

# Mars Food 2021 Pledge



This is a UK wide pledge

This commitment will be implemented  
by 2023

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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

At Mars Food we are committed to ensuring that nutrition is never compromised by convenience and we're proud that we provide a range of products that include 1 portion of veg in every serving.

We commit to providing 450 million portions of veg to UK consumers through sales of these products between 2021 & June 2023.

## Monitoring

We will track this pledge via sales of our products that contain at least 1 portion of veg in every serving. Tracking will be done annually Jan-Dec. We can provide data for 2023 to June to align with Peas Please reporting timings.

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Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

**This aligns with point 10 on the Commitments**

## Commitment Details

Our brand campaigns will continue to celebrate cooking & eating together and provide inspiration for healthy meals and recipes.

Mars Food will continue to inspire and promote veg consumption through our advertising and advocacy work. Brands: We will use our online & social media recipe inspiration to promote quick and easy recipes that contain lots of veg.

Dinnertime Matters: Evidence shows that children who are involved in meal preparation are more likely to eat more veg. We will use our Dinnertime Matters campaign to continue to champion the benefits of cooking and eating together.

Food Service: We will continue to promote Peas Please and recipes high in veg to our Food Service customers and chefs through our trade show presence, advertising & communication materials

Associate Canteens: We will continue to offer menus that are 'veg centric' across our UK Canteens. Menus will differ from canteen to canteen, but we will work with Sodexo (our catering partner) to drive more veg into our menus across our sites.

## Monitoring

Dinnertime Matters: Release a Dinnertime Matters report in 2021. Further metrics TBC.

Mars Food Service: Increase number of 2 of 5 recipes available from 100 to 150 by 2023. Promote peas please & recipes high in veg at all national trade shows attended and across promotional materials, social media and website.

Associates: provide 1 example menu a month

Recipe inspiration: At least one 'veg inspired' recipe a month across Ben's, Dolmio and Seeds of Change social channels