

Ocado UK

2022 Pledge



This is a UK wide pledge

This commitment will be implemented by 2022

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

As part of our drive to make vegetables more affordable for our customers we will commit to increase our own brand fresh vegetable range by at least 10% by July 2022.

Monitoring

We will track our progress to increase our own brand fresh vegetable range and provide the baseline data from July 2021.

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2

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

From the March 2022 issue of Ocado Life Magazine all main meal recipes will include at least one portion of vegetables.

Monitoring

We will provide snapshots of the recipes featured in our Ocado Life Magazine and the percentage of recipes which contain at least one portion of veg. The baseline of 2021 will be used.

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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

We will continue to commit to helping transform the image of veg through financial support for Veg Power activities and campaigns.

Monitoring

We will provide evidence of our support for Veg Power including webpages and social media posts.