

Tesco 2019 (update) Pledge



This commitment will be implemented by
October 2019

This is a UK wide pledge

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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 in our retailer toolkit)

This aligns with point 2 on the Commitments Framework

Commitment Details

Of the 22 actions going forward we commit to the following 5 new actions.

- 15. Ensuring that the side dish in evening meal deals always includes a vegetable option
- 19. Ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all food categories
- 20. Retailer product development teams will encourage and actively promote the use of veg in new products
- 21. Increase the use of veg products by retailer employed chefs on innovation days and press days
- 22. Demonstrate leadership in incentivising producers and suppliers to develop new products

Monitoring

- 15. Commitment to always range two vegetable side dishes in Finest Meal Deal. Compliance measured by Chilled Meals selling team.
- 19. Signed off by UK Product Development Director and Development Senior Team. Future NPD Milestone Briefs to include Veg focus where suitable. Tesco NPD pro forma updated to highlight this Commitment, therefore every brief will state our Corporate Commitment to increasing Vegetable consumption.
- 20. Members of the NPD team briefed on this and natural flow through of ideas from Milestone Brief will see increase Veg focus. See point 19 in relation to point 20 also.
- 21. Tesco Food Academy agree this commitment and Chefs will spotlight Vegetables in future demonstrations.
- 22. The above measures demonstrate Tesco's commitment to increasing Vegetable visibility to customers in NPD and Innovation.

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

This aligns with point 3 on the Commitments Framework

Commitment Details

We plan to increase the proportion of our ready meals which contain at least one of your five a day from 26% in 2018 to 29% in 2019

Monitoring

Prepared Food Product Development Manager will calculate the percentage of sku's in the combined chilled and frozen ready meal range* that contains 1 of 5 a day (*excludes lines where no vegetable improvements can be made e.g. mashed potato, jasmine rice, toad in the hole etc.). Baseline data is 1 Jan - 31st Dec 2018. NB: This is the only measure that is achievable with current systems.

Additional Commitments

Various workstreams across food categories to:

- Understand consumer needs relevant to Vegetables
- Build long term relationships with growers which offer greater stability and certainty
- Continue to review 'whole crop' purchase opportunities which unlock potential of crop in added value products