

# Henderson Group/SPAR NI 2019 Pledge



This is a Northern Ireland wide pledge

This commitment will be implemented by October 2020

# 1

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

**This aligns with point 2 on the Commitments Framework**

## Commitment Details

We are proud to source 75% of our produce from local suppliers, farmers and growers. We pledge to further grow these partnerships with the relaunch of our produce range as The Greengrocer, with a goal of increasing our vegetable sales by 5% year on year. We will achieve this through a wider range of convenience products like prepared sliced and diced vegetables, packaged leaves and salads join a new range of stir fry or microwavable packs, promotional pricing, communications and point of sale information. Alongside this pledge we will continue or adopt a range of supportive measures, including:

- Promoting fruit and veg every 3 weeks to our shoppers via our network of over 400 SPAR, EUROSPAR, & VIVO stores in Northern Ireland

## Monitoring

The percentage increase in vegetable sales and additional portions of veg sold. In 2019 there was one large fruit & veg sale in Sept (including outdoor). For 2020, there are 2 'fruit & veg' sales planned – Feb & Sept (versus 1 in 2019) plus the regular 'Fresh For Less' fruit & veg offering every promotional period.