

Baxterstorey 2018 Pledge



baxterstorey
we **love** this business

This commitment will be implemented by June 2020

This is a UK wide pledge

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Through a robust programme of innovation and marketing, including pop-ups, events and seasonal promotions, 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.

This aligns with point 4 on the Commitments Framework

Monitoring

We will measure success throughout the year by determining through analysis of the purchased value of vegetables relative to our baseline data of 12%.