

# Sainsbury's

## 2017 Pledge



This is an UK wide pledge

This commitment will be implemented by  
October 2020

# 1

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

Out of a total of 22 options, 4 are not applicable, 3 we are already doing and for the remaining commitments we have reviewed to create 7 which are specific to our business.

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.

Improving the image of veg through online channels:

1. Ensure there is content containing vegetables on either the homepage or within the fresh category landing pages at all times (new!)
2. Ensure all our main meal recipes published on our Sainsbury's site include at least 2 portions of vegetables (new!)
3. On our social media channels, where supporting copy on our main meal recipe posts refers to vegetables, we will talk about them positively (new!)

Highlight veg in stores:

4. Siting vegetables in higher footfall parts of the store in main stores (existing)
5. Ensure that one veg line is always listed on produce promotional space in the majority of stores (existing)
6. Always include 1 vegetable option when we have a fresh inspirational plinth (existing)
7. Communicate clearly to stores that customers can spend their Healthy Start vouchers on fruit and vegetables (new!)

### Monitoring

Increases in vegetables sold (%) will be used to measure the success of this commitment.

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# 2

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

According to the Food Foundation online research, Sainsbury's ready meals already contain the highest amount of vegetables. We will continue our efforts to help customers eat more vegetables by increasing the amount of products containing 1 of your 5 a day across our Own Brand range.

Improve the availability of products that contribute to your "1 of your 5 A day":

- 8. We will add at least 30 "X of your 5 A Day" claims across our Own Brand Range (new!)
- 9. Include veg-based recipes on press days (new!)
- 10. Include 1 of your 5 a day into product briefs in soups, sandwiches, salads and ready meals (new!)

Improve the availability of products that contribute to your "1 of your 5 A day":

- 8. We will add at least 30 "X of your 5 A Day" claims across our Own Brand Range (new!)
- 9. Include veg-based recipes on press days (new!)
- 10. Include 1 of your 5 a day into product briefs in soups, sandwiches, salads and ready meals (new!)

### Monitoring

An increase in the amount of products claiming "X of your 5 Day" (by at least 30) will be used to measure the success of this commitment .