

Vertas 2019 Pledge



This is a UK-wide pledge

1

This commitment will be implemented by October 2021.

We will:

1. Continue to develop our menus to ensure that a minimum six varieties of vegetables and salads are available each week in our customer's meal experience.
2. Add extra vegetables to composite dishes on our menus including our 'Life on the Veg' and 'Pulse' menu specials.
3. Offer fresh homemade soup as a daily special during the winter months in High Schools which are made from a vegetable base.
4. Deliver 15 'What's My Name?' student engagement activity events.
5. Create a Vegan menu offer.
6. Use pupil reward stickers to encourage pupils to eat more vegetable base products e.g. 'I ate my vegetables' and 'I tried something new today' to promote vegetable consumption.
7. Expand our use of our 'Healthier options stickers' to include items which contain at least one portion of vegetables.
8. Through social medial, promote weekly positive vegetable messages and features around our menus, recipes, Peas Please pledge and our planned marketing and promotional activities

This aligns with point 4 on the Commitments Framework

Monitoring

1. We will track volumes of veg procured every year to track progress of our pledge.
2. Our recipe management system Saffron Spice has the capacity to review the % of vegetables used in our dishes/menus by menu cycle.
3. We will develop a marketing calendar to support the new vegetable-focused menus.
4. We will track number of resources used to promote vegetable consumption annually.
5. We will track the number of 'Pulse' and 'Life on the Veg' recipes we offer to sites.
6. We will have evidence of weekly vegetable promotional media activity.