

Association of Convenience Stores

2017 Pledge

This is an UK wide pledge



ACS | the voice of
local shops

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

ACS will sponsor a new award at the Retail Industry Awards, Convenience Retail Awards, and HIM CTP Awards that will recognise and reward convenience retailers who increase sales and encourage consumption of fresh fruit and vegetables. The awards provide an opportunity to promote the profile of Peas Please and incentivise retailers to invest and increase vegetable sales in their stores.

Monitoring

The awards, winner and shortlisted retailers, will receive coverage in trade press which will not only promote the profile of Peas Please but share best practice amongst retailers.

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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

Encouraging convenience retailers to participate in the Healthy Start scheme by promoting existing guidance and highlighting the benefits of participating in the scheme through ACS communications, including news stories on ACS' website, weekly e-newsletters to members, quarterly communication mail outs to independent retailers, and at ACS events.

Monitoring

Tracking levels of engagement through ACS' Voice of Local Shops survey, which is a phone survey of 1,210 independent convenience retailers, to establish whether there has been increased uptake in retailers participating in the Healthy Start scheme.

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Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

This aligns with point 10 on the commitments framework

Commitment details

Promoting awareness of the work of Veg Cities to convenience retailers with stores located in Birmingham, Brighton and Cardiff. ACS will also encourage convenience retailers in these areas to consider how they can engage with local stakeholders' initiatives which aim to promote vegetable consumption.

Monitoring

Establishing through conversations with convenience retailers in Veg Cities whether they have engaged with initiatives, and if so how they have engaged, for example, what work have they committed to or carried out to promote the consumption of vegetables.