

Castell Howell

2017 Pledge

This is an Wales wide pledge



This commitment will be implemented by
October 2018

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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

Castell Howell's manufacturing partner, Authentic Curries and World Foods currently produces 3 product lines that contain more than 2 portions veg(>160g). The annual sales of these product lines are expected to be in the region of 50,000 portions for 2018. They also produce 13 product lines that contain at least one portion of veg (80g). The annual sales of this product are projected to be nearly 700,000 portions for 2018. We will endeavour to increase the vegetable content by up to 20% to a minimum of 80g in a further 5 product lines during 2018 with projected sales of around 150,000 portions.

By the end of 2018 we will aim for 21 of Authentic Curries and World Foods Company's ready meal lines to contain a minimum of one portion of veg and we will endeavour to ensure that all new product development contains a minimum of 1 portion of veg where appropriate.

Monitoring

We will monitor and report on the annual increase in Vegetables used in our product lines

Additional commitments (outside framework)

Castell Howell commit to driving up veg sales across its customer base in Wales and the West of England with immediate effect. It will do this through:

- Engaging with Key Customers to promote Peas Please
- Promoting Castell Howells Veg Pledge through catalogues (printed and online) ability to reach 4000+ food establishments in Wales and the West of England
- Training our 40+ CHF sales team through face to face promotion of the pledge by Food Cardiff
- Support our Local Authority clients to raise veg consumption of children through the school meal service
- Promote Peas Please through our key sales events and through social media

We will evidence this through our social media presence, Catalogues, no. of sales team trained and annual increase in Veg sales from 1st November 2017.