose | <ol style="list-style-type: none"> 1. We'll ensure all of our Good Health Everyday recipes include at least one portion of fruit or veg and, where possible, other recipes will recommend a vegetable accompaniment. 2. We pledge to continue to showcase vegetables and their nutritional benefits through our digital channels and print publications, including our monthly 'Harvest' feature of seasonal fresh produce and our 'Eat Well, Feel Great' feature in Waitrose Food magazine. 3. We'll ensure that promotional space is given to at least one vegetable line per week in our produce aisles. 4. We will continue to provide healthy eating tips and recipes - including those on vegetables - on our online health hub. 5. We pledge to ensure that fresh produce, including a selection of seasonal vegetables, is always included in prominent and high footfall areas in our main shops. 6. We'll ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all of our food categories. 7. Our product development teams will encourage and actively promote the use of veg in new products. 8. We'll introduce new and eye-catching signage for vegetables in our stores. 9. On our website, whenever a customer puts a vegetable in their basket, we'll recommend other delicious vegetables that would complement them. 10. We'll support our Healthy Eating Specialists in launching dedicated store tours for customers seeking to know more about the nutritional benefits of veg and providing inspiring ways to use it. 11. We'll ensure we host at least five dedicated vegetable cookery classes in our Waitrose & Partners Cookery Schools. | Yellow | Does not currently report |

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| | 12. We'll create an information section on our website entirely dedicated to vegetables - complete with nutritional facts, tips and recipes. | | |
| Henderson Group/ SPAR NI | <p>1. We are proud to source 75% of our produce from local suppliers, farmers and growers. We pledge to further grow these partnerships with the relaunch of our produce range as The Greengrocer, with a goal of increasing our vegetable sales by 5% year on year. We will achieve this through a wider range of convenience products like prepared sliced and diced vegetables, packaged leaves and salads join a new range of stir fry or microwavable packs, promotional pricing, communications and point of sale information. Alongside this pledge we will continue or adopt a range of supportive measures, including:</p> <ul style="list-style-type: none"> • Promoting fruit and veg every 3 weeks to our shoppers via our network of over 400 SPAR, EUROSPAR, & VIVO stores in Northern Ireland <p>2. We also pledge to conduct a full outdoor campaign for the Greengrocer's range, which will increase our advertising spend on vegetables by 40%</p> | Grey | Grey |

Out of Home – contract caterers

31.3% (the proportion of our cumulative portion total contributed by our contract caterer pledgers)

The sector during Covid-19: With offices and schools closed during lockdown and group gatherings such as corporate events and weddings severely limited in numbers, caterers have borne the brunt of Covid-19's impact on the service economy. While some sites such as hospitals have remained open throughout 2020 and others (such as schools) have gradually reopened following the easing of lockdown measures, business remains down. Many of our pledgers were unable to report back this year or were able to report back on their progress only up until the end of February 2020, when many of their sites were forced to close. Catering companies contributed almost half of last year's portion total, so the challenges Covid-19 have posed for companies in this sector have undoubtedly been felt by Peas Please this year.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| Albacore | <p>In our contracts where the client company employs more than 800 people, we pledge to increase the number of promotions within our annual marketing calendar that promote vegetables and menu choices which contain vegetables. We will include at least one initiative per month which promotes the purchase of vegetables, or a menu choice containing vegetables. These will be promoted via table talkers, within our daily and weekly menus, on posters displayed on bulletin boards, plasma screens, and verbally by our customer facing staff.</p> <ul style="list-style-type: none"> - We will also involve and collaborate with our vegetable supplier and food wholesaler to assist us with any promotional literature and information they have available. - We aim to increase the amount of vegetables purchased in any form by 15% by October 2019. We will do this by promoting vegetables and menu choices containing vegetables, stealth (including vegetables which have been pureed), advising our chef's to review their traditional recipes and to include a higher percentage of vegetables, by offering portions of vegetables and side salads as an accompaniment, where they naturally complement a menu choice, and holding events and information sessions which promote the health benefits of eating particular vegetables. - These will be incorporated into our Healthy Eating Team itinerary for the year, and our internal client promotional calendar of events. We will assist our customers to make these healthy choices by highlighting vegetarian and vegan options, promoting vegetable-based snack pots, salads boxes and grab and go items, and promoting local and seasonal produce. We will do this via table talkers, posters on bulletin boards, within our weekly and daily menu, plasma screens, and verbally by our customer facing staff - By promoting the meat free alternative daily, and highlighting the benefits of making these choices, our aim is to encourage more of our customers to change their eating habits to include more vegetables as a natural daily | Yellow | Yellow |

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| | <p>occurrence. Patronage levels within our contracts where over 800 staff are employed is approximately 60%, therefore we anticipate this campaign reaching 480 customers per day. We anticipate commencing the campaign from the beginning of November 2018, and will review the success on a quarterly basis.</p> | | |
| Autograph Education (Interserve) | <p>1. Autograph Education commit to supporting this pledge across 100% of our primary school meals served, with the pledge included in all new contracts tendered for. Autograph Education operate a nutrition strategy which includes the following commitments to increasing vegetable consumption:</p> <ol style="list-style-type: none"> Every school offers at least two varieties of seasonal vegetables and salad. Offer a minimum of six varieties of vegetables and salads each week. Restrict the use of frozen vegetables to green beans, peas and sweetcorn to promote fresh seasonal produce. Add extra vegetables to composite dishes. Vegetarian dishes include pulses such as cannellini beans, chickpeas, kidney beans and lentils which count towards 5-a-day. A carrot symbol will identify dishes which contain an extra half portion of vegetables on primary school menu leaflets. <p>For the remaining 70% of our school meals served we will deliver points A-F above and review our approach to increasing vegetable consumption across our contracts through our ongoing nutrition strategy.</p> | Green | Green |
| Bartlett Mitchell | <p>1. Bartlett Mitchell will continue to innovate and create by introducing and re-delivering “meat free” type events and menu days. Where a vegetarian dish is on the menu the company will look to promote it by it being the first advertised with local and seasonal produce whenever and wherever possible. Target set to increase overall purchase in kg's by September 2019 by 10% on current levels.</p> <p>2. Education of teams through various programmes with the “DARE” principles of Delicious and Responsible Eating at the heart of the companies “Vitality Kitchen” range of</p> | Green | Green |

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| | <p>recipes. Engaging with nutritionists and dieticians to understand the working of the body as a vessel that requires fuel and how to translate that into everyday activities such as the foods we eat to “fuel” us. Bartlett Mitchell’s employee target is that 100% of employees by September 2019 will have received nutrition education.</p> | | |
| BaxterStorey | <p>We commit to increasing the overall percentage of vegetables purchased across BaxterStorey to an aspirational target of 15% of the total volume of food purchased, by the end of 2019.</p> | COVID-19 | |
| Caterlink | <p>10% average increase in portions of veg served in our recipes, compared to July 2017 - July 2019. Due to challenges with monitoring all of our procurement we will measure progress against our sales of meals and portions of veg in our recipes. We will redesign key recipes to include more veg across our menu plans. We will also continue to promote vegetables through our 'Added Benefits' sessions in schools, and through collaborating with campaigns such as Veg Power.</p> | Green | Green |
| CEC catering | <p>Aim to offer 20% more vegetables into our food offering at each of the four sites.</p> | COVID-19 | |
| Compass Group | <p>Compass Group UK and Ireland agree to support this pledge by undertaking the following activity:</p> <ul style="list-style-type: none"> • Increase procurement volumes of vegetables across all sectors of Compass Group UK and Ireland by 15% by 2020. • To ensure that where vegetables are served as a single portion that they are the equivalent of 1/5 a day. • Reformulation of recipes to include more vegetable content wherever possible. This includes recipes from all day parts, made on site and bought in foods. • To launch a plant forward promotion encouraging and supporting all customers to eat more vegetables. There will be at least one plant forward meal available daily in every site. | Yellow | Orange |
| Goals | <p>We will ensure all 46 Goals Soccer Centres will offer crudités (Carrot, Cucumber & Humus) and fresh fruit (Apples & Grapes) to all our children's parties through until 2020. All sites will have posters with the Peas Please logo and the team will be fully aware of what we are trying to do to</p> | Black | Black |

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| | <p>emphasise the message. We will be serving the fruit and veg first, before the less healthy options are brought out. All 46 sites will have the correct training & ingredients available, and the cost of these healthy portions will be costed within the children's party package. We should serve in excess of 100,000 portions of fruit & veg through 2019.</p> | | |
| <p>Hampshire County Council Catering Services (HC3S)</p> | <ol style="list-style-type: none"> 1. HC3S commit to supporting this pledge by replacing the majority of frozen vegetables with fresh produce, restricting frozen to two: peas and sweetcorn, and aim to increase our overall amount of (kg) vegetables and reduce meat dishes by 10% in our next menu cycle (running April to end October 2020) across the primary school dishes (veg in this case follows the government's Eatwell Guide, so does not include pulses or white potatoes). Our actions to achieve this will include: devising and introducing new recipes to include more seasonal and fresh veg across our menu options. 2. We will help shape the national schools' strategy for Veg Power and produce lesson plans for their schools' packs as collateral to encourage conversations about veg that link to numeracy and literacy. We will encourage our education sites to actively participate in the national Veg Power campaign with a whole school approach to celebrating veg and encouraging children to taste more veg - making our salad bars attractive in displaying veg. Pilot waste monitoring programme. 3. Digital and social will be measured by engagement and analytics. 4. All children's meals include at least one portion of veg, plus the option of veg from the salad bars as part of the overall meal. All of our children's meals are aligned with PHE's nutritional guidelines, the Hyperactive Children's Support Group, the School Food Plan and Soil Association Food for Life Served Here bronze accreditation. | <p>Yellow</p> | <p>Yellow</p> |
| <p>Havering Catering Services (HES)</p> | <p>Increase the volume (kg) of vegetables served during lunchtime service by 10% by September 2020 in 6-8 of our primary schools (our flagship schools) who are trialling our pledge in order for us to roll this our further within the Borough. We will do this by increasing the amount of vegetables served during lunchtime service</p> | <p>Green</p> | <p>Green</p> |

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| | (instead of one, both vegetables will be served on the plate); including the increase of vegetarian meals on the menu. During lunchtime service we offer a salad cart in all schools where we will look to monitor portions taken at lunch and continue to promote. We will also promote the consumption of vegetables through the Crunch Bunch (Veggie Run App) across the borough. We are working closely with our public health team who work with schools and monitor the Healthy Schools London Awards, they have agreed to add a two vegetable policy for all schools who hold a bronze award or more, starting from September. | | |
| ISS | <p>Increase the servings (kg) of veg by 10% by July 2020 (veg in this case follows government's Eatwell guidelines, so does not include pulses or white potatoes). Our actions to achieve this will include:</p> <ul style="list-style-type: none"> - encouraging our education sites to use Veg Power as a platform for celebrating veg. - adding more veg to composite meals where possible. - making our salad bars and snack offerings more pro-veg - communicating the health benefits of more veg with our guests | Yellow | Yellow |
| Olive Catering | Increase by 10% achieve this through; additional marketing to advertise and promote, e shots of recipes. Monthly promotion of a seasonal vegetable with recipe ideas provided by the Food Innovation Team. Implement veg smoothie bars in contracts. FIT focus for March's managers meetings "promoting vegetables". Implement mini mart stands in offices with salad and veg give a ways and nutritional information. Introduce "meat" free day - menu that is promoting seasonal vegetables. | COVID-19 | |
| Sodexo | <ol style="list-style-type: none"> 1. We will increase the volume of vegetables we procure by 10% by 2020. 2. We will manufacture our recipes to be more vegetable focused. 3. We will develop a marketing calendar to support the new vegetable-focused menus 4. We will continue to mainstream sustainable meals using Green & Lean principles. | Yellow | Green |
| Vacherin | We will measure the increase in kgs of produce bought from baseline to completion. We will achieve this by using plant-based alternatives to | COVID-19 | |

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| | replace meat proteins and driving sales of plant based meals | |
| Vertas | <p>We will:</p> <ol style="list-style-type: none"> 1. Continue to develop our menus to ensure that a minimum 6 varieties of vegetables and salads are available each week in our customer's meal experience. 2. Add extra vegetables to composite dishes on our menus including our 'Life on the Veg' and 'Pulse' menu specials. 3. Offer fresh homemade soup as a daily special during the winter months in High Schools which are made from a vegetable base. 4. Deliver 15 'What's My Name?' student engagement activity events. 5. Create a Vegan menu offer. 6. Use pupil reward stickers to encourage pupils to eat more vegetable base products e.g. 'I ate my vegetables' and 'I tried something new today' to promote vegetable consumption. 7. Expand our use of our 'Healthier options stickers' to include items which contain at least one portion of vegetables. 8. Through social medial, promote weekly positive vegetable messages and features around our menus, recipes, Peas please pledge and our planned marketing & promotional activities | COVID-19 |

Out of Home – high street restaurant chains

6% (the proportion of our cumulative portion total contributed by our high street restaurant chain pledgers)

The sector during Covid-19: Much like those pledgers in catering, Covid-19 has had a hard-hitting impact on the casual dining sector. Most pubs and restaurants remained closed between March 23rd and 4th July, with the hospitality sector experiencing a 90% loss in revenues during the lockdown. Although some have been able to open or partially reopen from July onwards, the outlook remains uncertain. This was the first year of reporting for the majority of our restaurant pledgers, but it has been encouraging to see work continue to redevelop menus even if the pandemic has delayed the planned launches of veg-initiatives for many.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| Greggs PLC | 100% of Greggs soup and leaf-based meal salads will provide at least one portion of veg. We commit to grow the LFL volume each year between January 2018 and October 2020. Through these ranges we will sell an additional 15 million portions of veg over the period from January 2018 to October 2020. 50% of Greggs cold sandwiches will provide half a portion of veg. Increased use of veg and salad will be a new strategic criterion for New Product Development. | COVID-19 | |
| S A Brains | <ol style="list-style-type: none"> 1. Increase Kids meals by a portion of vegetables to 2 portions, working on basis where we sell a kids meal we can implement an increased portion of veg portions where relevant. 2. We will train and raise awareness of our pub staff in the importance of veg consumption through our menu development and annual rollout programme. We will educate all Pub personnel on the active promotion of the Peas please programme including education around food waste reduction. <p>Develop a veg customer awareness campaign through signalling on menus.</p> | COVID-19 | |
| Ask Italian | Ask Italian is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that all children's meals include at least 2 portions of veg through kids starter 'Kids Vegetable Stick & Bread Soldiers' which includes vegetables sticks and a tomato dip and by offering peas with every main. With our pledge, we commit to aiming for continuous progress to increase the portions of veg serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |
| Brewers Fayre (Whitbread) | Brewers Fayre is included in the 2019 Soil Association Out To Lunch league table, and as part of our ongoing commitments we will continue to ensure that our children's meals include at least 2 portions of veg, through our new menu developments that will be launched around the autumn of 2019. The menu development will include a range of initiatives such as veg starters and a minimum of 1 veg portion in the main meal item, extra hidden veg and potentially offering more vegetarian options. | Grey | Grey |

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| | With our pledge, we commit to continuous progress to increase the portions of veg we serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | | |
| Giraffe | Giraffe is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we will ensure that all children's meals include at least 2 portions of veg, through for example veg crudité s or 2 veg portions in the main meal item (for example a full portion of peas, broccoli with every main). We commit to implement this new menu by June 2020. With our pledge, we commit to aiming for continuous progress to increase the portions of veg we serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |
| Harvester (Mitchells & Butlers) | Harvester is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that our children's meals include at least 2 portions of veg, through veg starters and a minimum of 1 veg portion in the main meal item and through our free salad bar for children. This means every child gets at least 2 portions of veg with every meal. Because this is already something we are doing, for our pledge we commit to aiming for continuous progress to increase the portions of veg we make available to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |
| Hungry Horse (Greene King) | Hungry Horse is included in the 2019 Soil Association Out To Lunch league table, and we are committing to working towards ensuring that all of our children's menus can include at least two portions of vegetables. We are planning a new menu for spring 2020 including redesigning our side options to enable parents to choose more than one vegetable side and will explore other opportunities within our menu redevelopment to get more veg on the plate in children's meals. We will review this with Peas Please so that we can keep track on our initiatives and progress. | Grey | Grey |
| Ikea | IKEA Food is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that all children's meals include at least 2 portions of veg, through both veg crudité s and a minimum of 1 veg side | Grey | Grey |

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| | and veg within the main meal item. All of our children's meals are aligned with PHE's nutritional guidelines, and we also offer free veg baby pouches in our restaurants for all of IKEA customers. We started our new menus in September 2018 and hope to increase the amount of veg in children's meals by 6million portions per year through these menus. With our pledge, we commit to aiming for continuous progress to increase the portions of veg we make available to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | | |
| JD Wetherspoons | Wetherspoons is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that our children's meals include at least 2 portions of veg. We already have 2 portions as an option with all "bigger appetite" dishes and most "smaller appetite" dishes and plan to review how the default can be improved. We are also due to trial a free "carrot bag" early 2020, as well as menu redevelopment to get more "hidden" veg included. With our pledge, we commit to aiming for continuous progress to increase the portions of veg we serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |
| Leon | Leon is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that our children's meals include at least 2 portions of veg. Because children's meals are only a small proportion of our sales, we would like to commit to an overall increase in servings of veg. With our pledge, we commit to aiming for continuous progress to increase the portions of veg in our menus every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |
| Prezzo | Prezzo is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that all children's meals include at least 2 portions of veg, through for our free 2 portions of broccoli and peas with every main meal. The 2 portions of veg we offer are optional but do not compete with free chips or potatoes, and | Grey | Grey |

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| | we commit to work towards maximising the uptake of this option with our guests. With our pledge, we commit to aiming for continuous progress to increase the portions of veg we serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | | |
| Zizzi | Zizzi is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we are ensuring that all children's meals include at least 2 portions of veg, through both veg crudité s and a minimum of 1 veg portion in the main meal item (pizza). With our pledge, we commit to aiming for continuous progress to increase the portions of veg we make available to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress. | Grey | Grey |

Event spaces, workplaces and public procurers

0.1% (the proportion of our cumulative portion total contributed by our event spaces, workplace and public procurer pledgers)

The sector during Covid-19: The closure of many offices, canteens and event spaces has affected many organisations in this sector. The shift to online teaching methods in universities and the low uptake of school meals by children as schools and universities resumed teaching in the Autumn is likely to also be hampering canteens getting back to normal with hot meal provision, with the challenges looking set to continue into 2021.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| Cardiff and Vale University Health Board | 1. Aim to set the highest standard possible for healthy eating for staff and non-patient food supporting the healthy choice as the easy choice. Develop a key emphasis and healthy eating business model to encourage and ensure more fresh vegetable intake, including: a. Stir fry pasta dishes, theatre-style cooked fresh in front of the customers incorporating up to eight fresh vegetables and spices in every stir fry and pasta dish. | Yellow | Green |

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| | <p>b. BBQ marinated meats to go into artisan bread accompanied with a fresh rainbow salad</p> <p>c. Our home-made sandwiches containing a minimum of three vegetables: tomato, lettuce and courgettes in a fresh-baked artisan bread.</p> <p>2. In addition, we will advertise within the Health Board and display the winning Peas Please poster on hospital screens and in GP surgeries.</p> | | |
| Dynamic Earth | We will increase and promote the range of veg & salad available in our server & salad bars. We will also make veg snack options available. Finally, we will increase the amount of veg in all our soups, which currently contain 50-80g per serving, to ensure that each serving contains 100g of veg. Through this range of actions, we aim to increase the amount of veg that we serve each day by 10%. | COVID-19 | |
| PwC/BaxterStorey | Through a robust programme of innovation and marketing, including pop-ups, events and seasonal promotions, we commit to increasing the overall percentage of veg purchased across the PwC UK estate to 25% by June 2020. | Green | Green |
| University of West London (UWL) | <ol style="list-style-type: none"> 1. We will increase servings of vegetables by 10% across the Geller College restaurant, students' union, and Elixir's university restaurant. This will be achieved by recipe development and pro-veg promotions on site. 2. The University of West London (UWL) will also focus on vegetables as a key food category for sustainability and health within the education of students studying Culinary Arts and Professional Cookery at UWL's London Geller College of Tourism and Hospitality. 3. Students will also be asked to take an online course around sustainable and healthy food, with a focus on why vegetables are an important part of the solution. Approximately 60 students will take this course. | Orange | Does not currently report |
| Aramark Robert Gordon University | Increase the servings (kg) of veg by 10% by July 2020 (veg in this case follows government's Eatwell guidelines, so does not include pulses or | Grey | Grey |

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| | <p>white potatoes). Our actions to achieve this will include:</p> <ul style="list-style-type: none"> - adding more veg to composite meals where possible. - making our salad bars and snack offerings more pro-veg <p>communicating the health benefits of more veg with our guests</p> | | |
| Aramark University of Westminster | <p>Increase the servings of veg by 10% by July 2020 (veg in this case follows government's Eatwell guidelines, so does not include pulses or white potatoes). Our actions to achieve this will include:</p> <ul style="list-style-type: none"> - adding more veg to composite meals through discounts on a meal deal- adding a seasonal Hero Salad on to our hot counters as a bolt-on offer - making our salad bars and snack offerings more pro-veg <p>communicating the health benefits of more veg with our guests through our YouTube channel, social media, traditional physical marketing and verbal engagement</p> | Grey | Grey |
| Edinburgh School of Food and Wine | <ol style="list-style-type: none"> 1. We will Commit to 1 Monthly School class (unpaid) using only Plant Based Ingredients. 2. We will amend our Corporate Menu Selector to include 50% Plant Based meals. 3. Offer our Six Weeks Plant Based course to the market together with additional one day classes of Plant Based and Vegetarian. | Grey | Grey |
| Twickenham | <ol style="list-style-type: none"> 1. All hospitality menus will be served with at least two vegetable portions and all menus offered will have a suitable plant-based alternative. 2. Twickenham will commit to ensuring that 25% of the concourse food product range will be plant based. In addition to this, the public catering food offer will always include at least 4 vegan options at all events within Twickenham's control. | Grey | Grey |
| University of South Wales (USW) | <ol style="list-style-type: none"> 1. By 2021 we aim to increase our vegetable offering at Stilts which is our main food outlet on USW's Treforest campus by 10% and 15% by 2023. We will do this by including two portions of vegetables into main meals as standard, offering more vegetable based | Grey | Grey |

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| | <p>options on the salad bar, offering a free veg side with every main meal, and improving the marketing to offer all customers an option to swap Chips or other deep fried products with a vegetable alternative such as salad or vegetables. Another focus will be on the proportion of vegetables that we use in our meat based dishes and also a greater emphasis on meat free Mondays where we will explore vegetable based dishes such as Cauliflower Cheese, Vegetable Chilli opposed to meat alternatives that are currently very popular with Flexitarian/Vegetarian/Vegan customers.</p> <p>2. To tie in with the commitments at our main campus in Treforest we will roll out the incentives to all other food outlets across the USW catering estate from 2021.</p> | | |
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Manufacturers & Wholesalers

9.6% (the proportion of our cumulative portion total contributed by our manufacture and wholesaler pledgers)

The sector during Covid-19: A mixed picture. While the closure of the Out-of-home sector and concurrent rise in take-home grocery sales benefitted many manufacturers (with sales of frozen food particularly strong during the pandemic), many wholesalers saw demand from school, restaurant and catering contracts collapse virtually overnight having to furlough many staff as a result.

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| Birds Eye | <ol style="list-style-type: none"> 1. Increase consumption volume by 2% in 2018 through: <ol style="list-style-type: none"> a. Increasing the range of veg based products by 25% year on year. b. Investing in consumer-facing messages on veg products and their benefits (30% increase in spend year on year). c. Overcoming barriers to consumption of veg through promoting frozen vegetables (less waste, easy prep, no seasonality). d. Increasing the total number of veg discount promotions available online and in-store year on year. 2. . Increase the proportion of the ready meals range which provide at least one portion of | Green | Green |

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| | <p>veg, and invest resources to develop and advertise new meal ranges that contain at least two portions of veg.</p> <p>3. Show children enjoying vegetables in a new advertising campaign to make veg more desirable and relevant to children.</p> | | |
| Mars | <p>1. By October 2018 relaunch the UK Dolmio website with updated recipe suggestions page which encourages increased vegetable consumption including recipes that contain two of the 5-a-day per serving. By October 2020, update further recipe suggestions to increase vegetable consumption. By 2021, in line with packaging changes or new product launches, our on-pack recipe suggestions will encourage increased vegetable consumption.</p> <p>2. Provide a 'healthy meal' option in our canteens each lunchtime that includes two of your 5-a-day with no additional cost for the two portions of vegetables.</p> <p>3. 3. Each year we serve over 40 million Food Service meals. We will encourage menus that include two of the 5-a-day veg portions per serving by:</p> <p>a. Developing a new recipe book containing two portions of veg per serving.</p> <p>b. Use these recipes and our Peas Please commitment at customer and industry trade shows to demonstrate how easy it can be to increase vegetable consumption.</p> | Yellow | Does not currently report |
| Nestle UK | <p>Nestle UK commits to play our part to help increase vegetable consumption and will ensure that our meal recommendations developed for our retail Maggi dry recipe mixes (e.g. Maggi So Juicy), Maggi stock cubes and Maggi stock pots suggest at least two portions of vegetables per serving.</p> <p>We pledge to update all of our retail stock and dry recipe mix Maggi Meal recommendations to include 2 portions of vegetables per serving (on-pack and online) by the end of 2018.</p> | Green | Does not currently report |
| Bidfood | <p>1. Increase the vegetable options offered and served to staff as meals and snacks, aiming for two portions of veg to be included in a main meal.</p> <p>2. Bidfood Food Development team create recipe suggestions for our customers. The Food Development team will start to develop recipes</p> | COVID-19 | COVID-19 |

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| | <p>that include a) hidden vegetables or b) swap ingredients for vegetables.</p> <p>3. Bidfood will establish a pro-vegetable communication campaign through marketing channels.</p> | | |
| Castell Howell | <p>1. Commit to diving up veg sales across its customer base in Wales and the West of England through:</p> <p>a. Engaging with key customers to promote Peas Please.</p> <p>b. Promoting Castell Howell's Veg Pledge through catalogues (printed and online).</p> <p>c. Training the sales team through face-to-face promotion of our pledge by Food Cardiff.</p> <p>d. Support our local authority clients to increase veg consumption for children through the school meal service.</p> <p>e. Promote Peas Please through our key sales events and through social media.</p> <p>2. Aim for 21 of Authentic Curries and World Food Company's ready meal lines to contain a minimum of one portion of veg.</p> | Yellow | Yellow |
| GroentenFruit Huis | <p>The Dutch vegetable industry, united in the GroentenFruit Huis (Fresh Produce Centre), commits to focus on the innovation of products and services in their business with the United Kingdom, with the aim to increase consumption and to promote a healthy diet, for children in particular. Efforts will be continued to provide more attractive, sustainable and high-quality products, also in terms of packaging, labelling and marketing.</p> | Yellow | N/A |
| Puffin Produce | <p>Further develop sustainable horticulture in Wales and contribute to the development of a Wales Horticulture Action Plan with Tyfu Cymru by 2020. We will increase production of vegetables in Wales by 50% by 2020</p> | Yellow | N/A |
| Mash Direct | <p>1. Mash Direct will lead a promotional Eat them to defeat them event in Northern Ireland and fund the provision of 45,000 school packs to children in primary school (equivalent of £10,000GBP). In addition to this, we will focus on a different vegetable each week to link in with the campaign and promote this on social media every day. We will also hold</p> | Grey | Grey |

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| | <p>a launch event at Belfast City Hall (held at the start of the campaign) to get the word out to the press about Northern Ireland being a part of the ETTDT campaign. We secured coverage for the campaign in the Sunday Life, Ulster Grocer, Business Eye, Irish News, Farm Week, Belfast Telegraph and Fruitnet. We also created 4 recipe videos with a videographer and promoted these via Instagram with a total reach of over 750,000.</p> <p>2. We will ensure that surplus veg produced by Mash Direct is diverted to charities via Fareshare.</p> | | |
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Broadcaster

| Pledgers | Pledge | Traffic light | |
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| | | Progress | Portion |
| ITV | ITV will donate £1.5m of airtime and partner with Veg Power once again to deliver a national campaign to get kids eating more veg in 2020. | Green | N/A |