

ASDA

2017 Pledge

This is a UK pledge



ASDA
Save money. Live better.

This commitment will be implemented by 2020

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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

To confirm our pledges, 11 are current but we now have commitment to sustain and 5 are new. I've highlighted new commitments with a (N). We will revisit these to tighten them up by the end of December 2018

1. Where seasonally relevant ensure that the fresh produce landing page always includes a veg photo or meal suggestion including veg.
2. Encourage where possible all retail main course recipes published to have 1 or more portions of fruit and veg.
3. Endeavour to have a vegetable accompaniment with our Frozen meal solutions featured on gondola ends where feasible.
4. Where seasonally relevant we will review allocation of space to promote veg and increase space if feasible. (N)
5. Ensure that the side dish in evening meal deals always includes a vegetable option.
6. Offer customers healthy meal solutions (incorporating veg) where appropriate to aid choice and inspiration.
7. Ensure we have one single price file for fruit/vegetables regardless of format (excluding trials).
8. Retailer product development teams will encourage and actively promote the use of veg in new products where relevant.
9. Increase the use of veg products where relevant by retailer-employed chefs on innovation days and press days. (N)
10. Champion Healthy plant based NPD by continuing to run/enter Innovation Awards across all categories. (N)
11. Full strand of content on relevant channels where possible across the year supporting healthy low-cost recipes - increased frequency of these recipes across social planned for 2019. (N)
12. Where possible, site fruit and vegetables in a high footfall area of the store.
13. Remove barriers to customers buying fruit and vegetables by investing in everyday low prices.
14. Ensure value is showcased in fresh, with clear signage and signposting instore. (N)
15. Include produce/vegetables within advertising campaigns at relevant points throughout the year where in line with the customer mission.
16. Inclusion of vegetables through Asda's media channels throughout the year, in line with customer mission.

Monitoring

We will track the increase in veg across our basket in terms of sales