

# Millbank Farm 2022 Pledge



**MILLBANK**  
EST. **FARM** 1889

This is a NI wide pledge

This commitment will be implemented  
by 2023

**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

Promoting local produce in store, by giving it priority in its positioning on shelves.  
Clearly labelling products that are in season and grown locally - on our farm or neighbouring farms.  
Making local fruits and vegetables and accessible price, yet fair for the supplier.  
Include local fruit and veg in weekly offers in store.

## Monitoring

We will monitor sales on our till system and report the number of veg portions sold

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**2**

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

**This aligns with point 10 on the Commitments Framework**

## Commitment Details

All produce that is not fit to be sold at full retail price will be sold through "Too Good To Go" magic bags (bruised apple, slightly yellow leek, cheese going out of date today). Bags are filled with £15 worth of produce, the customer buys for £5.

Gives those individuals who wouldn't of shopped in the Farm Shop environment the opportunity to buy top quality local produce for an accessible price.

Our contribution to the food waste movement

## Monitoring

Monitor sales through the Too Good To Go app.

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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

Promote local fruit and veg weekly on social media channels  
Ensure in season fruit and veg are promoted on website main landing pages  
Show case the on farm journey of what goes into growing and processing vegetables

## Monitoring

Monitor engagement through social media channels