

Our Kitchen on the Isle of Thanet

2017 Pledge



This commitment will be implemented by
October 2018

1

Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and in on-pack and online recipes for meal ingredients (e.g. cook-in sauces etc.)

This aligns with point 2 on the commitments framework

Commitment details

When we develop new products we will remember to include more vegetables. Our macaroni cheese will have pureed carrot, sweet potato and cauliflower in the sauce and our flapjack will contain grated carrot and apple. One of our desserts will be plain yogurt with Appleberry (Appleberry is our new whole local eating apples and mixed local berries product with no added sugar).

We will work with our local suppliers to develop a common understanding of how we can produce ready meals that our community really love but which also introduce more vegetables into all our diets. To this end we commit to ensuring there is at least one portion of veg in every main meal we sell.

Monitoring

We will record the differences between our ready meals and locally available alternatives. Each dish will have a profile sheet showing the increased vegetable content. We will record the numbers of these meals we will sell and where they were purchased which will enable us to calculate our impact.

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2

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 get to them before they get to the shops". This means that our veg rich meals will be available to buy where they haven't been before. This will include weekly rounds in a van to local areas such as food deserts plus selling points within community based activities such as children's centres, further education colleges and clinics.

Monitoring

We will evaluate the volume of sales from these different sites and stay in touch with our community as they suggest other places they would find convenient to buy meals from.

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Department of Health, devolved governments, Local Authorities and other key stakeholders commit to modernise Healthy Start to increase uptake, and explore new ways for securing preferential access to vegetables for those on a low income

This aligns with point 10 on the commitments framework

Commitment details

We will work with our local Public Health Well Being initiatives and with those members of our community who know which families are currently in need of financial support to eat well. Families move in and out of food poverty and we want to be realistic in meeting their needs. We will do this with dignity and we will also use a cross-subsidy model to ensure we are sustainable whilst also being able to meet the huge need in our community. We will remain adaptable and relevant by listening carefully and not having such a firm line between customers and producers.

Monitoring

Our team of researchers will gather data about how well we meet these needs.

Additional commitment

Our unique commitment is to involve our potential customers and to react to opinions expressed locally. This summer at the local Lark In The Park activities, young children have loved our no added sugar Appleberry product. This is important. Parents told us they could only buy what their children liked to eat. Being LOCAL is a unique opportunity to be relevant and adaptable. LOCAL means 'trust your food'.