

# Bidfood 2021 Pledge



This is a UK wide pledge

This commitment will be implemented  
by 2023

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

**This aligns with point 2 on the Commitments Framework**

## Commitment Details

We will increase our vegetable based digital web and social communications and content by 50% to encourage greater purchasing and raise awareness of availability and menu inclusions

## Monitoring

We will monitor our progress via number of social/ web posts. Audience reached, Click through rates, imprints and engagement.