This is a Northern Ireland wide pledge

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 commitment will be implemented by October 2020

1

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.