

Co-op

2017 Pledge

This is a UK wide pledge



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Retailers commit to re-evaluate the way they sell vegetables, adopting new measures to drive increased consumption while maintaining their existing commitments to reduce waste

This aligns with point 1 on the commitments framework

Commitment details

We are committing to Pledge 1 of the Peas Please campaign: “Retailers commit to re-evaluate the way they sell vegetables, adopting new measures* to drive increased consumption while maintaining their existing commitments to reduce waste.”

Of the 22 measures in the Peas Please pledge 1, 20 are relevant to our business. We are committing to targeting 9 of these measures.

We are already doing 4 of the measures, but pledge to continue or grow these commitments:

- Ensure that 5 a day claims are highlighted on online, social and magazine recipes.
- Increase storage advice on veg product packs where necessary.
- Retailer product development teams will encourage and actively promote the use of veg in new products
- Increasing presence of veg in lunchtime meal deals through increasing % of main meal options with a portion of veg and snack options which include a portion of veg are included in the deal.

The following 5 measures will be a build on existing work, or a new initiative:

- At least one seasonal vegetable feature promoted monthly (including seasonal web pages, social channels and magazine)
- Retail social media to include appealing feature of veg every week (as part of recipe, meal deal or freestanding)
- Promote cooking sauces with 1 of your 5 a day where possible.
- Intend to use Peas Please advertising on social media channels.
- Ensure increasing veg use and presence is top of the agenda when planning retail NPD strategy across food categories.

Monitoring

Carrying out customer research in 2017 to benchmark how they view our veg communications and promotions. We will benchmark again in October 2018 to see how customer opinion has changed following pledge implementations. Monitoring veg portion inclusion in NPD by recording number of Green Dot 5 a Day credentials on products. Logging social media posts, recipe features and advertising featuring 2 portions of veg / appealing veg use. Monitoring % of lunchtime meal deal options with 1 portion of veg, and number of veg snacks.