

# Sainsbury's 2021 Pledge



# Sainsbury's

This is a UK wide pledge

This commitment will be implemented  
by 2025/26

# 1

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 aim to increase the proportion of our total sales tonnage that comes from vegetables by at least 1% by 2025/26. Transparent reporting in key is demonstrating progress which is why we will continue to report annually on the proportion of our total sales tonnage that comes from vegetables.

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# 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)

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

## Commitment Details

We understand the importance of accurate data and transparent reporting in demonstrating progress which is why we will report annually on the portions of vegetables sold from all own brand products including composite dishes.

## Monitoring

A-% volume of veg sold (including composite veg).

B-Number of products that contain 80g veg (5 a day requirements)

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# 3

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 continue to support customers to increase their vegetable consumption through initiatives that improve awareness, value and incentives. We commit to share learnings in order to build the evidence base for how to effectively increase vegetable intakes.

## Monitoring

We will share relevant case studies as part of our annual reporting.