

# Mash Direct 2019 Pledge



This is a Northern Ireland wide pledge

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This commitment will be implemented by October 2019.

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.

**This aligns with point 7 on the Commitments Framework**

## Commitment Details

Mash Direct will lead a promotional Eat them to defeat them event in Northern Ireland and fund the provision of 45,000 school packs to children in primary school (equivalent of £10,000GBP). In addition to this, we will focus on a different vegetable each week to link in with the campaign and promote this on social media every day. We will also hold a launch event at Belfast City Hall (held at the start of the campaign) to get the word out to the press about Northern Ireland being a part of the ETTDT campaign. We secured coverage for the campaign in the Sunday Life, Ulster Grocer, Business Eye, Irish News, Farm Week, Belfast Telegraph and Fruitnet. We also created 4 recipe videos with a videographer and promoted these via Instagram with a total reach of over 750,000.

## Monitoring

"We will measure this through:  
- attendance at the event  
- feedback from participating schools"

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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.

**This aligns with point 6 on the Commitments Framework**

## Commitment Details

We will ensure that surplus veg produced by MashDirect is diverted to charities via Fareshare.

## Monitoring

Portions supplied