

# Simply Fresh

## 2017 Pledge

This is a 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

Of the 14 actions applicable to convenience stores Simply Fresh will initiate over the next 3 years the following 6 actions on an ongoing basis:

1. Ensure there is at least monthly veg (fresh/frozen/tinned) advertising through both print and digital channels
2. Ensure all retail main-course recipes published across all advertising space includes at least 2 portions of veg.
3. Retail social media to include appealing mention of veg every WEEK
4. Siting vegetables in higher footfall parts of the store (including through chilled checkouts)
5. Ensure that “additional promotional space” is given to at least one vegetable line per week
6. Allocating a higher proportion of floor space to veg
7. Improving the number and appeal of promotions including vegetables
8. Ensuring that the side dish in evening meal deals always includes both a salad and a vegetable option
9. Take steps to make it easier for people with Healthy Start vouchers to spend these on fruit and

### Monitoring

Business development checks at store level every month- 6 weeks to monitor the offer