

PEAS PLEASE PROGRESS REPORT 2018

FROM PLEDGES
TO PORTIONS



Foreword

When we started work on Peas Please in 2016, we had a very simple hunch. We reckoned there was a gap between how much veg people would be happy to eat and how much they were actually eating. Pretty much everyone knew about five a day, but overall veg consumption was flat as a pancake.

So our approach has been very simple too. We've looked for change opportunities across the food environment which would make it easier for people to eat veg, and we've invited businesses large and small to use those opportunities. The more they can make veg convenient, attractive and normal, the easier it is for people to eat more.

We have been clear from the start that this initiative is only as good as its monitoring and reporting – there is no value in glossy pledges which are not acted on or which in the end make no difference to consumption. So we focus on results – how many more portions of veg are people eating?

We're delighted to report an extra 4.8m portions, and we're not surprised that catering has shown the early impact, as they have a more or less captive audience.

We would have loved to report more portions in retail after only

eight months: but the fact is we are only holding steady. Given the fall in sterling and the continued squeeze on many household budgets, that's not surprising – but we will be doing some soul-searching if we don't see some movement by this time next year.

We're acutely conscious of the danger that increased purchases generate more waste rather than more consumption – and that increases in overall consumption are concentrated among those who are already eating the most veg – so we have built this into our partnerships and our monitoring.

We've added new initiatives to the core business ask. Veg Power is looking to unlock new creativity in advertising veg. Veg Cities work by bringing people together at a local level, especially in public spaces and the public kitchen. We're also helping producers large and small come together to boost home-grown production.

We know there is a business case in both retail and catering for selling people more veg, and there is also a bigger opportunity to align business objectives with wider goals of improving health and reducing the environmental impact of our food system. Selling people what they need to eat is a great business goal.

We know this is only one initiative among many but the findings and case studies in this report support our original hunch: if they get a more attractive proposition, people will enjoy eating more veg.

Thanks to all the pledgers and supporting organisations who have made Peas Please possible. We look forward to working with you in the coming years to turn pledges into portions.

The Peas Please Team



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

#PEASPLEASE



WANT TO MAKE A VEG PLEDGE?

If you'd like to play your part in helping everyone in the UK to eat an extra daily portion of veg, sign up and make a Peas Please Pledge. To join, your business or organisation would make a commitment against our commitments framework. Your commitment would be specific and measurable, and we would agree a series of metrics to track your progress. The project runs until 2022, giving you plenty of time to make a real contribution to helping us to eat more veg. Contact office@foodfoundation.org.uk for more information.

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Special thanks to Olivia Price for helping to analyse the data for this report.

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Summary



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About Peas Please

Eating more vegetables saves lives. For every one of your five-a-day eaten, your risk of all-cause mortality decreases by 5% (Wang et al., 2014). In the UK, 20,000 deaths could be prevented every year if we could tackle low consumption of vegetables and pulses (Institute of Health Metrics and Evaluation, 2016). The life-saving benefits of vegetables come largely from helping to prevent diet-related chronic diseases such as heart disease, cancer and diabetes (Wang et al., 2014; Li et al., 2014). Preventing diet-related diseases would also ease the financial burden on the NHS: UK-wide obesity alone is projected to cost the NHS £9.7bn per year by 2050 (Public Health England, 2017). Diabetes adds on an

additional £10bn in costs per year to the NHS in the UK, and Wales spends approximately 10% of its annual budget on diabetes (Hex et al., 2012).

On average, we need to eat at least one extra portion of veg a day, and many of us need to eat much more. The government guidance combines fruit and veg and recommends we eat at least five portions a day. The latest Eatwell Guide, which captures all the

Wales spends approximately 10% of its annual budget on diabetes (Hex et al., 2012).

current dietary recommendations, shows that 554g of an adult's diet should come from fruit and veg; that amounts to seven portions, at least half of which should be vegetables. Very few people of any age eat 3.5 portions a day; 80% of adults, 95% of children and 80% of teenagers eat fewer than 3.5 portions of veg per day. To meet these new levels, on average adults need to eat an additional 100g of veg per day (just over one 80g portion) (Food Foundation, 2016).

The Peas Please initiative aims to make it easier for everyone in the UK to eat more veg by working with actors from across the food system. Taking a food system approach means working at every step of

the food chain, from production to consumption. For veg, this means looking across from production (growers) to retailers, manufacturers, food service outlets, caterers, government, local authorities and more. Reducing waste in the system is also an important part of helping everyone in the UK to eat more veg. Of all the veg purchased, 40% is wasted in the household and an additional 10% is wasted in the supply chain (WRAP, 2018).

We've worked directly with 41 pledging organisations and collaborated with more than 150 organisations to create a system-wide network of groups and people all doing their bit to make it easier to eat veg.

THE INITIATIVE IS CENTRED AROUND THE '5PS':

PLEASURE

making veg delicious whenever we eat it

PRODUCERS

growing veg sustainably at all scales of production

PRICE

making veg affordable at a price that works for both producers and consumers

PRODUCTS

new ways of getting veg into what we buy and eat every day

PLACEMENT

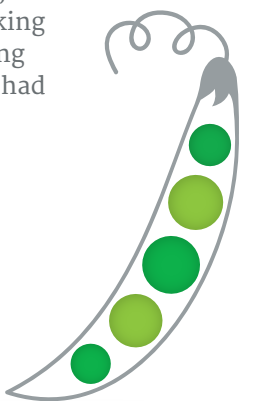
more prominence in shops and on menus and more places to buy veg in towns and cities



The 41 pledging organisations made specific pledges against our framework of ten commitments, which seek to address the 5Ps in different parts of the food system. This included:

- **Shopping and eating at home:** retailers and manufacturers
- **Eating out:** quick-service, food-on-the-go businesses, casual-dining restaurants, public-sector bodies providing food, and manufacturers' recipes for food service customers
- **Towns and cities:** city-wide/place-based veg initiatives
- **Children:** broadcasters, government, children's meals out-of-home
- **Production:** producer bodies and government select committees (England and Wales).

The pledges were launched at the first Veg Summit on 24 October 2017, with simultaneous events in London, Edinburgh and Cardiff. Over 450 people attended the Summits, which were a celebration of and a reflection on the pledges received and the opportunities they presented for making it easier for everyone to eat more veg. From that moment on, the clock started ticking on pledgers taking the actions they had committed to.





OUR VEG PRODUCTION

1 Parliamentarians and Government commit to work with producers to develop and implement sector strategies to make domestic veg production resilient, profitable and sustainable so it can keep in step with rising demand.



THE VEG ON OFFER

- 2 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).
- 3 Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and meal ingredients.
- 4 Quick service, Food-on-the-go businesses, casual dining restaurants, workplace canteens and public sector food settings commit to increase the volume of veg they sell, aiming for two portions in every main meal while maintaining commitments to reduce waste (inspiration can be found in our Food Service Compendium).
- 5 Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kid's meal.



ACCESS TO VEG

6 Department of Health, devolved governments, Local Authorities and other key stakeholders commit to explore new ways for securing preferential access to vegetables for those on a low income including modernising and increasing the uptake of Healthy Start.



VEG APPEAL

- 7 Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.
- 8 Catering colleges, chefs, wholesalers, and manufacturers of ingredients commit to support the creation of dishes which are dominated by veg, and to make veg delicious and normal.

The Commitments Framework (2017-2022)



VEG PLACES

- 9 Towns, cities, and places commit to become Veg Cities, with place-based initiatives to help children and adults eat more veg through skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste. The Veg Cities handbook can help.
- 10 Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

About this report

This first progress report captures the first eight months of Peas Please progress. It demonstrates really exciting first steps that our pledgers have made in this short space of time, but this is just the beginning. Pledgers have until 2022 to complete their commitments, and the monitoring process we established in this first report will allow us to assess the progress that individual pledgers have made as well as the collective impact of the initiative.

In this report, we provide an overview of pledger progress, document several case studies which show the great progress our pledgers have made so far, and present early analysis of the collective impact of the initiative through the number of people reached and portions of veg sold. In subsequent years, we will provide more specific information on what progress each individual pledger has achieved.

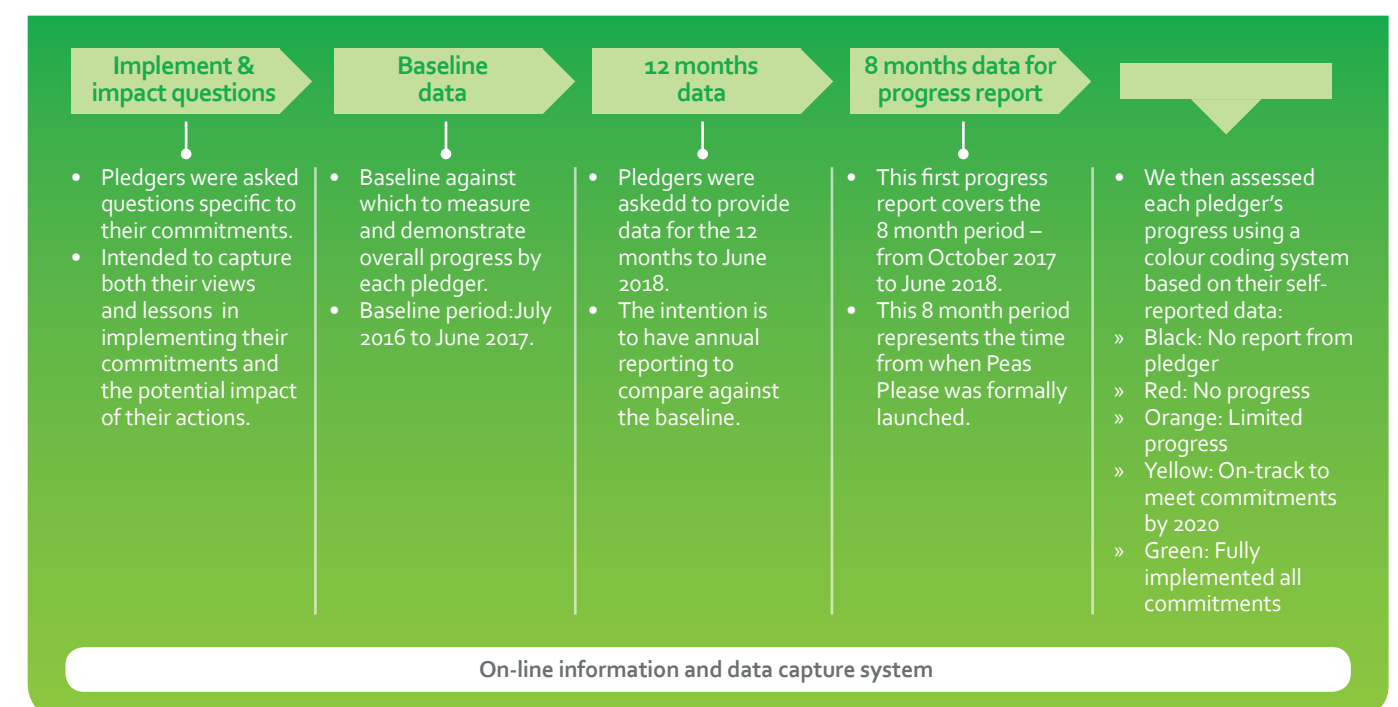
As you will see, our pledgers have

accomplished an impressive amount in this short space of time, but there is still a huge amount to do, and the report finishes with reflection on how we plan to amplify our impact.

As with Peas Please itself, this report and the monitoring process that underpins it are a work in progress. We will continue to refine and strengthen the initiative and its monitoring as we go into our second year and beyond.

Our approach to monitoring

The success of Peas Please rests critically on the quality of the monitoring and the extent to which it serves to hold pledgers accountable for their commitments. This is the primary purpose of publishing our first progress report. The monitoring is done through a combination of pledger self-reporting, aggregate, independently sourced metrics and, where applicable, visits to retail stores by the monitoring team.



SELF-REPORTING

Pledgers were asked monitoring questions specific to their commitments which aimed to capture both their progress in implementing their commitments and the potential impact of their actions. They self-reported this data through an online data collection system in July 2018. Wherever possible these were numeric metrics and we asked pledgers to report figures for two time periods: July 2017–June 2018 and July 2016–June 2017 (as a baseline). However, pledgers were only taking action on their commitments in the eight months from October 2017 to June 2018, so this reporting time period includes four months where Peas Please was not in action. This was done in order to allow for consistent

“It is important to note that this report only highlights eight months of progress”

reporting dates in subsequent Peas Please reports, but it is important to note that this report only highlights eight months of progress. Subsequent Peas Please reports will contain a full year’s worth of data.

As pledgers had only about eight months to make progress on their commitments, in this first report we focus on the general progress trends that we are seeing overall and highlight case studies of particular success. In subsequent years, we will assess each pledger’s progress using a colour-coding system based on their self-reported data:

- **Black:** No report from pledger
- **Red:** No progress
- **Orange:** Limited progress
- **Yellow:** On-track to meet commitments by 2020
- **Green:** Fully implemented all commitments.

STORE VISITS

The four retail pledgers this year (Co-op, Lidl, Sainsbury’s and Tesco) make up 55% of the retail grocery market in the UK (Kantar Worldpanel, 2018), making their pledges potentially very influential in our veg consumption. To see our retailer pledges in action, we are conducting annual store visits to each pledging retailer.

This year, we conducted 26 store visits during May and June 2018. For practical reasons, all of the stores we visited were in Cardiff and the South East of England,

particularly London. The visits were conducted in a systematic way, using the same data collection process for each outlet. However, not all retailers made pledges in all of the areas that we assessed. This systematic method was used in order for us to identify cross-retailer opportunities to further their progress in making veg more accessible and easier to buy. We also conducted a systematic review of the retailers’ websites and social media accounts to see progress on their digital pledges.

This report provides information on the cross-retailer opportunities that we identified. We will report information on specific retailer progress directly to individual retailers and in subsequent reports when retailers have had longer to implement their commitments.

AGGREGATE METRICS

We have three aggregate metrics which track our impact and reach:

1. **Additional portions of veg sold.** These portions come from retailers and manufacturers who are putting more veg into composite meals and meal ingredients and from restaurants and caterers that are serving more veg.
2. **The percentage of the shopping basket which is veg.** This metric, prepared by Kantar Worldpanel is tracked for all our pledging retailers. It covers fresh, frozen, chilled prepared and tinned veg. The detailed method is available on the Peas Please website.
3. **The number of people and children reached.** This metric comes from the staff attending workplace canteens serving more veg and towns and cities who are running a wide range

of veg initiatives aimed at their citizens such as educational campaigns and initiatives or targeted approaches to increase access to veg for those on a low income.

NATIONAL TRENDS IN DIETARY INTAKE

Lastly, we will use the annual data from national dietary surveys to see if and how the progress our pledgers are making is reflected in dietary intake data. This data is notoriously difficult to assess, however, and dietary intake is famously hard to change; thus, while we will track this metric, we are not necessarily expecting to see a measurable shift in dietary intake of vegetables in such a short period of time.

The most recent findings from the National Diet and Nutrition Survey (NDNS) in England were released in April 2018. This release represents the period of time from 2014/15 and 2015/16, and therefore captures the period before Peas Please began and can serve as a baseline for the initiative. When the next round of NDNS data is released, it will capture the period of time during which Peas Please began and will be reported on in subsequent progress reports. In the most recent NDNS survey, only 31% of adults and 8% of children were achieving the ‘5-a-day’ fruit and vegetable recommendation. In Wales, data on fruit and vegetable consumption is collected through the National Wales Survey; the most recent results from 2016/17 show that only 24% of adults report eating five portions of fruit and veg a day. In Scotland, fruit and vegetable consumption is captured through the Scottish Health Survey; in 2016 only 20% of adults reported eating five portions a day.

First-year progress

HOW MANY PLEDGERS ENGAGED IN THE MONITORING PROCESS?

We received pledges and commitments from 41 businesses, organisations and local authorities in our first year. Of these, 35 submitted self-reported data, two government/parliament pledges were monitored by the Peas Please team, and one pledger removed itself from the initiative due to capacity and because it was joining Veg Cities (see below). Three pledgers did not submit monitoring data despite our repeated attempts to collect the information. Given that this is the first progress report, and pledgers have had only eight months in which to take action, we will continue to seek data from these pledgers, but if we do not receive data in the coming months we will name them in the next report and remove them from the initiative.

The majority of pledgers who submitted data have made progress on their pledges, and 26 are on track to fulfil their commitments or have already done so. We especially congratulate PWC/Baxter Storey for already achieving their commitment (see box and case study).

THE PWC/BAXTER STOREY COMMITMENT:

“Through a robust programme of innovation and marketing, including pop-ups, events and seasonal promotions, we commit to increasing the overall percentage of fruit and veg purchased across the PwC UK estate to an aspirational target of 20%, by the end of 2018.”

RETAILER STORE VISITS

We visited 23 outlets from the pledging retailers in England and three in Wales and reviewed the findings to assess areas where retail actions could be strengthened overall. In subsequent reports, we will use this data to track implementation of the retailer pledges ‘on the ground’.

The store visits illuminated areas of the retail environment which could potentially be improved to help drive up veg sales, as we outline in our Retailer Toolkit (see below). Of the 26 retail outlets we visited, only one store had veg at the checkout and only three had veg on the aisle ends. This is consistent with recent research which found that 49% of supermarket checkouts visited contained less-healthy products (Ejlertsen et al., 2018).

Only one store was shown to display veg alongside ambient products such as cooking sauces. Most retailers could improve the offering of veg options in their lunch and evening meal deals as none was found to offer vegetable options in every store. Some retailers could increase the number of veg features on their websites, and only one store advertised that they accepted Healthy Start vouchers.

Our pledgers are working towards achieving change on 15 of the 22 actions in our Retailer Toolkit. A recent systematic review of evidence on how retailers can influence consumer purchasing behaviour found that price changes and providing incentives for consumers to ‘swap’ products for healthier versions were effective in changing consumer purchases (Hartmann-Boyce et al., 2018) – and our Peas Please retailer pledgers can certainly do more in these areas.





CASE STUDY

LIDL AND BRIGHTON AND HOVE

In order to effectively progress on their 2017 Peas Please commitments, Brighton and Hove City Council Public Health, Lidl UK and the University of Brighton recognised a joint need to better understand the particular circumstances and potential barriers facing low-income families with regards to veg consumption. All parties want to ensure an evidence-based approach is taken to identify future interventions for increasing veg consumption that avoid unintentionally widening health inequalities.

The project team developed a research study to better understand how and why low-income families currently choose, buy, store, cook and waste veg. The study consisted

of two phases, beginning with qualitative research using focus-group discussions and in-depth interviews. In these sessions, a range of vegetables from Lidl were used to stimulate discussions about the attitudes and opinions around different veg varieties. The second phase included a quantitative survey to capture a wider range of participants on

"Lidl, Brighton & Hove Council and Brighton University are working together to work out the best way to help low income customers to get their veg"

this topic. Recruitment and discussions took place over three phases between April and June and included a total of five focus groups, all of which took place in the local community of the Lidl store.

The research also considers what might encourage people to eat an extra portion of veg. Early analysis of the focus-group findings suggests that for some vegetables, price reductions alone may have little influence on purchases by low-income households, and that children's exposure to vegetables at school helps parents to feed children vegetables at home.

The project team look forward to sharing the findings of the research in the coming months.

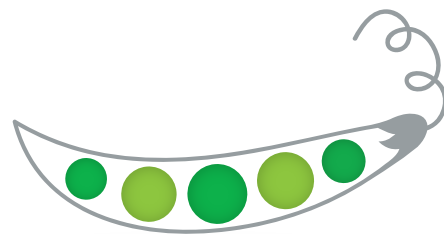


WORKING TOGETHER

The key to the Peas Please initiative is recognising that public health messages around eating more veg will not change behaviour; indeed, we have seen veg consumption decrease since the 5-a-day campaign began. We have to move away from a sole focus on public health messages alone and instead approach the food system from every possible angle. In the 41 pledges received for this first year of the project, Peas Please has demonstrated what a successful food system approach to driving up veg consumption looks like.

The following case studies show the food system connections and actions that Peas Please has generated. These connections have happened between businesses, as demonstrated by the Castell Howell and Brains case study, and they've happened across cities, such as Cardiff and Birmingham. Taking a food system approach to increasing veg consumption also requires looking at veg production, and some Peas Please pledgers are working to drive up veg production and consumption, as the case study from Puffin Produce demonstrates.





OUR IMPACT

ADDITIONAL PORTIONS OF VEG SOLD

Our pledgers have achieved an impressive increase in the number of portions of vegetables sold. In the eight months since making their commitments, these pledgers collectively sold or served 4.8 million more portions of veg.

It is important to note that these are portions of veg sold, not consumed, and some of this will have been wasted – although our commitments framework encourages pledgers to make progress on veg sales while maintaining their existing commitments on waste reduction. Some of this portion increase may be due to an overall trend towards increased eating out of the home in the UK (Food Standards Agency, 2014).

PERCENTAGE OF THE SHOPPING BASKET THAT IS VEG

When Peas Please was launched, 7.2% of the weight of the average shopping basket was composed of vegetables (Kantar Worldpanel). We know, however, that in order to be in line with the government's Eatwell Guide, 20% of the shopping

basket should be made up of veg. As of June 2018, the percentage of veg in the shopping basket remained at 7.2% (for the market as a whole). If we look only at the four retailers that are Peas Please pledgers, the percentage of veg in shopping baskets was 7.9% at the start of Peas Please and has remained at that level.

Looking at portions of veg sold in the retail market overall, this increased by 0.3%, although it decreased slightly in the Peas Please pledging retailers (-0.8%). This is due to shifting market share among the retailers, with some non-pledging retailers increasing their share of the veg market in this time period.

At this early point in the Peas Please project, a significant shift in vegetable purchases would not have been expected. This is particularly true as the veg retail market in the UK is currently facing several external headwinds, including challenging weather conditions in 2018, changes in the value of the pound and increased levels of business uncertainty due to the UK leaving the EU.

The inequalities that we know exist in vegetable consumption (Maguire & Monsivais, 2015) are also visible in the vegetable purchases data from Kantar Worldpanel. For all retailers, 5.8% of the shopping basket was made up of veg for households earning less than £10,000, compared to 9.1% in households earning more than £70,000 (see below). This reinforces the need for Peas Please to make it easier for everyone to purchase and eat more veg, particularly those on a low income.

SHOPPING BASKET VEG CONTENT BY INCOME



Annual household income	Percentage of the shopping basket from veg
£0 - £9,999	5.8%
£10,000 - £19,999	6.3%
£20,000 - £29,999	6.9%
£30,000 - £39,999	7.3%
£40,000 - £49,999	7.6%
£50,000 - £59,999	8.3%
£60,000 - £69,999	8.4%
£70,000 +	9.1%

THE BUSINESS CASE FOR PEAS PLEASE

As we look to the future, Peas Please is committed to strengthening the initiative through increasing the number of pledgers and amplifying the impact of each commitment. Peas Please is considering including a financial sustainability measure to help demonstrate the longevity of the initiative. Currently, there's a favourable environment to encourage increased veg purchase and consumption, which could lead to financial benefits for Peas Please pledgers. We are looking here specifically at the retail sector, but we hope to expand this into other sectors as the initiative continues.

POTENTIAL BUSINESS OPPORTUNITIES IN THE RETAIL SECTOR INCLUDE:

- **An extra vegetable in the basket.** The key opportunity to grow the vegetable category is to find ways to help people buy additional vegetables by diversifying and extending their choices. Some 97% of shoppers buy veg every month but they buy on average only 18% of the variety on offer. Strategies which get people to try something new are likely to be more successful
- **Volume growth through promotion.** Only 2% of veg is bought on volume-based promotion (compared to other category averages of 12% to 15%). As around 40% of all grocery spend is on some form of promotion, produce is massively under-promoted.
- **Trends to reduce meat.** In January 2018 meat-free ready-meal sales grew by 15% (sales) but vegetable volume sold declined by 2%. Increasing the amount of

in increasing the overall volume sold and is likely to result in people choosing a product with a higher margin than the core veg mainstays. In-store tastings, recipe cards and the grouping of ingredients for meals are all likely to be important in increasing overall volume.

● **Putting veg at the heart of 'own-brand'.** Retailers are currently seeking differentiation through their own brand, and because fresh, chilled prepared and frozen veg are almost all own-brand, veg could provide a key part of the own-brand strategy for retailers, driving innovation, marketing and product development. A high-quality, attractive fruit and veg offer, with a larger proportion of loose vegetables, is likely to be important for driving overall footfall.

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● **Trends to reduce meat.** In January 2018 meat-free ready-meal sales grew by 15% (sales) but vegetable volume sold declined by 2%. Increasing the amount of

veg in ready meals could be an important step towards responding to consumer demand for less meat, differentiating products for flexitarians and gaining new customer loyalty while also creating a healthier product. Substituting meat for veg in ready meals is also likely to drive up overall margin. Demand for meat-free main meals is growing (more than 30% of evening meals eaten at home contain no meat).

- **Convenience and on-the-go.** The real and perceived inconvenience of veg is both an obstacle and an opportunity. Prepared veg (whether for cooking or immediate consumption) adds considerable value to the category and is a relatively untapped opportunity for growth, and it might also help people to substitute other less healthy or less energy-dense foods/lower-margin foods with vegetables.

Our retailer pledgers are beginning to report back progress on their commitments and demonstrate this business case for veg in action, and we will document this progress in subsequent reports.



OUR REACH

Through the direct actions of local authorities and workplace canteens, we reached **752,000** people and **68,000** children in the first eight months. It is possible that there is some overlap between the two groups, but we believe these figures are likely to be an underestimate as it is difficult to calculate how many people have interacted with the campaign. These figures also do not include the retail pledgers, who would have reached millions of customers. In addition, Birds Eye's advertising campaign, which was part of the brand's Peas Please pledge, is estimated to have reached eight million households.

The Peas Please campaign has directly led to the launch of two supporting initiatives that will significantly increase the reach of the campaign in the coming years: Veg Power and Veg Cities.

Veg Power is a spin-off initiative from Peas Please, which aims to

establish a brand manager for vegetables. It launched off the back of the advertising competition at the first Veg Summit in 2017. Since that time, the first Veg Power ad was launched in 5,000 locations in the UK, and we have successfully crowdfunded, reaching more than ten million people on social media, and secured enough resources to undertake a year-long proof-of-concept stage. This year will involve developing a long-term strategy for the marketing board, including how to fund the initiative sustainably. Veg Power has been established as a community interest company with its own board.

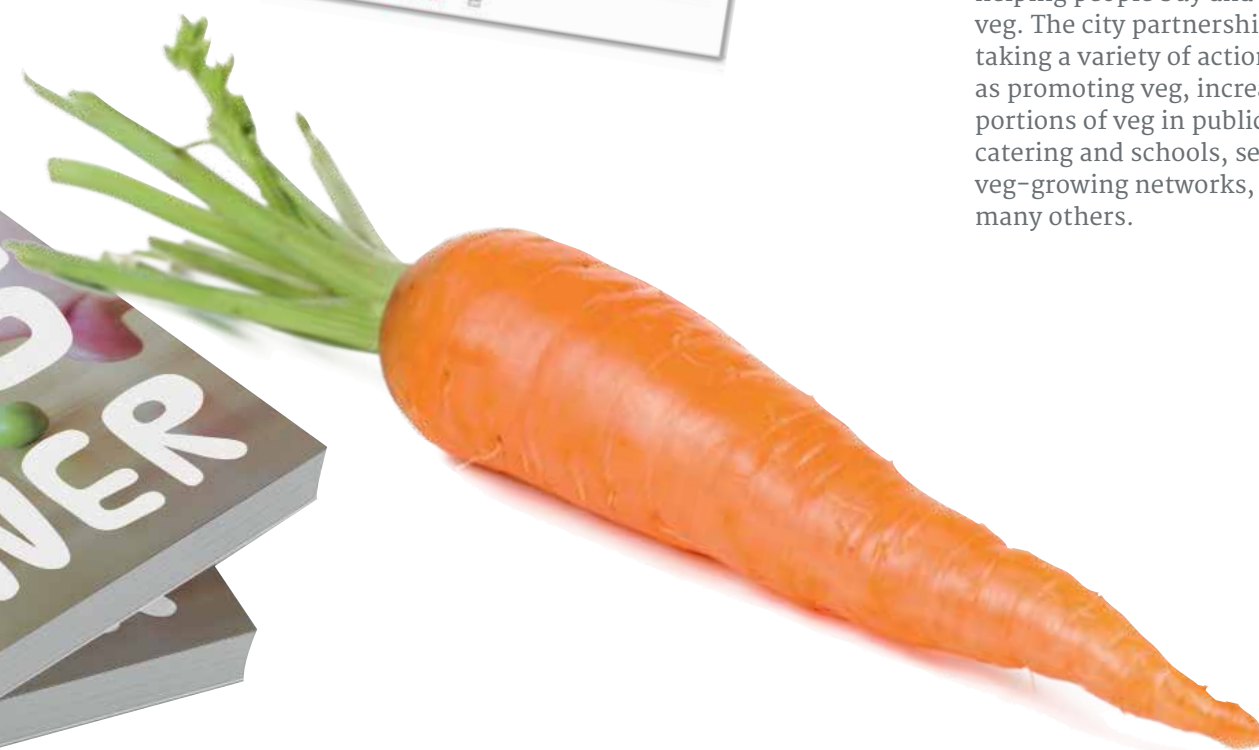
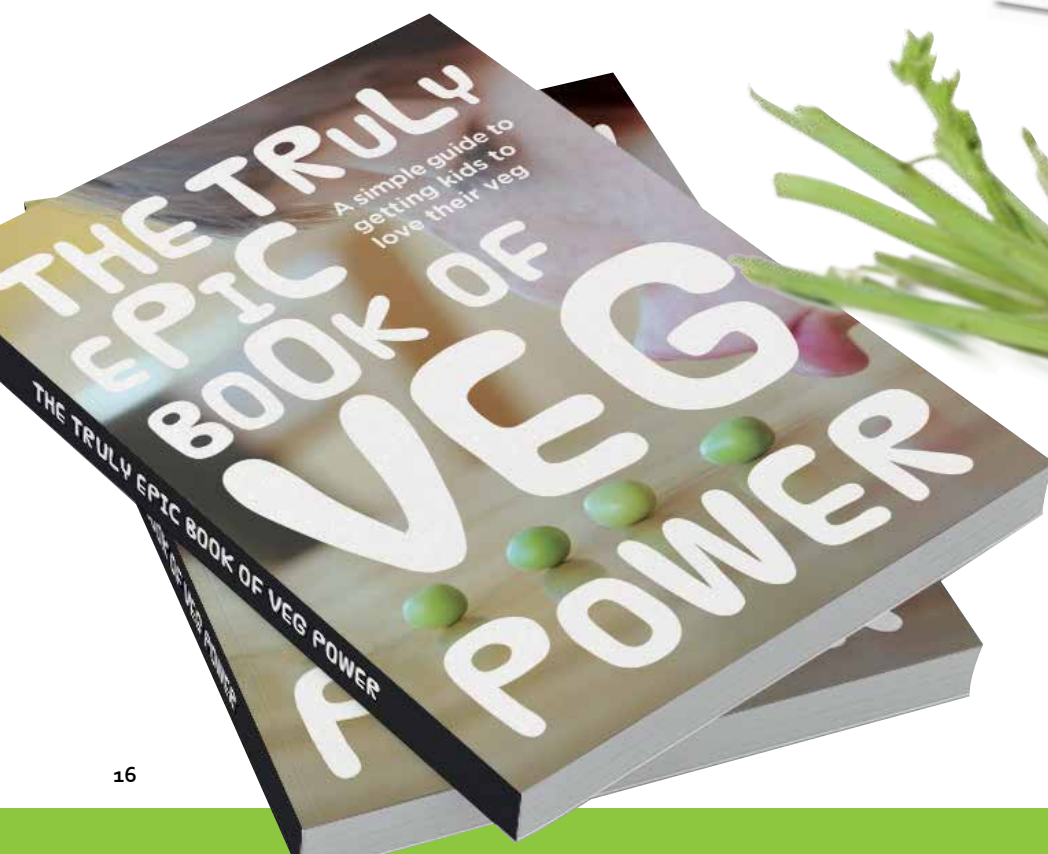
The Sustainable Food Cities (SFC) initiative pledged to make Veg Cities the flagship campaign for its network until June 2019. There are currently 50 cities participating in the SFC initiative, all of which have established cross-sector food partnerships to work together on improving the food offer in their cities. The Veg Cities campaign officially launched in June



2018, and 14 initial cities applied for and were selected to receive support funding for the first year: Aberdeen, Bournemouth, Brighton, Cambridge, Cardiff, Durham, Glasgow, Hull, Lewisham, Luton, Middlesbrough, Nottingham, Oxford and Sheffield. In addition, Birmingham and the London Borough of Redbridge were among the first wave of local authorities to become veg cities. And the Greater London Authority is working towards London being a

“Through the direct actions of local authorities and workplace canteens, we reached 752,000 people and 68,000 children in the first eight months.”

Veg City too! These collectively represent a population of more than four million people, and therefore have huge potential for helping people buy and eat more veg. The city partnerships will be taking a variety of actions, such as promoting veg, increasing the portions of veg in public-sector catering and schools, setting up veg-growing networks, and many others.





CASE STUDY

UNLOCKING THE SUPPLY CHAIN IN WALES
(manufacturing, out-of-home and schools)

Certain businesses play a pivotal role in achieving food system change within a locality. In Wales, one such business is Peas Please pledger Castell Howell (along with its sister company Authentic Curry Company). As both wholesaler and food manufacturer, Castell Howell understands the supply chain and can reach and influence both producers and those who put the food on the plate for consumers. It supplies the public sector, schools, independent restaurants and shops, pubs, hotel chains and supermarkets. But, importantly, as a Welsh family business, it is keen to

support the local economy and the local population's health and wellbeing.

Through working with Food Cardiff, Castell Howell announced its pledge at Wales's Veg Summit in October 2017 – hosting ITV Wales at its base in Cross Hands in Llanelli in the process.

So, what has been the impact in the first year? Some 40 sales staff covering Castell Howell's 4,000-strong customer base have received Peas Please training, and the initiative itself has been promoted through catalogues, promotional flyers, two major trade events and social media.

One example of success is the firm's account with the pub chain Brains. With Castell Howell's support, Brains has set about training its 1,552 staff in all things Peas Please and developing veg-friendly children's menus. Starting in spring this year, Brains has sold an additional 88,000 children's portions of veg by increasing the vegetable content of children's meals from one to two portions. Last year Brains sold over 235,000 children's meals, so there is great potential to build on this progress during Year 2.

Castell Howell also holds the contract to supply school meals in many local authorities

and is introducing new products such as cauliflower rice. Opportunities to work together with Cardiff Council on the challenges of cooking and serving veg in a way kids find appetising and to reduce veg waste will form a key part of Cardiff's Veg City campaign.

In addition, through the Authentic Curry Company, Castell Howell has reformulated ten ready meal product lines to include at least 80g of vegetables. This has resulted in 138,186 portions of veg sold since making the Veg Pledge.

This is a fantastic start!



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24 October 2017 at 6:28pm

Should food manufacturers put more vegetables in our meals?

MIKE GRIFFITHS REPORTER, ITV WALES

Forty per cent of people in Wales eat out at pubs, restaurants or cafes once or twice a week. But how many of us can honestly say we make healthy choices when we do?

Alan Todd @toddybrain241 Follow

Our trainees @brainsbrewery proud to be supporting #VegPower #PeasPlease @castellhowell @NolanSabrain @shelleyheseltin @Food_Foundation

2:12 PM - 19 Jan 2018

15 Retweets 26 Likes



CASE STUDY

CARDIFF'S VEG CITY JOURNEY BEGINS (Veg Cities)

Food Cardiff partners, as well as the city council in its own right, made Veg Pledges at the October 2017 Veg Summit, putting Cardiff in a fantastic position to drive forward with its own Veg City campaign. Veg Cities is re-energising and providing an umbrella for a lot of the amazing food work being developed in Cardiff. We have restaurants working collaboratively, for example, to reduce veg waste, and farmers' markets expanding their veg offer and their market locations. Cardiff Council and Cardiff and Vale University Health Board have pledged to support those who use their staff and public canteens to eat two portions of veg, and Cardiff University and Cardiff Metropolitan University have stepped up too.

In fact, we estimate that in excess of 133,000 portions of veg have been served since October 2017, with outstanding support from Cardiff and Vale UHB, where the success of the Grapevine fruit and veg store pilot at University Hospital Wales has led to a permanent operation and the establishment of a second stall at University Hospital Llandough. And exciting times are ahead as Cardiff and Vale UHB continues to innovate with its healthy retail and restaurant standards and flagship Y Gegin restaurant.

Social enterprises are using 'wonky' veg to develop innovative soups and growing



veg on council land to supply local businesses. Cardiff Council has published supplementary planning guidance to encourage developers to provide growing spaces. Edible Cardiff has brought together 31 growing sites across the city and is working with Cardiff Council on a city-wide network of planters. There is even a GP surgery piloting a social prescribing model alongside a community garden.

Schools are developing Veg Power teacher packs and Peas Please parent

packs, and Flying Start and community centres are supporting people to eat more veg through cooking classes, food parcels and fruit and veg co-ops. Some 298 people in Cardiff have been trained in Level 1 or Level 2 Nutrition Skills for Life (part of the Agored Cymru-accredited Community Food and Nutrition skills) in the last year, with a further 40 people involved in Veg Ready Steady Cook competitions at Cardiff Metropolitan University.

Food Cardiff is working with Flying

Start children's centres to explore the opportunities for optimising Healthy Start vouchers through increasing uptake and increasing opportunities to spend – for example, through fruit and veg co-ops. Cardiff is also expanding the school-holiday enrichment programme, Food and Fun, to ensure that children are eating two portions of veg at lunchtime at the same time as learning about preparing and eating a healthy diet. More than 4,000 lunches were served in 2017 holidays.

With Food Cardiff's collective power, we have had more than a million social media interactions, from hospital GP screens to Veg Power graffiti on the Taff Embankment, and from TV appearances to Veg Power posters in schools and on bins and planters across the city.

It is safe to say that the 'more veg' message is resonating strongly in the city and it's exciting to see the grassroots, political, business and public support growing and translating into tangible action.

With Food Cardiff's collective power, we have had more than a million social media interactions, from hospital GP screens to Veg Power graffiti on the Taff Embankment, and from TV appearances to Veg Power posters in schools and on bins and planters across the city.





CASE STUDY

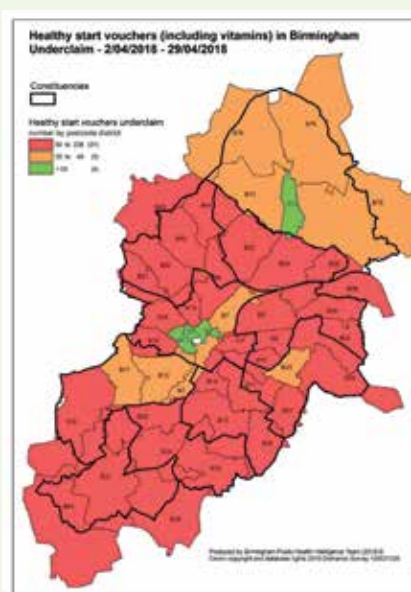
INCREASING THE UPTAKE OF HEALTHY START VOUCHERS IN BIRMINGHAM (Veg Cities, retailers)

Birmingham is a young and diverse city, with 40% of its residents living in areas described as the most deprived in England. Healthy Start is a government programme for low-income pregnant women and mothers of young children which provides vouchers for fruit and vegetables, milk and formula. There are approximately 17,000 eligible beneficiaries in Birmingham, but only 70% to 75% of these are registered. **This means that there are £1.4m to £1.6m unclaimed Healthy Start vouchers (HSV) that could be spent in the local economy.**

Based on this assessment, as part of its Peas Please pledge, Birmingham City Council set up an action plan aimed at increasing the registration of eligible beneficiaries, the usage of HSV by parents (and especially by parents of children over two years old), the numbers of retailers registered and accepting HSV, and the range of outlets registered and accepting HSV.

The first step was to identify who could raise awareness about the vouchers and work out different strategies for each point of contact. The second step was to work with retailers to increase the acceptance of HSV.

The Public Health team went to a selection of retailers to ask them about their experiences, about what was working well and what needed to change, and to find out why they had stopped accepting HSV, if that was the case. Linked to this was a piece of work with Bull Ring fruit and veg market. The Public Health team worked with the market's management and restarted the scheme whereby HSV could be redeemed



This means that there are £1.4m to £1.6m unclaimed Healthy Start vouchers (HSV) that could be spent in the local economy

by the stallholder against rent for the stall. The team are also promoting the idea of a £3.10 veg box (which is the value of one voucher).

Through Peas Please, the Public Health team are working with the Association of Convenience Stores, also a Peas Please pledger, to develop the promotion of HSV and materials to promote vouchers at the point of sale in order to increase awareness and use. The association will produce an animation that will help customers and retailers understand the HSV scheme with the aim of increasing uptake by customers and retailers.

FUTURE PLANS INCLUDE:

- Working with the Department for Work and Pensions to increase awareness of HSV for people on universal credit.
- Working with financial inclusion partnerships, Citizens Advice and housing association outreach workers to increase awareness of HSV.
- Working with Birmingham City Council business rates to identify retailers that haven't registered for the HSV scheme and encourage them to register.
- Working with community groups and early-years organisations to develop cooking skills.
- Working with the Food Foundation and the PhotoVoice project with retailers and users of HSV to look at the lived experience.
- Increasing registration of other outlets such as allotments.
- Working with early-years education settings to identify non-claimants and increase uptake.
- Discussions with Love Food, Hate Waste for synergies with its programme.

HEALTHY START VOUCHERS

Calling all Retailers!!

Do you know about Healthy Start Vouchers



This is a **FREE** voucher that can help parents/carers to buy fresh or frozen fruit, fresh or frozen veg (including potatoes), milk and infant formula.

BENEFITS OF JOINING

- Attracts new customers to your store
- Customers spend the vouchers within your store
- This mean extra regular income (£161.20 - £322.40 a year per child)

DO YOU SELL ANY OF THE ITEMS BELOW

- Fresh and frozen veg (including potatoes)
- Milk
- Fresh and frozen fruit
- Infant formula milk



HOW TO APPLY

- Login to www.healthystart.nhs.uk/for-retailers or phone 0844 991 2222
- Register your store.
- You will receive notification of your registration and a claim form will be sent to you.

VOUCHER REIMBURSEMENT

- Customers will buy fresh or frozen fruit, fresh or frozen veg (including potatoes), milk and infant formula with the vouchers.
- Send the vouchers to the Healthy Start Retailer Reimbursement Unit for payment.
- Payment will be made to you by BACS.



FOR MORE INFORMATION VISIT WWW.HEALTHYSTART.NHS.UK

Supported by
Birmingham City Council



CASE STUDY

PEAS PLEASE AT PwC (out-of-home)



Encouraging plant-based diets in the workplace is a natural focus for both PwC and its caterer BaxterStorey, as both organisations are committed to driving change towards more sustainable business practices.

Few people in the UK are eating the recommended daily number of portions of vegetables and fruit, but a healthy, nutrition-rich diet is key to employee wellbeing and productivity. That's why PwC and BaxterStorey were delighted to sign up to the Peas Please campaign in October 2017.

Together, we committed to increase spend on vegetables sold in the Social Co. restaurants in PwC's offices across the UK from 15% to 20% within the first year. We started to promote delicious, healthy, seasonal, vegetarian or vegan 'hero' dishes, encouraging our people to try new plant-based dishes, in a campaign called 'Celebrate the seasons'. We changed the range of food on offer, increasing both availability and choice of vegetarian and vegan dishes, as well as vegetable sides.

We created recipe cards for the hero dishes so that people could replicate the meals at home. Moreover, we engaged staff in fun games that raised awareness of the environmental impact of a meat-based diet or highlighted ways to get the daily recommended amount of protein from plant-based food. Finally, we surveyed staff to understand the profile of our people by diet (meat-eaters, flexitarians, pescatarians, vegetarians and vegans), as well as to understand the barriers to a plant-based diet and to test whether people understood the environmental impact of different food categories.

By June 2018, just eight months later, we hit our target and now 20% of the food we purchase are vegetables and we have increased the estimated total portions of vegetables sold. During the 28 days on which we ran our 'Celebrate the seasons' promotion, we sold approximately 850 vegetarian or vegan 'hero' dishes (9% of all meals). Just under 3,500 recipes cards were taken or downloaded from the Peas Please employee microsite. More than 200 people took part in the 'Carbon and water

challenge' or 'Protein challenge' games.

Many different groups have welcomed the improvement in the quality and choice of vegetables. Among these are: employees looking to eat more healthily; those wanting to move away from industrialised food; those seeking to adopt a more environmentally friendly lifestyle; and ethnic groups whose diet is culturally plant-based. Surveys showed that a lack of availability and variety in what was offered was one of the main reasons why people didn't eat sustainably – which supports the rapid uptake witnessed in PwC since we've introduced a better menu. We've been working to understand whether the change in diet has reduced the adverse impacts of feeding our people: a high-level analysis of sample data indicates that it may have helped cut our carbon footprint by around a fifth and our water footprint by roughly a quarter.

Moving forward, we've set our sights even higher, and declared a target for 2020 of 25% plant-based food, raising sales of vegetables another quarter above our Year 1 result.



CASE STUDY

DRIVING UP VEG PRODUCTION AND PURCHASES WITH PUFFIN PRODUCE

As part of its Peas Please pledge to increase vegetable production in Wales by 50% by 2020, Puffin Produce has been expanding the production of all vegetable lines to supply an increasing demand within the country for locally grown produce. Of course, it is only feasible to increase the amount of

vegetables grown in Wales at such a rate with the support and enthusiasm of the farmers involved in cultivating the produce. As a 100% grower-owned business, Puffin Produce is in the unique position of having close long-term relationships with its growers, who have a vested interest in seeing the business thrive. As well as planting an increasing

amount of produce with its growers, Puffin Produce took the step of starting to grow its own vegetables, specifically cauliflower, to support the expansion. Puffin Produce now employs a dedicated vegetable production team and is looking to secure this infrastructure to allow the business to expand further in the near future.



As a result of this work, sales units have increased at an average rate of 18% over the last 12 months. All vegetable lines have seen an uplift in demand from retailers and consumers, with key lines including cauliflower (up 15%), pre-packed leeks (up 52%) and savoy cabbage (up 6%). This growth has also been achieved by lengthening the growing season (and hence the time products are stocked by retailers) and increasing the number of product lines in stores, alongside increased sales.

"Our Welsh vegetables are now a valuable element of our Blas y Tir brand and product range that we supply to retailers," says managing director Huw Thomas. "Our loyal Welsh customers are demanding more locally grown fresh Welsh produce, at a competitive price. The more Welsh consumers eat, the more produce we will look to grow here in Wales."



Going beyond our pledgers

Peas Please has spurred action beyond our direct pledgers, and while we have been fortunate enough to hear about a few of these fantastic actions, there's no doubt that others have not yet reached us. We have heard about a school in Dorset that has launched a Peas Please curriculum and programme (see the St Mary's School case study), and about pledges inspired the Dutch GroentenFruit Huis initiative – the Dutch produce industry body – to adopt a specific campaign on the out-of-home sector, which falls outside its Peas Please pledge.

A number of policy initiatives have also been launched in the past nine months that reflect the rising presence of veg on the political agenda. The Scottish government is currently consulting on revising school meal regulations so that these stipulate the inclusion of two portions of veg in every school meal. This is in line with the Peas Please commitments framework.

In England, the government launched the second chapter of its childhood obesity strategy in June 2018. As part of this process, it will be consulting on how to provide additional support for the Healthy Start programme, which is one of the commitments in the Peas Please framework. Scotland has also reformed its Healthy Start programme to create the new Best Start programme which includes a higher voucher value. Increasing the value of Healthy Start vouchers across the UK would provide additional opportunities for low-income families with young children to afford vegetables. Birmingham City Council, a Peas Please pledger, is making great strides in its efforts to increase the uptake and use of Healthy Start vouchers and could provide an excellent test case city for the government.

Lastly, the government is currently formulating the agriculture bill which will replace the EU Common Agricultural Policy. The agriculture bill and subsequent legislation represent a significant opportunity for ensuring that the horticulture industry is supported and vegetable consumption, particularly among people on low incomes, is promoted. The Peas Please initiative was instrumental in setting up a new Fruit and Vegetable Alliance that aims to inform this policy process.



CASE STUDY

ST MARY'S SCHOOL, BRIDPORT – PEAS PLEASE PROJECT



Transition Town Bridport (TTB) has been working to improve sustainability and local production in this Dorset coastal town for nine years. In March 2014, a group of five volunteers from TTB, along with our partners Home in Bridport, raised money to install a polytunnel in St Mary's primary school. The school is in the catchment area of the Skilling estate, a disadvantaged community living in social housing. We are now in the fourth season growing food for the school kitchen to be used for school meals and fruit tuck. The Edible Garden was set up in response to the national concern about childhood obesity.

We wanted a campaign which helped to overcome food poverty and its effect on learning and to support the increased take-up of free school meals.

Working with the head cook, we discovered that although school meals have become more popular since our involvement, there were concerns about waste, especially vegetables. With a grant from Awards for All, we planned a project, linking up with Peas Please, to start growing vegetables.

In April 2018, we launched the project at an assembly of the whole school, at the same time presenting a pledge tree for the children to add their own personal pledges.

Thanks to this year's work on the Peas Please project, in August St Mary's school won the George Payne Memorial Trophy from the Melplash Agricultural Show, which is awarded for achievement in an educational allotment.

THIS IS WHAT WE HAVE ACHIEVED SO FAR:

- We employed a nutritionist to run a series of workshops with the older pupils, which involved basic food choices for health and pleasure. Fun tasks were created to discover different tastes and to understand the role of all the senses in eating.
- The head cook and two experienced food educators led a five-week cookery course for parents and children using only fresh vegetables. Participants were then given a recipe book containing all the dishes from the course.
- Our two part-time gardeners worked

with pupils to grow legumes from seed. A 'Legume Castle' was planted, to be harvested throughout the summer.

- On 15 June there was an open afternoon entitled 'Taste the Garden', showcasing the Edible Garden. The mayor, the pupils' families and various visitors were invited to enjoy tasting stalls, snacks prepared by the families who'd taken the cookery course, games (including 'Pea Ping Pong') and storytelling courtesy of a creative parent.
- On 16 June, the cooks were part of the Bridport Food Festival, leading workshops in the children's marquee.

- Questionnaires were filled in by the children who participated, so we now have data to help analyse the success of this project.

This project culminates with a harvest celebration where the whole school participates in picking and podding dried beans, making pumpkin soup, baking bread, and sharing a meal together.

Thanks to this year's work on the Peas Please project, in August St Mary's school won the George Payne Memorial Trophy from the Melplash Agricultural Show, which is awarded for achievement in an educational allotment.



CASE STUDY

THE FRUIT AND VEGETABLE ALLIANCE

In 2018, the Peas Please initiative worked with large and small fruit and veg growers and health/food organisations to form a new alliance to drive up vegetable production and consumption in the UK. The primary aim of the alliance is to ensure that future agriculture policy in the UK provides the right support for fruit and vegetable production and supports increased consumption of fruit and veg.

There is a huge opportunity – and need – to drive up fruit and vegetable production and consumption in the UK. Government dietary advice, captured in the Eatwell Guide, recommends eating seven portions of fruit and veg a day (Public Health England, 2016). This equates to 15 million metric tonnes (MT) of fruit and veg per year. But currently there are just 9.3 million MT of

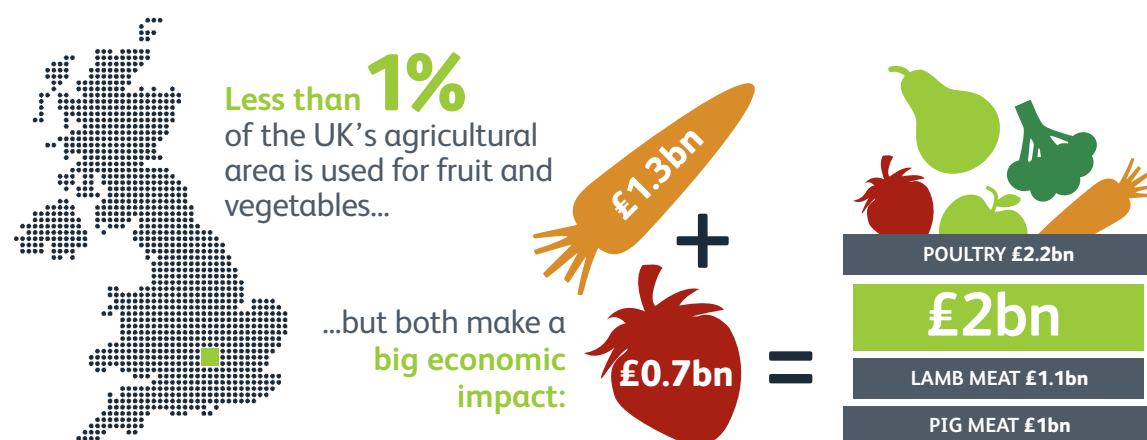
The opportunity for UK production amounts to an additional 2 million MT.

fruit and veg available, of which 5.5 million MT are imported. Accepting that the UK will always need to import some produce, the opportunity for UK production amounts to an additional 2 million MT. Horticulture to date has not had the support it requires to flourish. 'Seven a day' translates as 40% of each person's diet consisting of fruit and vegetables (Scarborough et al., 2016), yet currently only 1% of £3bn in direct agriculture payments goes to horticulture (DEFRA, 2018).

It is hoped the alliance will act as a platform to develop a clear and coherent vision and plan for the sector, one based on the health needs of the population and supported by government. The alliance will form a new Edible Horticulture Roundtable that has also launched with the support of DEFRA.

Fruit and Vegetable Alliance

The **Fruit and Vegetable Alliance** is a diverse group of producer organisations who are unified by a desire to get the nation eating more fruit and vegetables. Through our work we will strive to increase production and consumption and act as a platform to develop a clear and coherent vision for the sector.



UK Government dietary advice supports eating fruit and vegetables to the level of...



**SEVEN
A DAY**

40% of an adult's daily food consumption by weight



To meet this demand we need to increase availability to **15m tonnes**

Current availability: **9.3m tonnes**

Leaving a deficit: **5.7m tonnes**

Which is equivalent to **71bn portions**

For further background information on the figures featured in the infographic:
DEFRA: Agriculture in the United Kingdom (2016)
Food Foundation: Farming for 5 a day (2017)
Fruit and Vegetable Alliance: Response to DEFRA's Health and Harmony Consultation (2018)

Based on the Farm Business Survey only **1%** of the UK Government's direct payments go to horticulture.



For a **happier, healthier population** we need to **support expansion** and reap the many **social, economic** and **environmental benefits** of fruit and vegetables. We will work with partners to **drive up consumption** and help **increase production** through a variety of methods.

We aim to:



Key lessons and reflections

The Peas Please initiative has gone from strength to strength in its first year, but there is still much to be learned and much more progress to be made.

ON THE PROCESS

The process of building our group of 41 Veg Trailblazers was involved and reflecting back on it provides many lessons. Identifying pledgers and working with them to create their specific commitments and make these as measurable as possible took dedicated and repeated outreach from the core Peas Please team. Several potential pledges did not come to fruition, but the pledges we secured were from committed and enthusiastic organisations. Subsequent monitoring and measuring progress on those commitments also required a significant amount of time. However, the rewards of this time investment are being reaped, with our pledgers' initial successes demonstrating the power of collective action towards a common goal.

Establishing and reporting on common monitoring metrics across our wide range of pledging organisations was also a key challenge in this first year of the initiative. From the beginning, we strived for commitments to be as measurable as possible; despite this, the common metrics (portions of veg/people reached) were only agreed part-way through the first year. It would have been much easier to set these at the beginning, but we wouldn't have known which metrics we wanted to track until the pledges were spelled out. Going forward, having the common metrics in place will make the monitoring process much more straightforward in future.

ON THE PROGRESS TO DATE

In the first eight months of the initiative, Peas Please has resulted in more than nearly 5 million additional portions of veg being sold. While this is only a drop in the ocean compared to how much veg consumption needs to rise, it's a drop that wasn't here last year! We need much more action from our pledgers and many others if we're to achieve a significant rise in consumption.

We have seen how pledgers with a large reach can bring about significant change through relatively small actions, and these pledgers will be encouraged to strengthen their commitments going forward. At the same time, pledgers with a smaller footprint

and better capturing our priorities going forward.

The new commitments framework is segmented to align with the '5Ps' that underpin the initiative, and the new categories include: our veg production (producers), the veg on offer (placement and product), access to veg (prices), veg appeal (pleasure) and veg places (the 5ps). We added commitments to align with the new Veg Power and Veg Cities initiatives (described earlier in this report), and refined the commitment related to increasing preferential access to vegetables for those on a low income. We also added a commitment for catering colleges and chefs around normalising veg dishes and making them delicious.

"We need much more action from our pledgers and many others if we're to achieve a significant rise in consumption."

have huge potential to influence their local environment and to engage with people more directly. The real strength of Peas Please has been in bringing these groups together and working towards a common goal.

GOING FORWARD

To build on our initial successes, we are seeking new and strengthened pledges for the rest of 2018 and 2019. In order to facilitate this process, our commitments framework has gone through a review process. This was done through the three Peas Please boards, with input from a wide variety of sectors and project partners, with the aim of addressing gaps in the framework

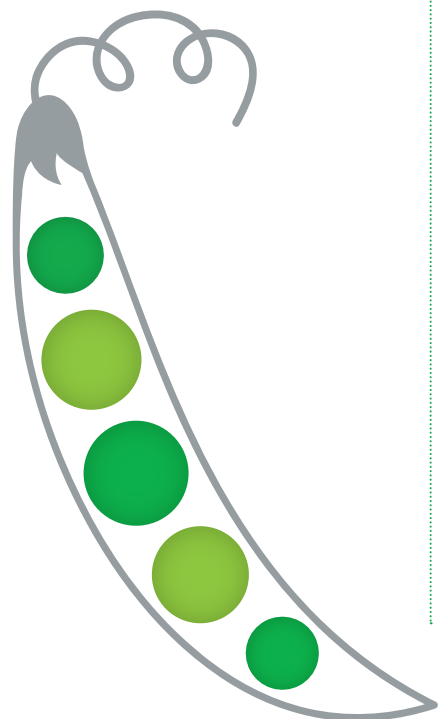
We will continue to refine our monitoring process and ensure that any new pledges will report on the collective impact metrics of portions sold and people reached. We are also exploring how develop further the business case for investing in more veg. Lastly, we are reflecting on the store visits and gaps identified within and will be encouraging retailers to make additional and stronger pledges.

THANK YOU

Huge thanks to the staff working in all our pledger organisations for reporting their data and showing great leadership in getting us all to eat more veg.

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