

Peas Please

Advisory Board

Terms of Reference



## Context

Peas Please is a partnership project currently operating across England, Scotland and Wales, and planning to include Northern Ireland in 2018. The project is jointly managed by Food Foundation, Food Cardiff, Nourish Scotland and WWF-UK.

Funding for the project to date has come primarily from charitable trusts. Approximately 2 FTE staff have been engaged on the project to date, spread across a number of staff in the partner agencies.

The aim of the project is to increase vegetable consumption in the UK through encouraging supply chain actors to promote vegetables more effectively, making them more normal, convenient, attractive and available in the UK food environment; while at the same time encouraging national and local governments to provide an enabling policy environment and to support universal access.

The project rationale is that increasing vegetable consumption, other things being equal\*, will improve health, reduce the greenhouse gas emissions from the UK diet, and support growth in the UK horticulture sector.

The project started in 2016 and is expected to run for a further three years in its current format to end 2020. No overall target has been set for the increase in consumption.

To date, more than 40 pledges have been made by businesses and public bodies, with commitments from over 50% of the UK retail sector as well as major food service and manufacturing companies. A robust monitoring and evaluation framework is being established to assess:

- The extent to which pledges by businesses and others were acted on, and their estimated impact on consumption
- Overall and disaggregated changes in UK vegetable consumption against baseline and trend (the project's partnership with the Dutch government's National Fruit and Vegetable Action Plan will provide a useful comparative framework)
- The effectiveness of the project's methods in securing change across the sector

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\* For example, not increasing waste in the supply chain as a consequence of higher production and promotion

## **Objectives of project advisory board**

To provide intelligence to the project on current industry trends, policy developments and research findings, in the UK and internationally

To connect the project to other relevant initiatives and strategies, and encourage synergies

To provide an external perspective and 'critical friend' feedback on the project's workplan, methods and impact

To encourage a policy dialogue and exchange of information across the four nations of the UK

To help maintain the focus and profile of the project

## **Proposed membership**

A representative from each of the delivery and monitoring/evaluation partners

Civil servants from the four governments who can read across relevant issues (production, health, procurement etc)

Senior industry people, ideally one each from retail, food service, manufacturing and primary production, either from a trade association or an individual business

A representative from the Dutch national action plan on fruit and vegetables (and possibly another national partner project)

A representative from one of the cities which has pledged to become a 'veg city'

3-4 other individuals invited to bring their distinctive perspectives and experience – for example from advertising/media, from NGO/campaigning, from research into systems change, as a food entrepreneur or a community health worker.

Diverse perspectives and experience will be particularly valuable.

## **Meeting frequency**

Face to face meetings twice a year. Advisory board members may if willing, be asked for advice between meetings

## **Chair**

Catherine Brown