



COMMITMENTS FRAMEWORK (updated 2018)

OUR VEG PRODUCTION (producers)

1. Parliamentarians and Government commit to work with producers to develop and implement sector strategies to make domestic veg production resilient, profitable and sustainable so it can keep in step with rising demand.

THE VEG ON OFFER (placement and product)

2. Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found [here](#) in our retailer toolkit)

3. Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and meal ingredients

4. Quick service, Food-on-the-go businesses, casual dining restaurants, workplace canteens and public sector food settings commit to increase the volume of veg they sell, aiming for two portions in every main meal while maintaining commitments to reduce waste (inspiration can be found [here](#) in our Food Service Compendium)

5. Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kid's meal

ACCESS TO VEG (prices)

6. Department of Health, devolved governments, Local Authorities and other key stakeholders commit to explore new ways for securing preferential access to vegetables for those on a low income including modernising and increasing the uptake of Healthy Start.

VEG APPEAL (pleasure)

7. Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the [Veg Power fund](#).

8. Catering colleges, chefs, wholesalers, and manufacturers of ingredients commit to support the creation of dishes which are dominated by veg, and to make veg delicious and normal.

VEG PLACES (the 5 Ps)

9. Towns, cities, and places commit to become Veg Cities, with place-based initiatives to help children and adults eat more veg through skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste. The Veg Cities handbook available [here](#) can help.

10. Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.