

Source Grow 2021 Pledge



This is a Northern Ireland pledge

This commitment will be implemented
by 2023

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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.

This aligns with point 1 on the Commitments Framework

Commitment Details

We pledge to work with producers to help them identify crops which are in demand and which can be grown sustainably. Our target is to work with 50 producers in Northern Ireland by the end of 2022. We also pledge to work with 30 local restaurants to source sustainably grown local produce.

Monitoring

This is a new business, so we are in year 1. We'll monitor our platform membership and turnover.

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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.

This aligns with point 8 on the Commitments Framework

Commitment Details

We pledge to promote local growers of sustainably produced veg on our platform to local restaurants. We will actively promote our growers' produce directly to restaurants with direct emails and social media channels. We will promote the restaurants who are sourcing local veg with our Source Grow window stickers, blog and social media channels. We will support chefs to incorporate seasonal produce by providing access to lists of produce which can be grown seasonally and sustainably. Our target is two posts a month.

Monitoring

We will monitor our traffic, reach and engagement.