

Strong Roots 2021 Pledge



This is a UK pledge

This commitment will be implemented by 2023

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Department of Health, devolved governments, Local Authorities and other key stakeholders commit to explore new ways for securing preferential access to vegetables for those on a low income including modernising and increasing the uptake of Healthy Start.

This aligns with point 6 on the Commitments Framework

Commitment Details

We believe access to veg should be a level playing field. 1 in 4 Brits live in Veg Poverty. This means they can't afford or access the government's five-a-day. This is why Strong Roots launched its Make Veg Poverty History social mission. This mission aims to increase the portions of vegetables eaten by those living in Veg Poverty.

We spoke to health professionals, food banks and charities to understand the challenges faced by people needing help to feed themselves and their families. Through these conversations we found out most food banks despite their best efforts rely on tinned and ambient goods which are low on nutrition. Additionally, food banks often don't have the infrastructure e.g., no access to freezers - in order to give out healthy frozen veg to those who need it. We wanted to change this through the provision of both freezers and frozen veggie food to increase the nutritional density of the average food parcel.

In January 2021 we started working with the food bank company Bankuet to help food banks in its nationwide network accept frozen food via the provision of freezers and frozen vegetables. We also opened the UK's first frozen veggie food bank in Hackney in order to raise awareness of Veg Poverty and bring frozen veg and other vital supplies to one of the most affected areas for Veg Poverty in the UK.

Throughout the year we will continue our mission to Make Veg Poverty History through a number of initiatives, educating around the issue and affecting change at a grass roots level.

Monitoring

We will track the number of frozen vegetable products, including Strong Roots, handed out with food parcels in food banks where we have supplied freezers and stock and measure our additional portions of veg sold over the period of our commitment.

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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 4 on the Commitments Framework

Commitment Details

The belief that 'food can be better' is at the heart of everything we do. As a plant-based company committed to creating easy to cook, tasty frozen meals which are 'grown not made', we are committed to driving increased consumption of veg based meals.

Getting more vegetables on plates is something that we are passionate about. Recently awarded B-Corp status, Strong Roots is an innovator in the frozen food category and is rooted in good. We believe frozen is a better way forward - for planet and for health. Strong Roots is stocked with most major retailers, offering the consumer more choice for every meal occasion.

Monitoring

For the Make Veg Poverty History campaign, we will measure the number of food banks provided with freezers and frozen vegetables, the number of meals handed out to food bank recipients and the awareness of Veg Poverty within the mainstream in the UK. We will also track public opinion on benefits of frozen vegetable products for health and for planet (e.g., food waste).