

# Vacherin 2018 Pledge



This commitment will be implemented by July 2020

This is an England-wide pledge

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We will increase the volume (kg) of veg bought by 20% by July 2020.

This aligns with point 4 on the Commitments Framework

## Monitoring

We will measure the increase in kgs of vegetables bought from baseline to completion. We will achieve this by using plant-based alternatives to replace meat proteins and driving sales of plant-based meals.