

Tesco PLC

2017 Pledge

This is a UK wide pledge



This commitment will be implemented by
October 2018

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 22 actions going forward we commit to the following 5 new actions.

15. Ensuring that the side dish in evening meal deals always includes a vegetable option
19. Ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all food categories
20. Retailer product development teams will encourage and actively promote the use of veg in new products
21. Increase the use of veg products by retailer employed chefs on innovation days and press days
22. Demonstrate leadership in incentivising producers and suppliers to develop new products

Monitoring

15. Commitment to always range two vegetable side dishes in Finest Meal Deal. Compliance measured by Chilled Meals selling team.
19. Signed off by UK Product Development Director and Development Senior Team. Future NPD Milestone Briefs to include Veg focus where suitable. Tesco NPD pro forma updated to highlight this Commitment, therefore every brief will state our Corporate Commitment to increasing Vegetable consumption.
20. Members of the NPD team briefed on this and natural flow through of ideas from Milestone Brief will see increase Veg focus. See point 19 in relation to point 20 also.
21. Tesco Food Academy agree this commitment and Chefs will spotlight Vegetables in future demonstrations.
22. The above measures demonstrate Tesco's commitment to increasing Vegetable visibility to customers in NPD and Innovation.

Additional commitments

Various workstreams across food categories to:

- Understand consumer needs relevant to Vegetables
- Build long term relationships with growers which offer greater stability and certainty
- Continue to review 'whole crop' purchase opportunities which unlock potential of crop in added value products