

Coop

2021 Pledge



This is a UK wide pledge

This commitment will be implemented by 2023

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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

- 1) Encourage and actively promote the use of veg in new products and seek out reformulation opportunities to increase veg
- 2) Continue to add storage advice on veg product packs
- 3) Continue to promote cooking sauces with 1 of your 5 a day where possible
- 4) Inspire customers to add more veg to their meals through messaging on our product labels
- 5) Ensure that 5 a day claims are highlighted on online, social and magazine recipes
- 6) We will highlight at least one seasonal vegetable each month for customers (social media/magazine)
- 7) Social media will include an appealing highlighted feature of veg every week
- 8) On average, at least 50% of recipes used in the Co-op food magazine will carry a 5 a day claim each year
- 9) Commit to explore and support new ways for securing access to vegetables for young families on low incomes in line with the Governments two UK schemes, including supporting the digitization of HS in England and Wales boosting the fruit & veg that families using the healthy start vouchers receive.
- 10) Continue to make veg more affordable through Fresh 3 promotions

Monitoring

- 1) Provide case studies on where we have increased veg through reformulation and developed new products with 5 a day claim.
- 2) Report on compliance with 50% target for Co-op food magazine recipes carrying a 5 a day claim each year.
- 3) Provide images of messages on product labels.
- 4) Provide images of social media and Co-op food magazine activity