

# Mash Direct 2021 Pledge

**MASH DIRECT**  
*Cooked fresh  on our Farm*



This is a Northern Ireland wide pledge

This commitment will be implemented by October 2021

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Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

**This aligns with point 7 on the Commitments Framework**

## Commitment Details

Launch the 'Five-by-Five' Health campaign to highlight the benefits of incorporating more vegetables into the diet and to promote health and well-being during the colder months.

As part of the campaign, Mash Direct will challenge consumers to eat five portions of veg a day for five days. We will give consumers the opportunity to win a week's supply of vegetables if they could show evidence on social media that they were eating five portions of vegetables. We will partner with leading dietitian and health advocate, influencer Charlie Watson (@therunnerbeans) in order to reach a wider audience and the UK market and to promote the importance of eating five portions of vegetables a day, as well as highlighting how our brand is perfect for being able to reach the daily recommendations.

## Monitoring

This commitment will be measured by engagement and reach on social media

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Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

**This aligns with point 7 on the Commitments Framework**

## Commitment Details

We are currently planning a Grow Your Own campaign to encourage consumers to grow their own fresh veg or herbs themselves. This campaign will target three key areas; schools, consumers, and retailers. This will run between the months of May and July 2021 with approximately 1.3million stickers to be flashed on packs of Mash Direct. There will be 25 'Grow Your Own' kits with all the necessary tools and equipment to be won each week with approximately 300 packs to be given out in total. In addition to this, we will also hold a weekly grand draw for a pop up greenhouse.

Focusing on schools, over 300 'Grow Your Own' packs will be disseminated to local schools, we will be providing activity sheets and tips on how to grow your own veg and herbs, with the inclusion of valuable information on the benefits of eating healthily and growing your own veg and herbs. There will be 4 x regional winners of £100 vouchers with the grand winner winning a £500 voucher to spend on gardening equipment to continue to grow their own veg and herbs.

All of this activity will be promoted across several media outlets, such as radio (Cool Fm), both national and regional publications, Ni4Kids and Scotland4Kids print and online and throughout Mash Direct's social media channels with the addition of gardening and parenting influencers to help drive the campaign to maximise brand and campaign exposure.

## Monitoring

Engagement on social media and number of Grow your Own Kits sent out across this veg campaign.

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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 will ensure that surplus veg produced by MashDirect is diverted to charities via FareShare.

## Monitoring

Portions supplied to FareShare