

# Lidl GB

## 2021 Pledge



This is a UK wide pledge

This commitment will be implemented by 2023

1

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

We will increase the sales of fruit and veg by 35% by 2026 and reporting sales of veg on an annual basis

## Monitoring

We will report annually on the total amount of fresh vegetables sold (in tonnes) against our baseline year of 2020 (financial year 1st March to 28th February).

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2

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**This aligns with point 2 on the Commitments Framework**

## Commitment Details

We will advertise our low price veg promotional campaign, Pick Of The Week, every week across the following owned and paid for channels; in-store point of sale, website, newsletter, social, leaflet and press ads

## Monitoring

We will track and report back on the veg promotional campaign Pick Of The Week across the different platforms listed above, providing evidence of this being implemented. Each year evidence will be provided of weekly promotional activity against the listed marketing channels.

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# 3

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**This aligns with point 2 on the Commitments Framework**

## Commitment Details

We will support increasing the awareness of Healthy start and Best Start schemes, aimed at increasing redemption rates

## Monitoring

We will track and monitor store communications to raise awareness of the HS scheme and report back changes in redemption rates from the previous year.