

Bidfood 2017 Pledge

This is an UK wide pledge



This commitment will be implemented by
October 2018

1

Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge

This aligns with point 4 on the commitments framework

Commitment details

Bidfood pledge to increase the vegetable options offered and served to staff as meal and snack solutions. We aim to ensure two portions of veg are included in main meals. Our canteens are open to 5000 staff.

Monitoring

We will attempt to measure food sales or food portions. This has yet to be determined and may vary by site. Sustainability co-ordinators at each depot will engage with colleagues and report back on progress made.

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Commitment details

Bidfood Food Development team create recipe suggestions for our customers. The Food Development team will start to develop recipes that include

- a) hidden vegetables or
- b) swap ingredients for vegetables. We expect such initiatives to focus on cost neutral customer solutions

Monitoring

We will calculate the number of recipes we develop however it will be difficult to determine the number of meals created or the level of customer adoption

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Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge

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Commitment details

Bidfood will establish a pro-vegetable communication campaign through marketing channels

Monitoring

Bidfood has an active Marketing department, we will allocate resource to raising awareness / promoting increased vegetable consumption

Additional commitments (outside the framework)

Some of the above commitments feel like they would fall outside the spirit of the defined commitments as Bidfood are a wholesaler of foods however over and above those already stated we are exploring the following; provide more vegetable snacking alternatives in canteens, regular internal promotions on healthier snacking including vegetable options, hospitality lunches to replace crisps with vegetables. I am confident with Bidfood sustainability co-ordinators now engaged and plans in place to raise the profile we will significantly increase awareness of the value and consumption of vegetables.