

PEAS PLEASE PROGRESS REPORT 2019

FROM PLEDGES
TO PORTIONS



Food Foundation

The Rain Cloud Victoria, 76 Vincent Square, London, SW1P 2PD
T: +44 (0) 20 3086 9953 | www.foodfoundation.org.uk | [@Food_Foundation](https://twitter.com/Food_Foundation)



WANT TO MAKE A VEG PLEDGE?

Contact office@foodfoundation.org.uk for more information

Foreword

THIS IS WHEN THE GOING GETS TOUGH.

Our second Peas Please report shows a remarkable increase of 89.9 million portions of vegetables sold across the UK as a result of the concerted efforts of the Peas Please pledgers.

One or two pledgers have stepped back, while many more have come forward. The report sets out the very specific actions companies are taking to make it easier for people to eat their veg. Each company has reported in detail on its progress and the results are broadly positive to date, with several companies having already achieved all their goals.

Veg Cities all across the country have used the Veg Power campaign and other opportunities to get the veg message out in schools and communities.

On the policy side, the Scottish government has committed to two portions of veg in school meals, and Peas Please is informing national food plans in England and Wales.

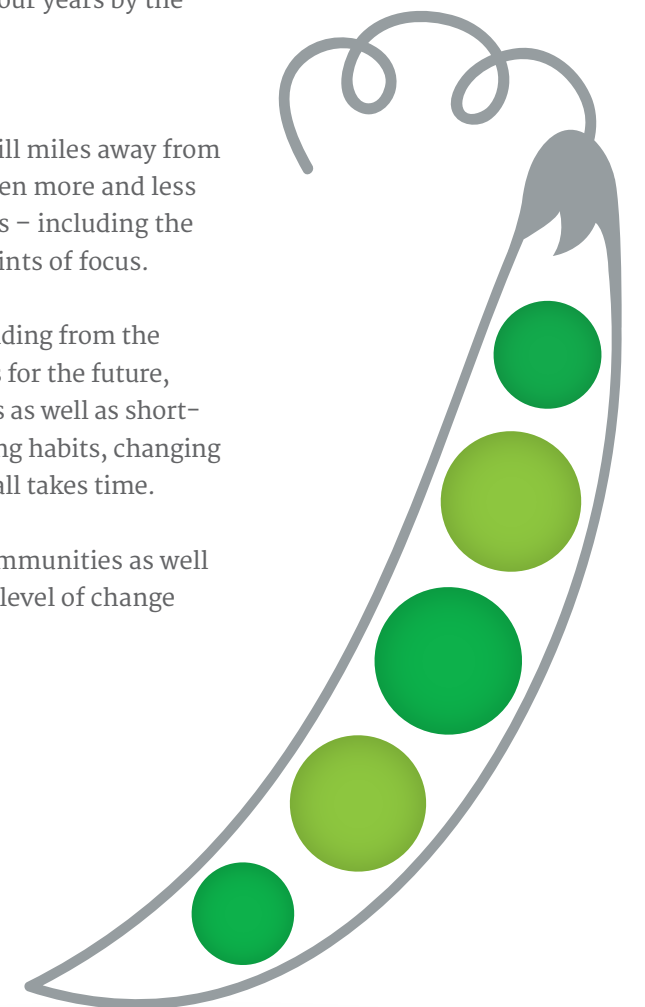
And Peas Please has been awarded funding for the next four years by the National Lottery Community Fund.

SO WHY IS THE GOING TOUGH?

We've made a difference, but only a small one. We are still miles away from eating as much veg as we need, and the difference between more and less affluent households is still significant. All of our pledgers – including the Veg Cities – have all sorts of competing priorities and points of focus.

That's why we need to dig in for the long haul. Having funding from the National Lottery until 2023 is a huge help in making plans for the future, and many of our pledgers are now setting long-term goals as well as short-term targets. Making the UK a 'veg nation' means changing habits, changing policies, changing businesses, changing skills – and that all takes time.

In the next four years we'll be working with people in communities as well as with businesses and government – because to get the level of change that's needed we have to start everywhere at once.



Acknowledgements

We are extremely grateful to all those who contributed to this report and all those who reported their progress in 2019. We would also like to sincerely thank our funder the National Lottery Community Fund (UK Programme).



CASE STUDY CONTRIBUTORS

Amy Hancock (Tesco), Louise Ulrich (ISS), Becky Shute (Sainsbury's), Glasgow Community Food Network and Sofia Parente (Veg Cities Glasgow) John Pickles (Veg Cities Hull).

PROJECT BOARD

Amber Wheeler	Food Foundation
Anna Taylor	Food Foundation
Courtney Scott	Food Foundation
Indu Gurung	Food Foundation
Jo Ralling	Food Foundation
Pandora Haydon	Food Foundation
Will Nicholson	Food Foundation
Katie Palmer	Food Sense Wales
Pearl Costello	Food Sense Wales
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Michele Shirlow	Food NI
Pete Ritchie	Nourish Scotland
Simon Kenton-Lake	Nourish Scotland

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Giles Quick	Kantar World Panel
Jack Hamilton	Mash Direct
Atul Patel	PwC
Juliane Caillouette Noble	SRA
Ben Reynolds	Sustainable Food Cities
Prof. Martin White	University of Cambridge
Richard Swannell	WRAP
Sarah Halevy	WWF
Liam Walsh	WWF

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Includes 14 NEW PLEDGERS this year who will start reporting progress in 2020

1 Broadcaster

3 Government

4 Manufacturers

16 Out-of-home contract caterers

12 Out-of-home high street chains

1 Public food procurers

8 Retailers

12 System Influencers

22 Veg Cities

4 Wholesalers

2 Workplace/Event Venues

SUMMARY 2019

89.9 MILLION

Cumulative additional portions

36

pledgers on track to meet their pledge, or have already met their pledge

38 MILLION

people watched the Veg Power Eat Them to Defeat Them advert on ITV

379

ORGANISATIONS ARE TAKING PART IN VEG CITIES

4

5



OUR VEG PRODUCTION

1 Parliamentarians and government commit to work with producers to develop and implement sector strategies to make domestic veg production resilient, profitable and sustainable so it can keep in step with rising demand.



THE VEG ON OFFER

- 2 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).
- 3 Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and meal ingredients.
- 4 Quick service, food-on-the-go businesses, casual dining restaurants, workplace canteens and public sector food settings commit to increase the volume of veg they sell, aiming for two portions in every main meal while maintaining commitments to reduce waste (inspiration can be found in our Food Service Compendium).
- 5 Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kid's meal.

PRICES



ACCESS TO VEG

6 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.

PLEASURE



VEG APPEAL

- 7 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.
- 8 Catering colleges, chefs, wholesalers, and manufacturers of ingredients commit to support the creation of dishes which are dominated by veg, and to make veg delicious and normal.

The Commitments Framework (2017-2022)

THE 5 Ps

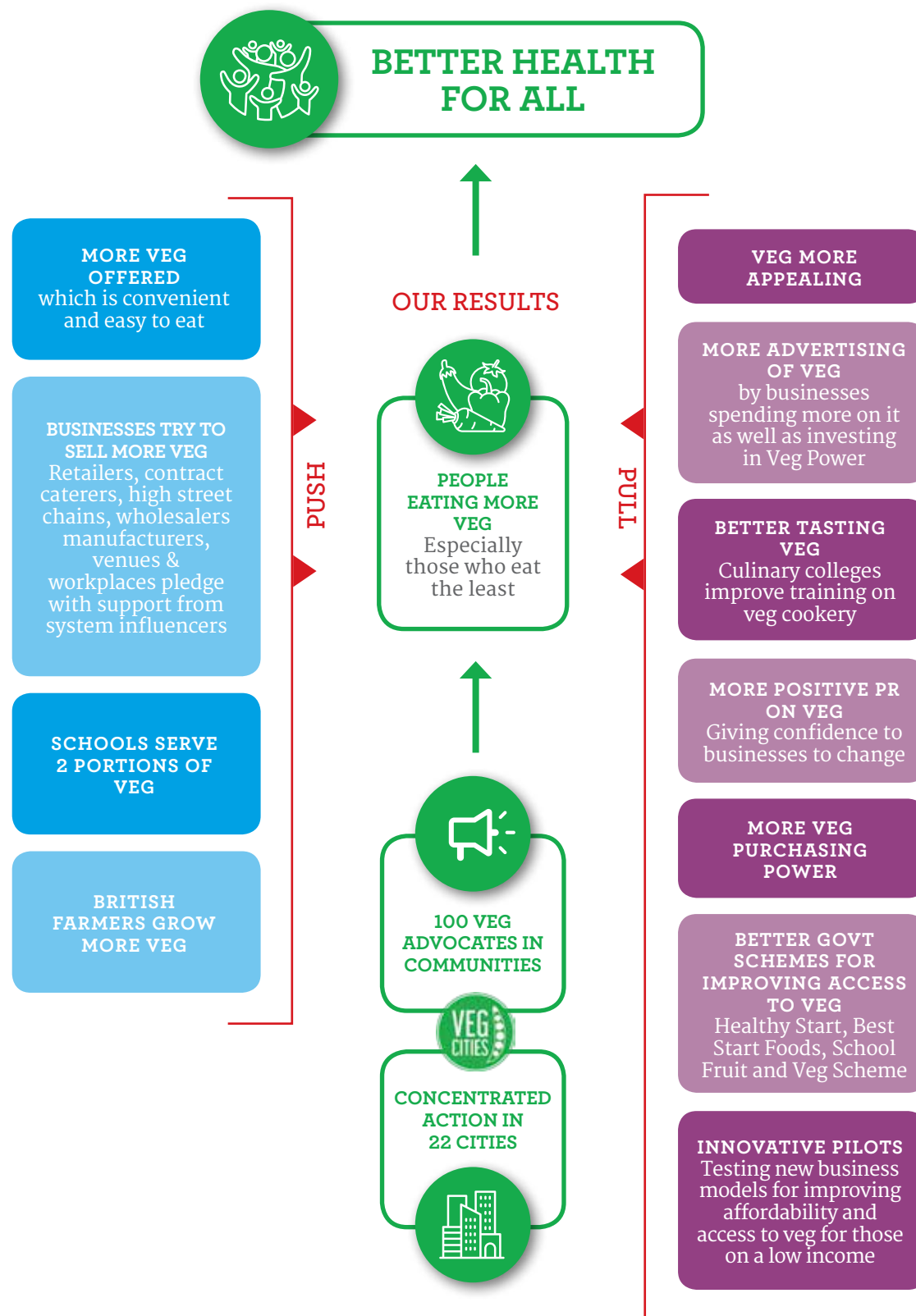


VEG PLACES

- 9 Towns, cities, and places commit to become Veg Cities, with place-based initiatives to help children and adults eat more veg through skills, planning and/or procurement, campaigns and initiatives to drive up veg access and consumption and reduce waste. The Veg Cities handbook can help.
- 10 Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

How we're achieving results

THE CHANGES WE'LL DELIVER



Update on Peas Please

Peas Please started with a clear mission: **to make it easier for everyone in the UK to eat more veg.** Shifting dietary habits is not easy, but the innovative Peas Please approach seeks to address the shortcomings of healthy eating campaigns that have come before. Peas Please aims to achieve a major shift in policy and practice to drive food system change and increase vegetable consumption.

Peas Please started in October 2016 and since then has built momentum and credibility as a positive force for change. Our Peas Please pledgers represent 80% of the retail sector and 65-70% of the contract catering sector and there are now 22 Veg Cities too.

In our first Progress Report, we demonstrated how Peas Please is putting more veg on pub menus, in ready meals, in workplace canteens, and how communities have involved themselves of their own volition! We've also seen evidence of new connections being made as a result of Peas Please. The Association of Convenience Stores, for example, is working with Birmingham City Council to support improved uptake of Healthy Start vouchers, and Lidl is working with Brighton and Hove City Council to undertake research and implement approaches to increasing veg consumption in low income communities.

Our Veg Summits, held in London, Cardiff and Glasgow in 2017 and London in 2018, have galvanised energy and commitment from pledgers and allowed us to celebrate success. In 2018 we added Northern Ireland partners to the initiative, and they are now working hard to recruit pledgers.

The first annual Progress Report, covering the campaign's first eight months and published in September 2018, aggregated the number of additional portions served as a result of Peas Please: it amounted to 4.8 million. But we know that we need to eat over 30 billion more portions per year to meet public health targets, so there's clearly much more to do. There is more we can do to support better pledges from retailers; to support the

contract caterers to deliver their ambitious pledges; and to secure new pledges from the pub, casual dining and takeaway sectors.

We have three goals:

1. To see more veg eaten: we want more veg on offer in convenient and easy-to-eat ways. We want veg to be more appealing and desirable. And we want low income households to have greater veg purchasing power.

2. To catalyse a permanent shift in the food system in favour of higher veg consumption.
3. To establish a successful model for enabling people's voices and lived experience to create food system change.

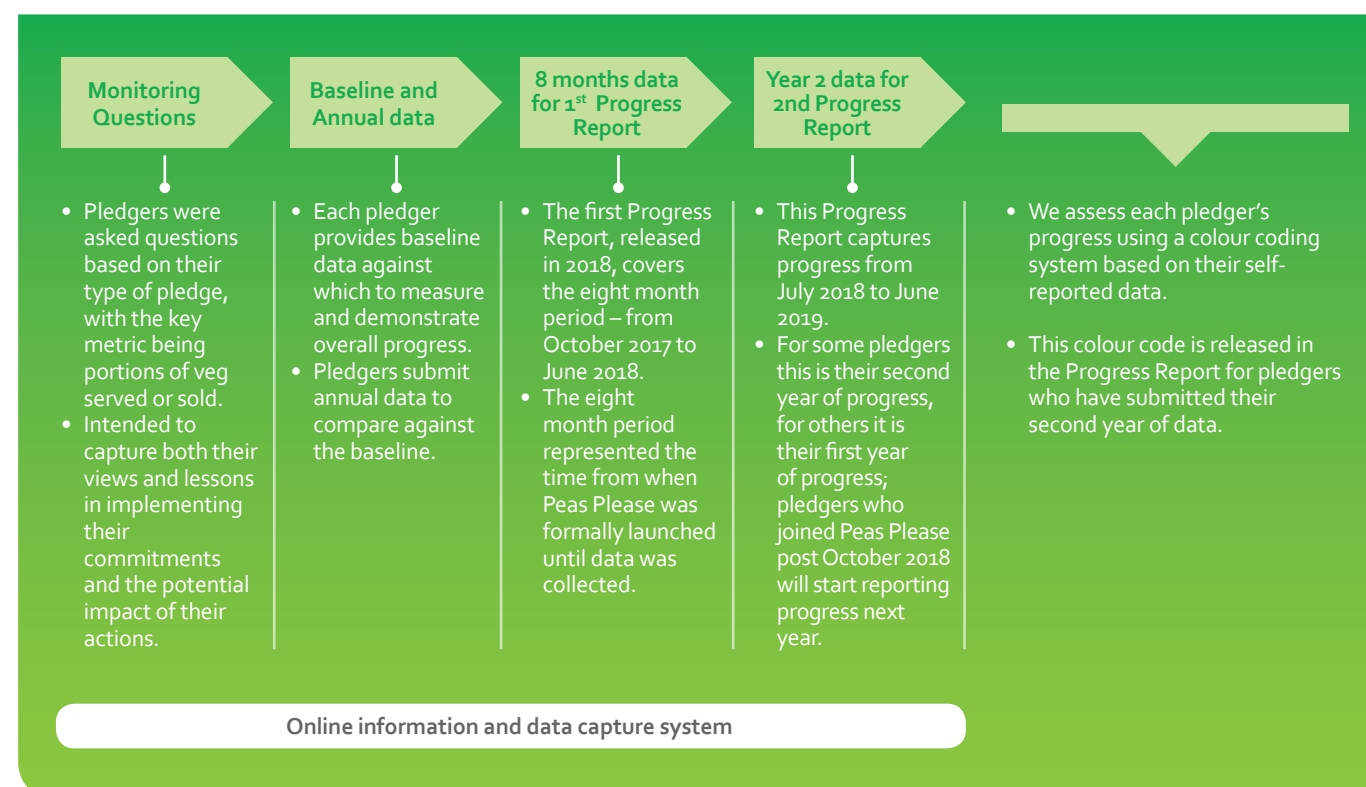
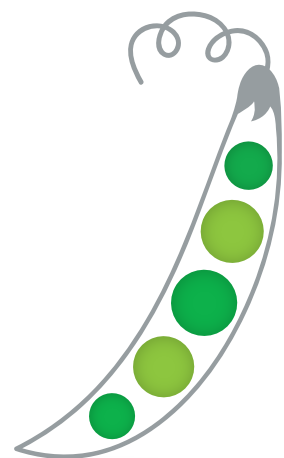
This year's Progress Report reflects achievements in the first two years, capturing the work of 50 pledgers, including 20 new pledgers who

joined in 2018, and 22 Veg Cities. Our pledgers have each committed to at least three years of concerted effort on veg, on a rolling time frame depending on when they joined the initiative. In addition to tracking our collective impact, this annual monitoring allows us to reflect and act on obstacles and opens important conversations with pledgers around the additional efforts needed in order to fulfil their pledge.



Our approach to monitoring

The success of Peas Please rests on the quality of the monitoring and the extent to which it holds pledgers accountable to their commitments. The primary purpose of publishing our Progress Reports is to assess each pledger's fidelity to their pledge. The monitoring is done through a combination of pledger self-reporting, aggregate, independently sourced metrics and, where applicable, visits to retail stores by the monitoring team.



Pledgers were asked monitoring questions (based on their commitment type) which aimed to capture both their progress in implementing their commitments and the impact of their actions in terms of portions of veg sold or served. They self-reported this data for the period of July 2018 to June 2019 through an online data collection system.

For pledgers who also reported data for our first Progress Report, they reported updated figures

for their second year of progress. For new pledgers, we asked for baseline data – comparison point data before they started working on Peas Please, ideally corresponding to the baseline period from the first Progress Report of July 2016 to June 2017 – and their first year of progress.

Pledgers were also asked to self-assess their progress with a colour-coded rating, and to provide a justification for the rating given which we then used to confirm

or adjust the self-rating score. We publish this colour-code for pledgers when they are reporting their second year of data, and this Progress Report contains the first colour-code for the first wave of pledgers.

The colour-code is defined as:

- BLACK:** No report from pledger
- RED:** Limited progress
- ORANGE:** A good start
- YELLOW:** On the road to success
- GREEN:** Fully implemented all commitments.

TABLE 1: SUMMARY OF MONITORING CHANGES BETWEEN YEAR 1 AND YEAR 2

YEAR 1	YEAR 2
41 Pledgers	63 pledgers + 22 cities (including 14 who are new this year and not yet reporting)
Specific, individual questions	Set questions per commitment type
Portions and number of people reached	Portions only (number of people has moved over to Veg Cities for monitoring)
Gave each pledger a traffic light rating (didn't publish)	Give each pledger a traffic light rating (publish for 26 pledgers on their second year)
Cities included within the monitoring	Veg Cities collecting their own data and providing it to us

STORE VISITS

The retail pledgers in Peas Please collectively make up more than 80% of the retail grocery market in the UK,¹ making their pledges potentially very influential for our veg consumption. To see our retailer pledges in action, we conduct annual store visits to each pledging retailer. The site visits are intended to identify cross-retailer opportunities for making veg more accessible and easier to buy.

This year, store visits were conducted in two parts. Some data was collected as part of the Veg Power evaluation (described further below) during February to May 2019, and data on healthy start and meal deals was collected by the Peas Please Project Board in August 2019 (Table 2).



TABLE 2: SUMMARY OF STORE VISITS TABLE 3: SUMMARY OF PLEDGER PARTICIPATION IN MONITORING

	Dates Visited	Topics covered	# of stores visited	Location of Stores
Store visits as part of Veg Power Evaluation	February – May 2019	The Consumer Nutrition Environment Tool – measures variety, price, quality, promotions, shelf placement, store placement, nutrition information, healthier alternatives and sales of 18 pre-selected products	77	London (Lambeth and Southwark)
Peas Please store visits	August 2019	Meal deals Healthy Start	50	UK-wide

Data from the Veg Power evaluation will not be analysed until later in 2019 and thus will be covered in subsequent Peas Please Progress Reports. This report will, therefore, only present the findings from site visits for meal deals and Healthy Start.

¹<https://shareaction.org/wp-content/uploads/2019/05/FoodHealthBriefing-May-2019.pdf>



PEAS PLEASE STORE VISITS ON
MEAL DEALS AND HEALTHY START



AGGREGATE METRICS

We track our impact through two aggregate metrics:

1. **Additional portions of veg sold/served through meals or products.**
2. **The percentage of the retail shopping basket which is veg. This metric, prepared by Kantar Worldpanel, is tracked for all our pledging retailers. It covers fresh, frozen, chilled, prepared and tinned veg. The detailed method is available on the Peas Please website.**

Last year's report also tracked the number of people and children reached by Peas Please, which was largely derived from towns and cities who are running a wide range of veg initiatives aimed at their citizens. These towns and cities have now formed the Veg Cities campaign, which is coordinated by Sustainable Food Cities and runs in coordination with Peas Please. Because they are tracking this metric as part of their monitoring, we have no longer tracked it for Peas Please more broadly. We will report the Veg Cities' reach figures and other measures of impact in this report.

In this report we will also summarise the findings of Veg Power's Eat Them to Defeat Them evaluation. Veg Power, like Veg Cities, runs in coordination with Peas Please.

NATIONAL TRENDS IN DIETARY INTAKE

Lastly, we keep track of annual data from national dietary surveys to see if and how our pledgers' progress is reflected in dietary intake data. However there is a considerable lag time in the national data and therefore it is not yet possible to see any impact nationally.

2018/19 progress

HOW MANY PLEDGERS ENGAGED IN THE MONITORING PROCESS?

TABLE 3: SUMMARY OF PLEDGER PARTICIPATION IN MONITORING	2017/18	2018/19
Number of pledgers due for reporting	41	49
Number of pledgers provided self-reported data	35	41
Number of pledgers' data provided by the PP team	3	5
Number of pledgers who didn't provide data	3	3
Number of Veg Cities	*	22

*Three initial Veg Cities participated in the monitoring process as pledgers in 2017/18 and are counted above in number of pledgers due for reporting

This year, 49 businesses and organisations were due to report their progress. Forty-one participated in the monitoring process, and five were monitored by the Peas Please team. Three pledgers did not submit data, including one who also didn't submit data last year and thus will be removed from the initiative (Healthy Food Company).

PLEDGERS' PROGRESS

The majority of pledgers who submitted data have made progress on their pledges. Thirty-six of the 49 received a yellow or green traffic light score and are thus on track to fulfil their commitments or have already done so (see Annex).

We congratulate those who have already met their pledge (green traffic light), including PwC/BaxterStorey who met a new strengthened pledge after achieving their first pledge last year.

PLEDGERS WITH A GREEN TRAFFIC LIGHT

Albacore	Lantra
Autograph Education (Interserve)	Nestlé UK
BaxterStorey (business-wide pledge)	Olive Catering
Birds Eye	PwC/BaxterStorey
Cardiff and Vale University Health Board	S.A. Brain & Co Ltd.
Caterlink	Soil Association
	Sustainable Food Cities
	Vacherin
	WRAP



Pledgers have taken on the veg challenge in new ways this year – which is helping to inform our knowledge of what works to drive up vegetable consumption.

- Tesco showed that we can increase purchases of veg with concerted efforts on marketing, promotions and price reductions (see case study), and has made a significant contribution to our measure of additional portions of veg by adding more veg to their ready meals.
- Greggs made important increases in the amount of veg they are serving, which is particularly important for helping to reach the broad range of communities that their business serves.
- Autograph Education is serving two portions of veg with every meal in their primary schools while trying to find a balance between the veg that are kids' favourites and providing a variety of seasonal vegetables.
- Highlights from the retailer pledges include:
 - » *Improving the veg offer for children.* Sainsbury's has made a concerted effort with their baby food with the launch of a new veg-forward Little Ones range (see case study below). Lidl continues to add to their fun 'snack'-size veg marketed to children.
 - » *Improving and finding new ways to promote veg.* Aldi continues to provide their Super 6 veg bundle promotion, and Asda has been creating and publishing recipes on their website that provide at least one of the 5-a-day, and feed a family of four for five days for £30. Waitrose trialled a new store concept which made fresh produce more prominent, including through a 'veg butcher'.
 - » *Increasing the veg content of products and ready meals.* Lidl has increased the amount of ready meals that

contain at least one of the 5-a-day, Co-op added 35 products this year with a 5-a-day claim and Tesco increased the percentage of ready meals that have at least one of your 5-a-day from 26% to 42%.

- Caterlink has been running taster sessions and offering taster pots to encourage children to try vegetables in different ways and settings – something that other settings, including retailers, could learn from.
- Many pledgers, including retailers, paired their pledge with active participation in the Veg Power/ITV Eat Them to Defeat Them campaign (described below).
- S.A. Brain & Co Ltd. is offering kids meals which include two portions of veg and told us that linking in closely with Veg Power's campaign in schools was important for supporting the changes they made in their menus.

- System influencers WRAP, TUCO and others have been working on veg in their respective areas of the system and helped to further expand awareness of Peas Please. Soil Association incorporated 'two portions of veg in kids meals' as a criterion in their Out to Lunch campaign, and as a result helped recruit 10 new pledges from high street chain restaurants (who will be joining the initiative this coming year).

Where pledgers have struggled to make progress on their pledges, they have highlighted the need to do more marketing and promotion of their better veg offer, and similarly others have shared their challenges in moving people beyond their 'usual choices' and towards their new veg offerings. Some pledgers have said they need to pull together action plans to better define and implement their pledges across the business, particularly due to the difficulty in delivering their pledge across the very different sites they operate in terms of location and demographics.



CASE STUDY

TESCO HEALTH EVENT



In July, we held our fourth UK customer health event. These events are focused on helping customers find affordable and easy ways to make their shopping basket healthier.

This time around we wanted to encourage customers to eat more vegetables. As part of our 'Easy Ways to Eat More Veg' theme, our health ambassador, Jamie Oliver, created two new healthy recipes: 'super speedy pea and courgette pasta' and 'super charged corn on the cob'. As well as being delicious and easy to make, the vegetables used to make these dishes were on special offer alongside our regular Fresh Five promotion. Jamie also created a meal planner for Tesco magazine with suggestions on how to easily boost traditional recipes with tasty vegetables.

The event also included Tesco's 'Helpful Little Swaps'; which encouraged customers to discover and try healthier alternatives of the products they love at the same price or less; and our 'Meat & Veg' range; which combines beef and lamb products with vegetables to help customers include more veg in their meals and reduce time in the kitchen.

We found that over a third of customers who were aware of the campaign felt encouraged to eat more vegetables. The combination of price reductions and vegetable promotions in all stores and – in large stores only – signage, lead to an increase in sales of more than half a million vegetables (units) purchased over the three weeks for which the event ran.



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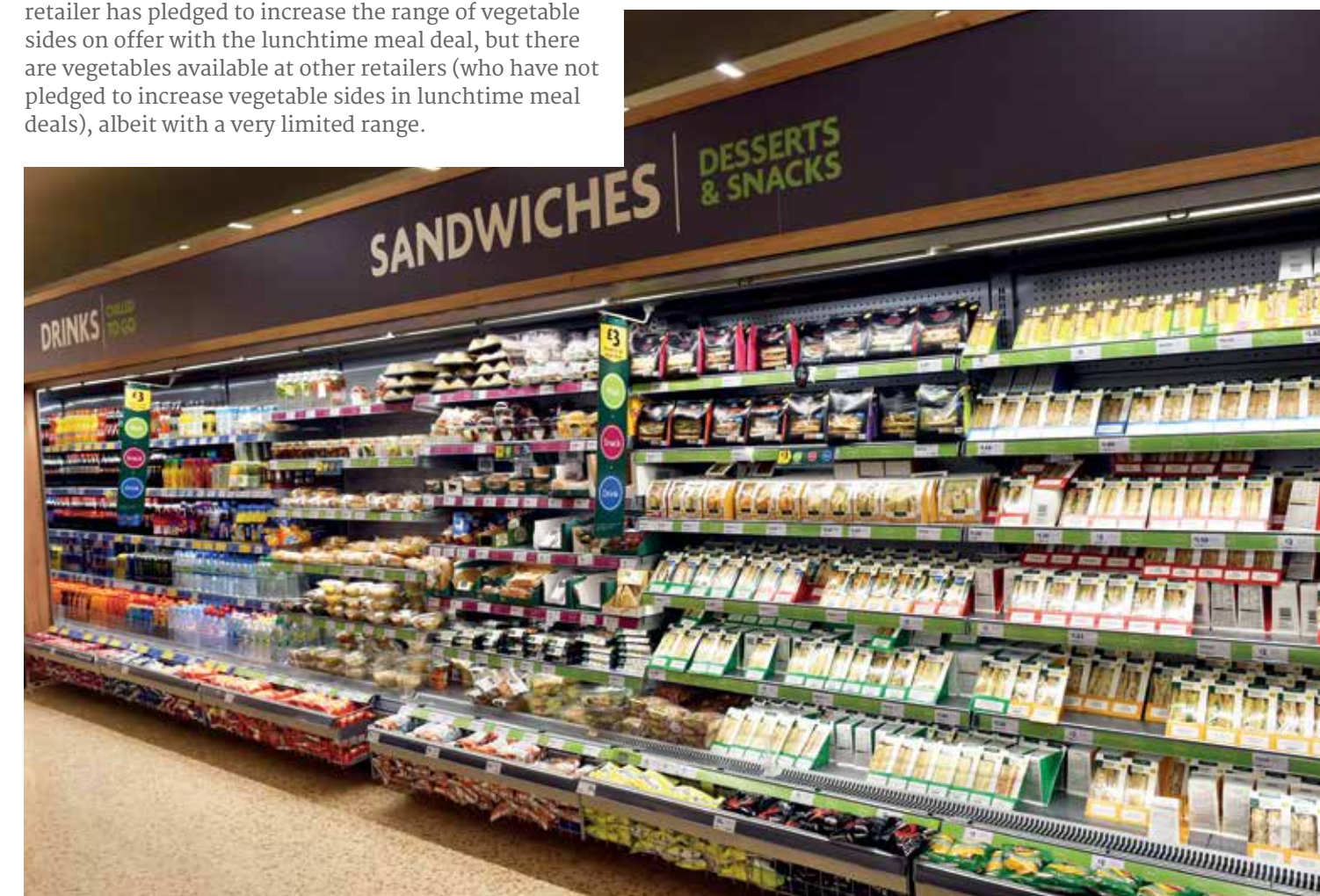
STORE VISITS

The Peas Please team focused our store visits on the availability of vegetable sides with lunch and evening meal deals, because this was one the 22 actions for retailers in our commitments framework and was not covered as part of the Veg Power evaluation. We looked at six different retailers, five of which are pledgers, and three of which have made meal deal pledges. During August 2019, we visited 50 stores (28 in England, nine in Scotland, eight in Northern Ireland and five in Wales). The visits were conducted systematically, using the same data collection process for each outlet. Not all the retailers have made meal deal pledges, but our focus on this offer provided cross-retail data which will be reported back to all pledgers.

Forty-four of the 50 stores offered a lunchtime meal deal and 20 offered an evening meal deal. Out of these 44 stores, 14 did not offer a vegetable side in the lunchtime meal deal and of the stores that did, 84% of the vegetable sides were carrots, cucumber or mixed crudité's. Only one retailer has pledged to increase the range of vegetable sides on offer with the lunchtime meal deal, but there are vegetables available at other retailers (who have not pledged to increase vegetable sides in lunchtime meal deals), albeit with a very limited range.

Out of the 20 stores offering an evening meal deal, five had no vegetable sides and 18 stores offered vegetarian main meals. Many of the monitoring team members reported the vegetarian main meals to be dominated by dairy products, particularly cheese. The two retailers who have pledged to provide more vegetable sides with the evening meal deals had more vegetable sides compared to the retailers who have not, but the healthiness of those sides varied. There is a clear opportunity for the sides in evening and lunchtime meal deals to include more veg, and for that veg to be more appealing and innovative.

As part of the site visits, we also looked for signage or marketing relating to the Healthy Start scheme, but did not see any in the 50 stores we visited.



NATIONAL DIETARY TRENDS

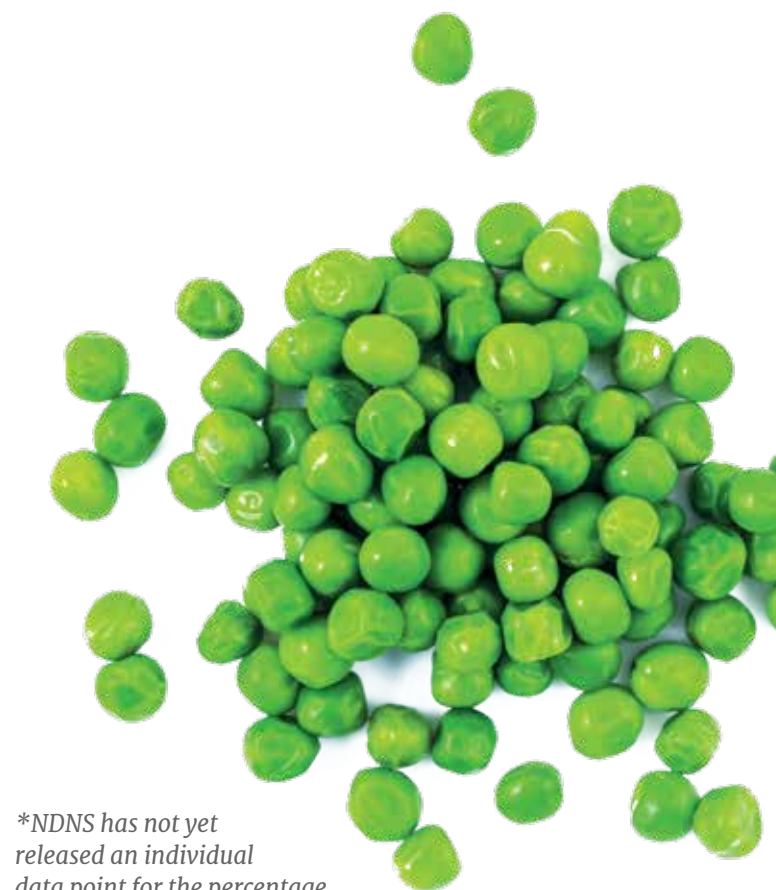
Looking across all four UK nations from 2015/16 to 2018/19, fruit and veg intake is stagnant in England and Wales and seems to have risen slightly in Scotland and Northern Ireland (Table 3). Regardless, intake remains far too low, especially for children,

and these figures are also only for 5-a-day when the Eatwell Guide in fact recommends a minimum of seven portions of fruit and veg a day. These figures also mask important dietary inequalities. For example, the 2015/16 5-a-day figure from Northern Ireland is a 37% average across all income

groups, but only 29% of adults in the most deprived areas eat 5-a-day compared to 46% in the least deprived areas.² Data from the Scottish Health Survey also shows an association between experiencing food insecurity and reporting eating less fruit and vegetables.

TABLE 4: PERCENTAGE CONSUMING '5-A-DAY' FROM NATIONAL DIETARY INTAKE DATA

ENGLAND (NATIONAL DIET AND NUTRITION SURVEY)			
	2012/13- 2013/14	2014/15- 2015/2016	*
Adults	27%	31%	
Children	8%	8%	
WALES (NATIONAL SURVEY FOR WALES)			
	2016/17	2017/18	2018/19
Adults	24% ³	23% ⁴	24% ⁵
SCOTLAND (SCOTTISH HEALTH SURVEY)			
	2016	2017	2018
Adults	20%	24%	22% ⁶
Children (2-15)	13%	15%	15%
NORTHERN IRELAND (HEALTH SURVEY NORTHERN IRELAND)			
	2015/16	2016/17	
Adults	37% ⁷	43%	



**NDNS has not yet released an individual data point for the percentage achieving 5-a-day for Year 9 (2016/2017), but trend analysis released in January 2019 shows that over nine years (from 2008/09 to 2016/17) changes to the percentage achieving 5-a-day "were very small or close to zero."⁸*

²<https://www.health-ni.gov.uk/sites/default/files/publications/health/hsni-first-results-15-16.pdf>

³Note: self-reported 5-a-day data. <https://gov.wales/adult-lifestyle-national-survey-wales-april-2016-march-2017>

⁴Note: self-reported 5-a-day data. <https://gov.wales/population-health-lifestyle-national-survey-wales-april-2017-march-2018>

⁵Note: self-reported 5-a-day data. <https://gov.wales/adult-lifestyle-national-survey-wales-april-2018-march-2019>

⁶Note: self-reported 5-a-day data. <https://www.gov.scot/publications/scottish-health-survey-2018-volume-1-main-report/>

⁷Note: self-reported 5-a-day data. <https://www.health-ni.gov.uk/sites/default/files/publications/health/hsni-first-results-15-16.pdf>

⁸https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/772434/NDNS_UK_Y1-9_report.pdf

**CASE STUDY**

ISS FOOD SERVICES

ISS Food Services have been proud Peas Please pledgers since February 2019. Through committing to playing our part to help everyone in Britain eat an extra portion of veg a day, we've made a conscious effort to do more to promote the greens on our menus and offer diners more opportunities to learn about, taste test and choose veggies. Here are some of our 2019 successes...



ISS caters for over 450 primary and secondary schools across England. In schools, we've championed seasonal vegetables through our 'Produce of the Month' campaign. We believe the more children know about where their food comes from, the more likely they are to tuck in! Each month our catering teams celebrate a star vegetable by sharing fact posters, providing tasters and creating vibrant displays.



Our Business and Industry (B&I) customers can similarly learn about their veg when they visit our restaurants. Monthly 'Food Heroes' – UK-based growers – share insights on how they sow, grow and harvest the produce which 'crops up' in our dishes.

We held 'Green Fingers' in the spring, a gardening themed week which shares the joys of 'growing your own' with young

people and teaches them where their food comes from. Children tried daily taster dishes and took part in a competition to win seed packs, growing kits and gardening days. They received stickers for trying new vegetables and had the opportunity to provide feedback, which we have since used to make sure plenty of popular veg-rich dishes made it on to our weekly menus.

Our B&I **Summer's Just Vegan** concept launched in June, offering our customers a wider range of plant-based dishes than ever before. Recognising the demand for less meat and more veg from many of our diners, we brought a range of different breakfast, lunch and snack items which put veggies at the heart of their dishes. Many of the successes of this offer have been seasonally adapted to work for our winter ranges too, alongside several new plant-based dishes which celebrate great winter produce.

We've already introduced **veg snacking stations** to hundreds of schools in the country and are working with our customers to ensure every school has at least one which children can help themselves to whilst queuing for their lunches. Not only does it get them eating more veg, but it also stems hunger and calms the queue too!

Finally, a real 2019 highlight was getting behind the national **Veg Power** campaign! Our super school catering teams created fabulous displays in their dining halls to reinforce the 'Eat Them to Defeat Them' messages seen on TV.



We've got loads more veg themed fun in store for 2020, which makes us confident that we'll reach our goal to increase the servings (kgs) of vegetables we serve across our business by 10% by July 2020.

We've already introduced veg snacking stations to hundreds of schools in the country and are working with our customers to ensure every school has at least one which children can help themselves to whilst queuing for their lunches. Not only does it get them eating more veg, but it also stems hunger and calms the queue too!

Our impact

ADDITIONAL PORTIONS OF VEG SOLD
Building on the initial success of our first year, our pledgers have cumulatively sold or served an additional 89.9 million portions.

TABLE 5: SUMMARY OF PEAS PLEASE IMPACT ON VEGETABLES SOLD	2016/17	2017/18	2018/19	Cumulative
Additional portions of veg	n/a	4.8 million	85.1 million	89.9 million
% shopping basket that is veg (Kantar WorldPanel)	7.2%	7.3%	7.1%	
% shopping basket that is veg for pledger retailers only (Kantar WorldPanel)	7.9%	7.9%	8.0%	

PLEDGERS WHO HAVE CONTRIBUTED TO THIS PORTION TOTAL ARE:

Albacore

Autograph Education (Interserve)

Bartlett Mitchell

BaxterStorey*

Birds Eye

Cardiff and Vale University Health Board

Castell Howell

Caterlink Ltd

Greggs

ISS

Lidl

Mars Food

Olive Catering

S.A. Brain & Co Ltd.

Sainsbury's

Sodexo

Tesco

Vacherin

Vertas

*Also includes figures from PwC/BaxterStorey

It is important to note that this is an absolute number of portions sold or served – not consumed. Some of this will have been as a result of business growth, and some of this will have been wasted, although our commitments framework encourages pledgers to make progress on veg sales while maintaining their existing commitments on waste reduction. Measuring and monitoring the portions of veg sold or served has also been very challenging for some businesses, which means some of the figures included in this year’s report may not be capturing all of the veg portions sold, and we will be working with them to support their reporting in future years.

The metric of portions sold/served also does not capture the important progress being made by our ‘system influencer’ pledgers, who are taking actions that help make the system work better and are promoting Peas Please with their members and networks.

PERCENTAGE OF THE SHOPPING BASKET THAT IS VEG
When Peas Please was launched, 7.2% of the weight of the average shopping basket was composed of vegetables (Kantar Worldpanel). We know, however, that in order to be in line with the government’s Eatwell Guide, 20% of the shopping basket should be made up of veg. As of June 2019, the percentage of veg in the shopping basket was 7.1% (for the market as a whole). If we look only at the retailers that have made a Peas Please pledge, the percentage of veg in shopping baskets was 7.9% at the start of Peas Please, and is now 8.0%.

Looking at the portions of veg sold in the retail market overall, this has remained flat, decreasing 0.5%



TABLE 6: PERCENT OF THE SHOPPING BASKET THAT IS MADE UP OF VEGETABLES BY SOCIOECONOMIC GROUP (KANTAR WORLD PANEL)	52 w/e 17 Jun 18	52 w/e 16 Jun 19
Total	7.3%	7.1%
£0 - £9999 pa	6.3%	5.8%
£10000 - £19999 pa	6.9%	6.2%
£20000 - £29999 pa	6.8%	6.6%
£30000 - £39999 pa	7.3%	7.1%
£40000 - £49999 pa	7.7%	7.5%
£50000 - £59999 pa	8.1%	7.8%
£60000 - £69999 pa	8.6%	8.3%
£70000 +	9.1%	8.7%

between 2018 and 2019. This is compared to the market as a whole, which is down by 2.6%.

It is important to note, however, that these figures only capture fresh, frozen, and canned vegetables and therefore do not capture some of the exciting progress being made by our retailers in their ready meals and other packaged products. Tesco sold 28 million additional portions of veg this year through their ready meals, and Sainsbury’s launched a new Little Ones range that sold 4.8 million portions of veg (see case study below).

The inequalities that we know exist in vegetable consumption are still visible in the vegetable purchases data from Kantar Worldpanel (Table 5).

Shifting the amount of veg in shopping baskets is a difficult task, and as we are still relatively early on in the Peas Please process, we wouldn’t be expecting a substantial shift. However, these figures highlight the need for the retail sector to reach higher and take significant steps to start shifting shopping baskets towards more veg.



CASE STUDY

SAINSBURY'S LITTLE ONES



The Sainsbury's *Little Ones* range was launched in April 2018 to provide babies and children up to three-years-old with all the nutrients they need for the vital first 1,000 days of their development. The overarching aim of the range is to assist parents to ensure that their child gets a healthy start in life.

It took our team of expert nutritionists and product developers over two years to create this range to help our customers to live healthier lives. We have minimised the use of concentrated fruit juices and purees. All the tray meals in this range, launched in January 2019, contain two of the recommended 5-a-day.

We've worked hard to make sure this range offers a variety of tastes, textures

and flavours for children to discover, with a greater focus on vegetables as first foods. For example, our savoury first tastes pouches give babies a first taste and help them develop a liking for their veggies to support a veg-led weaning approach.

Customers have responded positively since launch, with feedback showing they're pleased the products across the range offer a high nutritional content but also deliver great value for families.

With 4.6m portions of vegetables sold since launch*, *Little Ones* has been hugely successful in promoting healthier eating and encouraging children to develop a taste for vegetables at a young age.

* Based on a 40g portion size



VEG CITIES

The Veg Cities initiative, coordinated by Sustainable Food Cities (SFC), continues to go from strength to strength. Monitoring data provided by Veg Cities shows the breadth and depth of veg-related activities taking place at a local level. There are now 22 cities and local areas signed up to the campaign, with 379 different organisations taking part. These are mostly schools and community groups, followed by restaurants, caterers, councils and food growing enterprises. Together, these organisations have made 308 specific pledges for more veg, with the most popular being to promote veg in a variety of ways, to run veg growing and cooking classes, and to educate about food waste.

As a result of this effort, more than 100,000 people have been reached directly through the Veg Cities campaign, and almost 600,000 meals containing two portions of veg have been served. More than 4,000 people have been trained in food growing and/or cooking with veg, and there are 236 different initiatives to monitor and reduce food waste.

To give a flavour of the amazing work happening across Veg Cities, please see the case studies from Hull and Glasgow in this report. These case studies demonstrate the ways in which local action can help inform city and national policy, and how fun and inventive outreach activities can galvanise attention and attitudes.

The Veg Cities campaign was the flagship campaign for SFC until June 2019. Its success has ensured that it will now feature as one of the key campaigns within the SFC portfolio going forwards.





CASE STUDY GLASGOW

Glasgow's Veg Cities journey started in September 2018 at a community growing networking event: a suitable backdrop for the start of a campaign whose main objective is to increase locally grown vegetables and link up growers to the market.

Veg Cities has re-energised a lot of the work already going on in the city and provided extra capacity for new initiatives. The city has a thriving network of community gardens. Glasgow Community Food Network (GCFN), the coordinators of Veg Cities Glasgow, has a membership of around 80 gardens and organises regular training and networking sessions, helping members to connect to each other and to the market. Funding from Sustainable Food Cities towards the Veg Cities campaign and Regional Food Fund, Connect Local, allowed GCFN to work with Glasgow organisations and the local authority to make inroads into connecting growers and food service, including:

- Establishing the Glasgow Grower's Cooperative and organising skill sharing and peer mentoring sessions
- Establishing a chef's network and organising the first Chef's Challenge,
- Facilitating Producer Markets to bring together growers, food service and chefs
- Preparing a Food Strategy and a Food Growing Strategy for Glasgow with local authority partners to ensure access to land for growers, including an 'enterprise' strand which will support food growing enterprises, market gardens and urban farms.



The first Chef's Challenge took place in Autumn 2018 and challenged 16 cafes and restaurants to create a brand new plant-centred dish from a "mystery" box of vegetables grown in and around Glasgow. Six finalists competed at a live cook-off on October 10 and the winner was decided by a panel of experts headed by Gary Maclean, Masterchef and Scotland's national chef. The challenge was so successful in shining a light on the local food movement in Glasgow and connecting chefs and growers that a second challenge is taking place in September 2019 and GCFN is hoping it will become a fixture in the city's good food calendar.

Early in 2019, Veg Cities Glasgow used Veg Power as a platform to promote their own poster competition, open to all schools in Glasgow. Twenty thousand Veg Power packs were sent to primary schools, and 40 schools competed to design the best poster showing the power of vegetables. Winners were announced at a live music event and the winning designs were displayed on 20 Clear Channels digital advertising screens around the city. The first ten schools to register their entries received a visit from GCFN's 'Veg Cities Roadshow' which includes cooking, games and gardening.



Community organisations have embraced the Veg Power advertising campaign and its Veg of the Week. Initiatives included a ten week Veg Power Cooking Club, promoting Veg of the Week at community shops and pop up veg stalls, regular community meals featuring the Veg of the Week and much more.

Encouraging developments are happening at a city level. Glasgow City Council has recently published a new Corporate Procurement and Commercial Improvement Strategy which includes their approach to local suppliers. It remains to be seen how this will be implemented in practice but it is certainly a step in the right direction. At a country level, the Scottish government has also been consulting on and preparing the Good Food Nation Bill which will include improved access to healthy local foods and sustainable food production. GCFN, Nourish (Peas Please partner in Scotland) and others have been active partners in the consultation and look forward to continuing involvement.

www.vegcities.org/local/glasgow_city



Veg Cities Glasgow campaign at a glance:

- 16 participant organisations
- 20 action pledges for more veg
- 20,000 Veg Power packs distributed to school children
- 80 community gardens involved
- 2,000 people directly involved in challenges, competitions, training and community meals
- Six new weekly fruit and veg stands in health and community centres all accepting Healthy Start/Best Start vouchers
- 20,000 meals a year containing two portions of veg for those most in need delivered by a homeless charity in the city centre.



CASE STUDY HULL

Veg Cities Hull launched its campaign on 31st October 2018 with a pop-up soup kitchen serving Halloween-themed soups in Hull City Centre at lunchtime. An eye catching display of pumpkins on straw bales and cooking smells wafting into King Edward Square helped two hundred portions of pumpkin and beetroot soup be served alongside the campaign message of inspiring the people of Hull to grow, cook and eat more veg. Sourcing veg was made easy thanks to the close relationship between Hull's Allotment Association and TimeBank Hull, whose catering team have put on lots of pop-up 'Festivals' using local produce.

This took us into 'Souper November' which saw cafes being visited and featured on social media serving up their homemade soups-of-the-day. Online posts made a feature not only of the vegetable ingredients, but also the warmth of the café staff. Since many of the eateries had a loyal following, Veg Cities branding was seen by thousands in its first few weeks.

After writing a 'Power of Veg' healthy New Year blog, two local nutritionists supplied recipes for a collaboration with local rugby team Hull Kingston Rovers for the Veg Power 'Eat Them to Defeat Them' campaign. For each Veg of the Week, a "monster-ified" recipe and cooking method on postcards was produced to be distributed online, printed or featured on display screens at the club, and was promoted by the club's mascot, Rufus the Robin. Thanks to backing from Hull City council, 61 advertising boards and 13,000 Eat them to Defeat Them school packs were



distributed to all Key Stage 2 children in the city to drive the campaign message home.

March saw a series of events to boost amateur vegetable growing. Veg Cities Hull organised a seed exchange for growers, accompanied by expert talks, a cooking demonstration and veg-related games for children. The event aimed not only to help distribute seeds, also to disseminate tips and advice between growers and promote the national Big Dig day, aimed at getting people more involved in food growing.

To maximise the impact of the Big Dig – a day every spring that promotes and encourages people to volunteer in edible gardens – Hull set out to establish or rejuvenate three veg growing sites in some of the city's poorest wards. Good involvement by volunteers as well as donated seedlings helped us get growing with minimal financial outlay. These sites were then revisited to monitor progress and we featured them in two social media campaigns on the topics of Flourishing (June) and Harvesting (August).

May's 'Five Veg Challenge' – got the city's best cooks creating mouth-watering dishes featuring five veg or more. Taking place at Hull's Trinity Market, it promoted healthy competition between young food entrepreneurs. A judging panel of a chef, baker and greengrocer announced the winner to local media.

Using the same formula as 'Souper November', Hull's independent veg sellers featured in 'Know Your Greengrocer'. It profiled the human side of those working so hard to keep the city supplied with fresh produce with a photo of them holding a plentiful display of fresh veg.

The success of Hull's first campaign stemmed from it being well-structured, featuring seasonal food events at accessible venues and monthly themes which alternated between growing, cooking and eating – hopefully leaving the city hungry for a second serving!



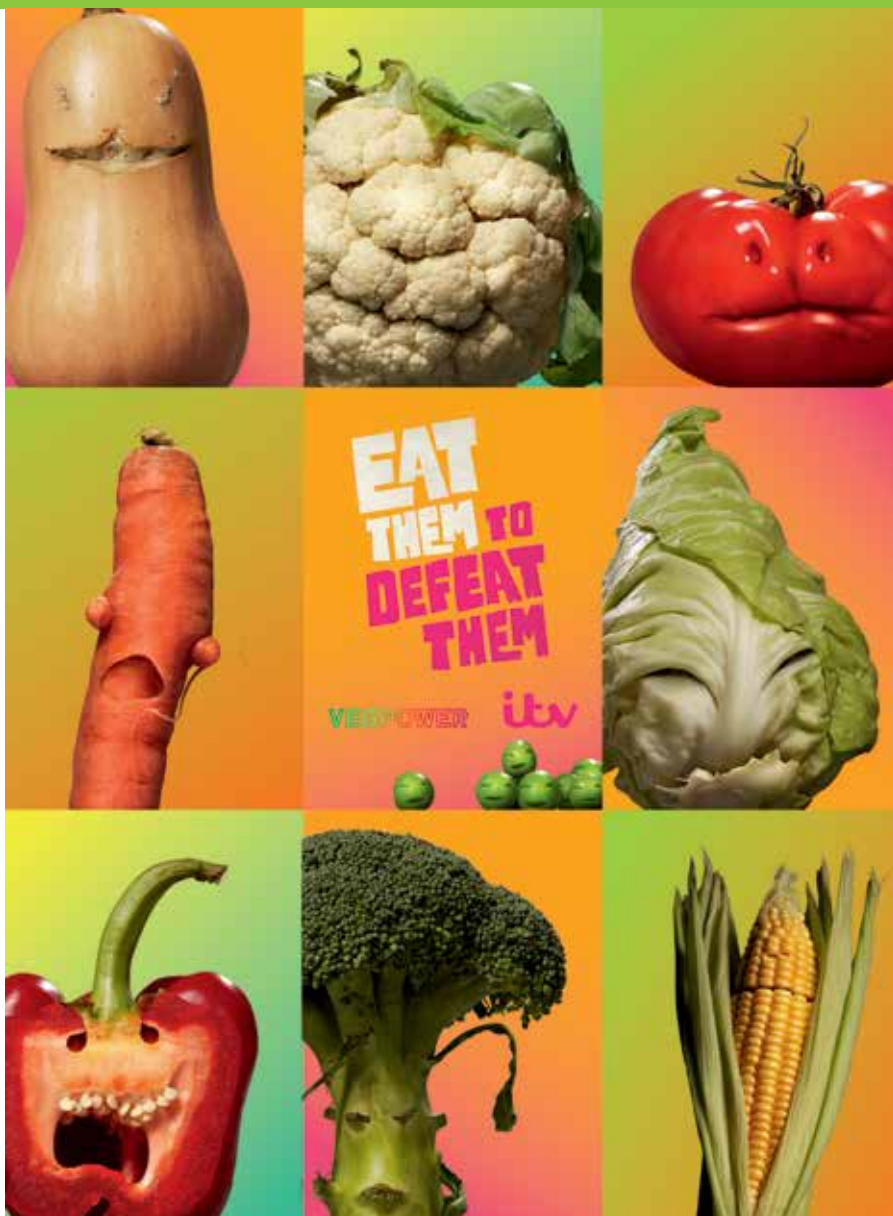
Veg Cities Hull campaign at a glance:

- 34 participant organisations
- 42 action pledges for more veg
- 13,000 Veg Power packs distributed to school children
- 162 adverts displayed on billboards in the city centre and in children centres
- 6,000 people directly involved in challenges, competitions, training and community meals
- Nine new or expanded food growing spaces
- Six food start-ups supported with training to grow and use local veg

VEG POWER

Veg Power is a spin-off initiative from Peas Please, which aims to inspire children to adopt a love of vegetables that they will keep for life and in turn share with their children. Since the last Progress Report, Veg Power partnered with ITV, a Peas Please pledger, to launch the Eat Them to Defeat Them advertising campaign. The campaign was a resounding success that reverberated across the Peas Please pledger community, who in turn helped deepen the impact and reach of the ad.

The Eat Them to Defeat Them ad was in part so successful because of its unusual approach: it set out to make vegetables the ‘villain’ that children needed to eat in order to defeat them. The ad was seen by 38 million people through ITV’s network and was seen 66 million times on digital poster sites and outdoor advertising. Peas Please pledgers also displayed the ad in their stores, cities and schools, amplifying the campaign so that it reached parents as well as kids. Most importantly, the campaign led to an increase in children and families buying and eating veg. Surveys show that 69% of kids liked the campaign, 57% said it made vegetables more fun and 46% of kids who have seen the advert said they recently tried more vegetables. Sales data confirms a 2.3% positive impact on veg sales and 1.7% increase in veg consumptions by kids.



The Eat Them to Defeat Them campaign was a proof of concept for Veg Power, and the results show that we must do more to advertise and promote vegetables, particularly to children. The potential for using advertising to inspire children to eat veg is immense, and along with the food system changes being achieved by Peas Please, we can help drive much needed shifts in consumption.



ITV and Veg Power are teaming up again for Eat Them to Defeat Them in 2020. This time they’ll be joined by Channel 4 and Sky Media, allowing them to deliver even greater reach and impact. Their ambition is not only a bigger advertising campaign but also a bigger, better and bolder programme in schools across the UK.



Impact beyond our pledgers

Policy issues continue to reflect the rising presence of veg on the political agenda. From 2020, the Scottish government will include two portions of veg in their school meal regulations, and has recently launched their re-vamped Healthy Start programme, called Best Start, with an increased voucher value that can be used by low income families to buy fruit and veg.

In Wales, the Food and Drink Strategy was consulted on this year and Peas Please was listed as one of the ways in which the Welsh government is helping businesses to benefit society. The 2019 School Holiday Enrichment Programme

was run in 20 of 21 local authorities and required that meals provide two portions of veg.

In England, the Peas Please initiative was instrumental in establishing the Fruit and Vegetable Alliance, which regularly provides input for DEFRA and the Farming Minister through the Edible Horticulture Roundtable – established by the Alliance. The group advises the government on how to best support the horticulture industry, particularly as it considers the policies that will replace the EU’s Common Agricultural Policy. Peas Please and the Fruit and Vegetable Alliance are

also feeding into the National Food Strategy in England. Peas Please retailers have been working closely with us and with the Department for Health and Social Care as they digitise the Healthy Start scheme. As the scheme moves towards a digital card instead of paper vouchers, this change will inevitably impact on how easy the scheme is to use and provides an opportunity to reflect on how UK retailers can help leverage the scheme to increase veg purchases for low income families. In 2020, we will publish a report on Healthy Start reflecting on these experiences and conversations.

Key lessons and next steps

Peas Please is demonstrating that it is possible to start shifting the food system to make it easier for everyone to eat more veg when we take cross-system action. Collectively we've delivered 89.9 million additional portions of veg, which is a huge increase on our first year's progress. We continue to add new pledgers to the initiative, and next year our Progress Report will capture the veg-tastic efforts from the newly joined high street restaurant chains.

However, as with our first year's Progress Report, we remain humbled by the sheer size of the veg challenge. Considering that there are 65 million people in the UK who need to eat 3.5 portions of veg per day, and 80% of adults aren't eating enough veg, the 89.9 million

portions of veg that we've delivered is a small drop in a very big bucket.

The progress that individual pledgers have made towards their pledges is variable. Some have made excellent progress and already achieved their targets, and these pledgers will be encouraged to strengthen their commitments

The variation in performance across businesses reflects the complexity of taking a system-wide approach, but the progress being made by the majority of pledgers demonstrates that change is possible.

going forward. For others, delivering a shift in veg has been much more of a challenge, or they have taken on more ambitious pledges which will take longer to show impact. The variation in performance across businesses reflects the complexity of taking a system-wide approach, but the progress being made by the majority of pledgers demonstrates that change is possible.

A key challenge continues to be how we monitor the impact of our work. With pledgers from across the food system, each taking unique and varied action to achieve their pledges, developing a system to capture this has been complex. We have identified additional portions of vegetables as our key metric, which most

pledgers are able to provide, but some have struggled to gather this information from their internal systems. We do know, however, that this absolute portion figure will include some business growth, and thus we are working to develop a metric that will also capture the intensity of veg in the business offer, as well as the volume. Others, such as our system influencer pledgers, are taking actions that won't be reflected in the portion total, but are crucial for ensuring the system as a whole is moving towards providing more veg.

With new funding from the National Lottery Community Fund for 2019-2023, Peas Please is positioned for accelerated progress in the future. We hope to secure 100 pledgers by

We hope to secure 100 pledgers by March 2020, and to increase the impact of our pledger community

March 2020, and to increase the impact of our pledger community, as well as helping to drive the necessary policy changes for supporting sustainable progress.

As part of this next phase, we will also be drawing more on people's lived experience to help make Peas Please more impactful. Following on from the success of the people's panel pilot in 2019, which engaged 51 people in exploring solutions to increasing veg consumption, Peas Please will work with hundreds

of people across the UK during 2020. The aim is to demonstrate a successful model for empowering citizens and leveraging their lived experience to influence major actors at the national and local level with a view to initiating and catalysing changes in the food system. This will involve Peas Please talks and workshops with a diverse range of people in locations around the UK, from which 100 Veg Advocates will be chosen. These Advocates will go on to discuss progress and barriers to veg consumption with pledgers on 80 site visits, as well as presenting their findings to pledgers and policy makers at events. Advocates will then go on to pilot and evaluate their own system change activities in 2023, and present their findings at the Veg Summit.





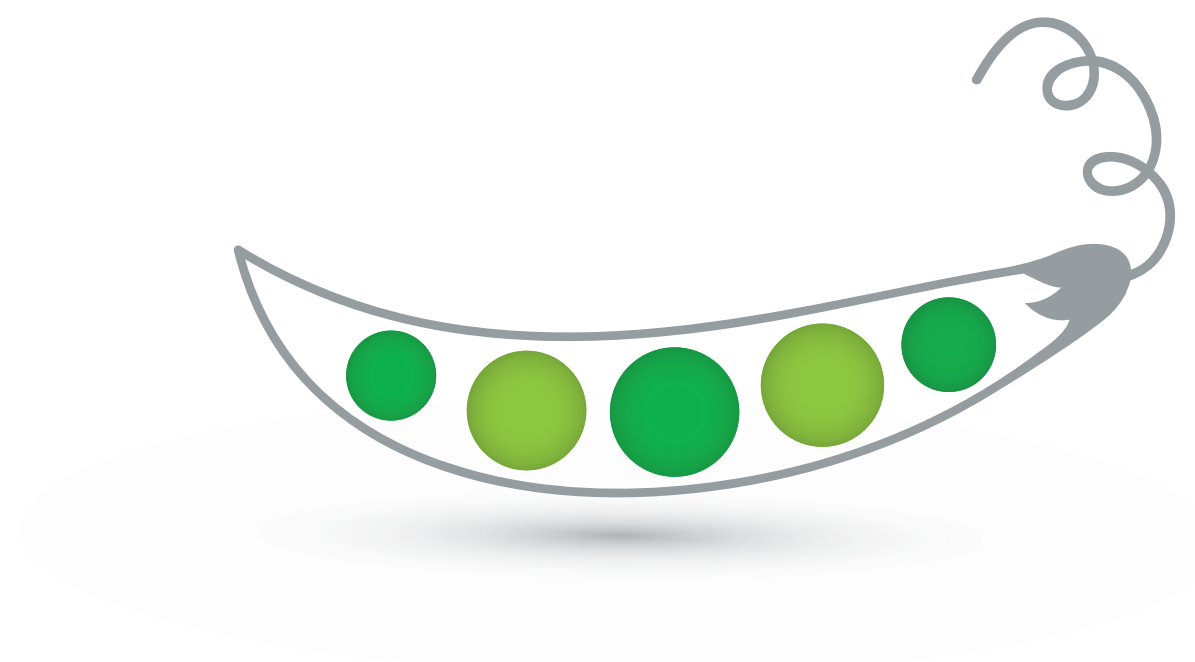
Thank you

We owe a massive thank you to our pledgers for the progress they have made, their honesty in laying out the struggles they might be having, and for coming with us on this important journey!

Thank you to our Peas Please Strategy Board and Advisory Board and the Food Foundation's Expert Advisors for their help and guidance with this report.

Thank you to the Peas Please Project Board and others for collecting data on the site visits.

And lastly, huge thanks to the National Lottery Community Fund for funding Peas Please for 2019–2023.















Annex DETAILED PLEDGER PROGRESS



■ **BLACK:** No report from pledger
 ■ **RED:** Limited progress
 ■ **ORANGE:** A good start
 ■ **YELLOW:** On the road to success
 ■ **GREEN:** Fully implemented all commitments

PLEDGER	PLEDGE	TRAFFIC LIGHT
Association of Convenience Stores	1. Sponsor a new award at the Rretail Industry Awards, Convenience Retail Awards and HIM CTP Awards that will recognise and reward convenience retailers who increase sales and encourage consumption of fresh fruit and vegetables. 2. Encourage convenience retailers to participate in the Healthy Start scheme. 3. Promote the work of Veg Cities to convenience retailers within stores located in Birmingham, Brighton and Cardiff.	●
Autograph Education (Interserve)	1. The following commitments to increase vegetable consumption will represent 30% of our school meals served: <ol style="list-style-type: none"> Every school offers at least two varieties of seasonal vegetables and salad. Offer a minimum of six varieties of vegetables and salads each week. Restrict the use of frozen vegetables to green beans, peas and sweetcorn to promote fresh seasonal produce. Add extra vegetables to composite dishes. Vegetarian dishes include pulses such as cannellini beans, chickpeas, kidney beans and lentils which count towards 5-a-day. A carrot symbol will identify dishes which contain an extra half portion of vegetables on primary school menu leaflets. For the remaining 70% of our school meals served we will deliver points A-F above and review our approach to increasing vegetable consumption across our contracts through our ongoing nutrition strategy.	●
Bidfood	1. Increase the vegetable options offered and served to staff as meals and snacks, aiming for two portions of veg to be included in a main meal. 2. Bidfood Food Development team create recipe suggestions for our customers. The Food Development team will start to develop recipes that include a) hidden vegetables or b) swap ingredients for vegetables. 3. Bidfood will establish a pro-vegetable communication campaign through marketing channels.	●
Birds Eye	1. Increase consumption volume by 2% in 2018 through: <ol style="list-style-type: none"> Increasing the range of veg based products by 25% year on year. Investing in consumer-facing messages on veg products and their benefits (30% increase in spend year on year). Overcoming barriers to consumption of veg through promoting frozen vegetables (less waste, easy prep, no seasonality). Increasing the total number of veg discount promotions available online and in-store year on year. 2. Increase the proportion of the ready meals range which provide at least one portion of veg, and invest resources to develop and advertise new meal ranges that contain at least two portions of veg. 3. Show children enjoying vegetables in a new advertising campaign to make veg more desirable and relevant to children.	●
Cardiff and Vale University Health Board	1. Aim to set the highest standard possible for healthy eating for staff and non-patient food supporting the healthy choice as the easy choice. Develop a key emphasis and healthy eating business model to encourage and ensure more fresh vegetable intake, including: <ol style="list-style-type: none"> Stir fry pasta dishes, theatre-style cooked fresh in front of the customers incorporating up to eight fresh vegetables and spices in every stir fry and pasta dish. BBQ marinated meats to go into artisan bread accompanied with a fresh rainbow salad Our home-made sandwiches containing a minimum of three vegetables: tomato, lettuce and courgettes in a fresh-baked artisan bread. 2. In addition, we will advertise within the Health Board and display the winning Peas Please poster on hospital screens and in GP surgeries.	●

Castell Howell	1. Commit to diving up veg sales across its customer base in Wales and the West of England through: <ol style="list-style-type: none"> Engaging with key customers to promote Peas Please. Promoting Castell Howell's Veg Pledge through catalogues (printed and online). Training the sales team through face-to-face promotion of our pledge by Food Cardiff. Support our local authority clients to increase veg consumption for children through the school meal service. Promote Peas Please through our key sales events and through social media. 2. Aim for 21 of Authentic Curries and World Food Company's ready meal lines to contain a minimum of one portion of veg.	●
Co-op	1. Ensure that 5-a-day claims are highlighted online, on social and in magazine recipes. 2. Increase storage advice on veg product packs where necessary. 3. Retailer product development teams will encourage and actively promote the use of veg in new products. 4. Increasing presence of veg in lunchtime meal deals through increasing the percentage of main meal options and snack options which include a portion of veg are included in the deal. 5. At least one seasonal vegetable feature promoted monthly (including seasonal web pages, social channels and in the magazine). 6. Retail social media to include appealing features of veg every week (as part of recipe, meal deal or as freestanding). 7. Promote cooking sauces with one of your 5-a-day where possible. 8. Intend to use Peas Please advertising on social media channels. 9. Ensure increasing veg use and presence is top of the agenda when planning retail NPD strategy across food categories.	●
Greggs PLC	Aim for a 100% of Greggs soup and leaf-based meal salads to provide at least one portion of veg. And for 50% of Greggs cold sandwiches to provide half a portion of veg.	●
GroentenFruit Huis	The Dutch vegetable industry, united in the GroentenFruit Huis (Fresh Produce Centre), commits to focus on the innovation of products and services in their business with the United Kingdom, with the aim to increase consumption and to promote a healthy diet, for children in particular. Efforts will be continued to provide more attractive, sustainable and high-quality products, also in terms of packaging, labelling and marketing.	●
Healthy Food Company	Ensure that we increase the number of meals that contain two portions of veg by 4% each year until 2020, meaning 100% of our main dishes include two portions of veg from a current baseline of 88%.	●
Lantra	Lantra on behalf of Tyfu Cymru are committed to producing a Horticulture Action Plan for Welsh government. The project will build the capacity and capability of the Welsh horticulture industry. Working with supply chain partners it will prepare growers and producer owned horticulture companies across Wales to adapt to future environmental and economic challenges and position them to capitalise on market opportunities for business development and growth.	●
Lidl	1. As a minimum we will advertise veg monthly through our owned print and digital channels. Additionally, we will endeavour to advertise veg through our external print advertising channels. 2. We will continue to advertise veg through 'Pick of the Week' on the LIDL UK website landing page. 3. Going forward we will ensure that all main-course recipes include at least two portions of veg. 4. At least once a month we will post an appealing mention of veg on social media. We will aim to grow this over time. 5. We will reposition veg (alongside fruit) to the front of the store as part of our new store rollout. (<i>continued over ></i>)	●

Lidl <i>(continued)</i>	<p>6. We will aim for half of our monthly pick of the week promotions to be veg (which equates to six or more veg lines promoted per month).</p> <p>7. After the success of introducing vegetables into the fun size range we will expand the offering of veg as part of this category, making veg attractive and appealing to children.</p> <p>8. We will challenge suppliers to develop new products for our fun size range (developing flavour profile, range, innovation and showcasing new varieties).</p> <p>9. We will continue our close working relationship with our suppliers to bring new and innovative vegetables to the market.</p> <p>10. We will promote veg as part of advertising at new store openings and in targeted leafleting within the local community (door drops).</p> <p>11. We will ensure that all pre-prepared ready meals contain either an 80g portion of veg or an equivalent serving suggestion on pack.</p>	
Mars Food	<p>1. By October 2018 relaunch the UK Dolmio website with updated recipe suggestions page which encourages increased vegetable consumption including recipes that contain two of the 5-a-day per serving. By October 2020, update further recipe suggestions to increase vegetable consumption. By 2021, in line with packaging changes or new product launches, our on-pack recipe suggestions will encourage increased vegetable consumption.</p> <p>2. Provide a 'healthy meal' option in our canteens each lunchtime that includes two of your 5-a-day with no additional cost for the two portions of vegetables.</p> <p>3. Each year we serve over 40 million Food Service meals. We will encourage menus that include two of the 5-a-day veg portions per serving by:</p> <ol style="list-style-type: none"> Developing a new recipe book containing two portions of veg per serving. Use these recipes and our Peas Please commitment at customer and industry trade shows to demonstrate how easy it can be to increase vegetable consumption. 	
Nestlé UK	Update all of our retail stock and dry recipe mix Maggi Meal recommendations to include two portions of vegetables per serving (on-pack and online) by the end of 2018.	
Puffin Produce	Further develop sustainable horticulture in Wales and contribute to the development of a Wales Horticulture Action Plan with Tyfu Cymru by 2020. We will increase production of vegetables in Wales by 50% by 2020.	
PwC/ BaxterStorey	Through a robust programme of innovation and marketing, including pop-ups, events and seasonal promotions, we commit to increasing the overall percentage of veg purchased across the PwC UK estate to 25% by June 2020.	
S.A. Brain & Co Ltd.	<p>1. Develop a veg customer awareness campaign through signalling on menus.</p> <p>2. Train and raise awareness of pub staff in the importance of veg consumption through menu development and annual rollout programme. We will educate all pub personnel on the active promotion of the Peas Please programme including education around food waste reduction.</p> <p>3. Increase kids' meals by a portion of vegetables to two portions, working on the basis that where we sell a kid's meal we can implement an increased portion of veg where relevant.</p>	
Sainsbury's	<p>1. Fresh inspiration plinths will always contain at least one vegetable option.</p> <p>2. All new main meal recipes on GOL (Groceries Online) will include two portions of vegetables.</p> <p>3. Ensure that one veg line is always listed in produce promotional space.</p> <p>4. We will continue to increase the amount of veg within our customer baskets to help achieve 5-a-day. Measured by the percentage of volume of veg sold (including composite veg) and number of products that contain 80g veg (5-a-day requirements).</p> <p>5. We understand the importance of introducing veg only savoury flavours through weaning to help set healthy eating habits for life. As part of our Little Ones range, we are committed to a veg first approach and continued savoury flavour development throughout our range. Development will always promote a greater number of savoury vs. sweet products in the range which will be reflected in our ranging within our larger stores. Measured by percentage of products containing 40g veg or more per serving (5-a-day).</p>	

Simply Fresh	<p>1. Ensure there is at least monthly veg (fresh/frozen/tinned) advertising through both print and digital channels.</p> <p>2. Ensure all retail main-course recipes published across all advertising space includes at least 2 portions of veg.</p> <p>3. Retail social media to include appealing mention of veg every week.</p> <p>4. Siting vegetables in higher footfall parts of the store (including through chilled checkouts).</p> <p>5. Ensure that 'additional promotional space' is given to at least one vegetable line per week.</p> <p>6. Allocating a higher proportion of floor space to veg.</p> <p>7. Improving the number and appeal of promotions including vegetables.</p> <p>8. Ensuring that the side dish in evening meal deals always includes both a salad and a vegetable option.</p> <p>9. Take steps to make it easier for people with Healthy Start vouchers to spend these on fruit and vegetables.</p>	
Social Farms and Garden	Will work with the community growing sector in Wales to ensure that community growing spaces are available to all communities in Wales that want to work together to grow food. We will provide support and training to existing and emerging growing projects helping them engage more people in local food production and increase productivity. We will continue to raise the profile of the challenges faced by community-based and small-scale horticulture schemes and push for a more favourable policy, educational, financial and planning environment for sustainable horticulture.	
Soil Association	The Out to Lunch campaign will be issuing the 'two portions with every meal' ask publicly to participating restaurants (25 of the largest chains in the UK), supporting menu redevelopment towards this end, and highlighting the chains that are making progress.	
Sodexo	Increase the volume of vegetables we procure by 10% by 2020.	
Sustainable Food Cities	<p>Following a consultation with Sustainable Food Cities members, our next campaign, starting in summer 2018, will be Veg Cities. This follows three successful campaigns: Sustainable Fish Cities, Beyond the Food Bank and Sugar Smart. Each of these campaigns still continue:</p> <ul style="list-style-type: none"> Our sustainable fish cities campaign workss with 16 cities and to date has had commitments from caterers serving over 600 million meals to only use sustainable fish. It is now possible to say that in Durham and Bournemouth & Poole, the majority of meals eaten out use fish from sustainable sources. Sugar Smart – which has 13 local campaigns launched, another 10 scheduled and another 25 interested, with almost 400 organisations registered to go Sugar Smart and reduce the prominence of sugar in their communities. Beyond the Food Bank has now evolved into Food Power – which will work to support over 30 alliances across the UK identifying, supporting and sharing those initiatives that alleviate food poverty. These have shown that by galvanising the movement of SFC local members across the UK to focus on a specific issue, we can see what a difference we can and are all making. And this is what we hope to do on Veg Cities. We will be working closely with the Food Foundation and other partners on the Peas Please project to learn from the work piloted in Cardiff, Brighton and Birmingham, where they have already made great strides in building a campaign, identifying a set of measurable actions for community groups, public and private sector and have encouraged them to take action collectively. 	
Sustainable Restaurant Association	We will continue to encourage members and the sector at large to sell more veg, through our more veg and better meat and kids veg out campaigns from 2017, and future campaigns in the coming years.	

Tesco	<ol style="list-style-type: none"> 1. Commitment to always range two vegetable side dishes in Finest Meal Deal. Compliance measured by Chilled Meals selling team. 2. Signed off by UK Product Development Director and Development Senior Team. Future NPD Milestone Briefs to include a veg focus where suitable. Tesco NPD pro forma updated to highlight this Commitment, therefore every brief will state our Corporate Commitment to increasing vegetable consumption. 3. Members of the NPD team have been briefed on this and the natural flow through of ideas from Milestone Brief will increase our veg focus. 4. Tesco Food Academy agree this commitment and chefs will spotlight vegetables in future demonstrations. 5. We plan to increase the proportion of our ready meals which contain at least one of your 5-a-day from 26% in 2018 to 29% in 2019. 	
WRAP	We commit to helping everyone to eat more vegetables by working with businesses via our existing industry-facing programmes to encourage them to help customers throw away less vegetables and get vegetable portion sizes right. We commit to helping everyone eat more vegetables and waste less by improving measurement of food consumption. We commit to help consumers eat more vegetables and waste less by improving labelling information on fresh produce as part of developing new labelling guidance for business. We would be willing to share any non-confidential information data with the Food Foundation, relevant to these commitments.	

FIRSTYEAR OF REPORTING – TRAFFIC LIGHTS SCORE WILL BE REPORTED NEXT YEAR

Albacore	Aim to increase the amount of vegetables purchased in any form by 15% by October 2019.	
Aldi	<ol style="list-style-type: none"> 1. Monthly vegetable advertising: <ol style="list-style-type: none"> a. 12 dedicated TV campaigns on Aldi Super 6 (once per month). The advertising campaigns will highlight these offers. b. We have a press advert every other week (in line with the offer changing). c. We deliver 1 radio advert per month. d. 56 offers are featured in the leaflet every week. e. Instore POS every other week. f. Social media / online - some feature on one of the channels almost every day. 2. Vegetables in higher footfall areas - Project Fresh stores focus on promoting fresh produce at great value by highlighting them to our customers at the very start of their shopping journey (on the first aisle). The Super 6 promotion is given particular prominence, being front and centre when you enter every store. 3. All online vegetables includes at least two portions of veg - an initiative is being developed with the marketing team to increase the servings of fresh produce in online recipes. A proactive approach has been planned to ensure that a variety of fresh produce has been used in these recipes. 4. New and improved vegetable signs - Through the design of Project Fresh, the fresh produce area is highlighted by large category through hanging boards and low-level value provenance and CR messaging which are prominent for customers. Significant signage is also present in the frozen vegetable and fruit area, attracting customers toward greater consumption. 5. Healthy start vouchers - there will be no in-store advertisement telling customers we accept Healthy Start Vouchers. An area on the website detailing the acceptance of the vouchers has been proposed. 6. Additional promotional space for vegetables - the increased linear space and efficient equipment design of the fresh produce section in Project Fresh stores enables additional promotion space. This additional promotion space has been utilised by hanging boards and vinyl signage, which have been applied to our equipment. Trials are ongoing to investigate the benefit of utilising digital screens and electronic shelf labels to further promote our fantastic range. 7. TV Vegetable campaign - 12 TV campaigns have been dedicated to Aldi Super 6, one for each month. These are regularly advertised across television channels. 	

Aldi (continued)	<ol style="list-style-type: none"> 8. Allocate higher floor space for vegetables - Project Fresh has not only increased the linear sales area by just over 7% on average across store sizes, it has also maximised the cubic utilisation of the floor space by developing bespoke merchandising fixtures like the Herb Shelf. 9. Promotion of vegetables - the Aldi Super 6 is promoted in a prominent area of the store and will be available at a lower price to the standard retail. These offers change every two weeks to ensure the customer is inspired to purchase more fresh produce. Terms: <ol style="list-style-type: none"> a. Project Fresh - a significant investment in our stores which shapes the format of all new build stores and renovates the existing estate. b. Super 6 - Super 6 is a promotion which features six different fresh produce products, sold in a prominent area of the store. These products will be available at a lower price to the standard retail. The promotion changes every fortnight. 	
Asda	<ol style="list-style-type: none"> 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 one 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. 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. 10. Champion healthy plant-based NPD by continuing to run/enter Innovation Awards across all categories. 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. 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. 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. 	
Bartlett Mitchell	Target set to increase overall purchase in kgs by September 2019 by 10% on current levels.	
BaxterStorey	Target of 15% of the total volume of food purchased, by the end of 2019.	
Caterlink	10% average increase in portions of veg served in our recipes, compared to July 2017 - July 2019. Due to challenges with monitoring all of our procurement we will measure progress against our sales of meals and portions of veg in our recipes. We will redesign key recipes to include more veg across our menu plans. We will also continue to promote vegetables through our 'Added Benefits' sessions in schools, and through collaborating with campaigns such as Veg Power.	
CEC Catering	Aim to offer 20% more vegetables into our food offering at each of the four sites.	

Chefs@School	<p>We pledge to continue to develop our education resources for children aged 3-18 years old, to inspire and teach about vegetables in every classroom session that we undertake. We will focus on developing our healthy snacks workshop to develop five new recipes by March 2019 that all children can undertake within schools and at home. We will deliver 20 (approx 1200 pupils) full school workshops by October 2019.</p> <p>We will develop and grow the Soupathon project, which encourages children to use vegetables and gain the skills to make soup from scratch, whilst reducing food waste using leftovers. We will introduce a target of 5,000 young people who will have learned these skills by October 2019. This initiative will be backed up with four new soup recipes. We will develop these new recipes as vegetable based soups, utilising easily accessible seasonable vegetables, with a focus on recipes for schools that are growing crops and how to utilise them after the summer growing season to reduce food waste.</p> <p>We will continue to work with and strengthen our relationships with partners who are involved in growing of vegetables e.g. the Royal Horticultural Society and the Royal Highland Education Trust to work with both children and teachers to deliver educational workshops showing the cycle of field to plate.</p>	
Compass Group	Increase procurement volumes of vegetables across all sectors of Compass Group UK and Ireland by 15% by 2020.	
Dynamic Earth	To ensure that each child's serving of hot meals is inclusive of two portions of veg at no extra charge.	
Goals Soccer Centres	We will ensure all 46 Goals Soccer Centres will offer crudités (Carrot, Cucumber & Humus) and fresh fruit (Apples & Grapes) to all our children's parties through until 2020. All sites will have posters with the Peas Please logo and the team will be fully aware of what we are trying to do to emphasise the message. We will be serving the fruit and veg first, before the less healthy option are brought out. All 46 sites will have the correct training & ingredients available, and the cost of these healthy portions will be costed within the children's party package. We should serve in excess of 100,000 portions of fruit & veg through 2019.	
ISS	Increase the servings (kg) of veg by 10% by July 2020.	
Olive Catering	Increase the volume of veg by 10%, aiming for two portions in every meal.	
Saffron	We will promote Peas Please among all of our clients (who operate in excess of 5000 UK sites) and aim to engage directly with them between October 2018 and October 2019 to encourage them to take action to move towards 2 portions of veg included as standard in a main meal. We will support our clients to monitor their progress via innovative reports that can help them to evidence the increasing the amount of veg they are buying.	
TUCO	Will promote Peas Please among its membership and will engage directly with members between October 2018 and October 2019 to encourage them to take action to move towards 2 portions of veg included as standard in a main meal. We will run a campaign aimed at our 600 members (which span universities, colleges, local authorities, schools and housing associations) and promote their engagement in Peas Please through a range of communications channels including social media, website, e-newsletter and our magazine.	
University of West London	1. Increase servings of vegetables by 10% across the Geller College restaurant, students' union, and Elion's university restaurant. This will be achieved by recipe development and pro-veg promotions on site. <i>(continued over >)</i>	

University of West London <i>(continued)</i>	2. Focus on vegetables as a key food category for sustainability and health within the education of students studying Culinary Arts and Professional Cookery at UWL's London Geller College of Tourism and Hospitality. Students will also be asked to take an online course around sustainable and healthy food, with a focus on why vegetables are an important part of the solution. Approx. 60 students will take this course.	
Vacherin	Increase the volume of veg (kg) by 20% by July 2020.	
Vertas	<ol style="list-style-type: none"> 1. Continue to develop our menus to ensure that a minimum of six varieties of vegetables and salads are available each week in our customer's meal experience. 2. Add extra vegetables to composite dishes on our menus including our 'Life on the Veg' and 'Pulse' menu specials. 3. Offer fresh homemade soup as a daily special during the winter months in High Schools which are made from a vegetable base. 4. Deliver 15 'What's My Name?' student engagement activity events. 5. Create a Vegan menu offer. 6. Use pupil reward stickers to encourage pupils to eat more vegetable base products e.g. 'I ate my vegetables' and 'I tried something new today' to promote vegetable consumption. 7. Expand our use of our 'Healthier options stickers' to include items which contain at least one portion of vegetables. 8. Through social media, promote weekly positive vegetable messages and features around our menus, recipes, Peas Please pledge and our planned marketing and promotional activities. 	
Waitrose	<ol style="list-style-type: none"> 1. We'll ensure all of our Good Health Everyday recipes include at least one portion of fruit or veg and, where possible, other recipes will recommend a vegetable accompaniment. 2. We pledge to continue to showcase vegetables and their nutritional benefits through our digital channels and print publications, including our monthly 'Harvest' feature of seasonal fresh produce and our 'Eat Well, Feel Great' feature in Waitrose Food magazine. 3. We'll ensure that promotional space is given to at least one vegetable line per week in our produce aisles. 4. We will continue to provide healthy eating tips and recipes - including those on vegetables - on our online health hub. 5. We pledge to ensure that fresh produce, including a selection of seasonal vegetables, is always included in prominent and high footfall areas in our main shops. 6. We'll ensure increasing veg use and presence is at the top of the agenda when planning retail NPD strategy across all of our food categories. 7. Our product development teams will encourage and actively promote the use of veg in new products. 8. We'll introduce new and eye-catching signage for vegetables in our stores. 9. On our website, whenever a customer puts a vegetable in their basket, we'll recommend other delicious vegetables that would complement them. 10. We'll support our Healthy Eating Specialists in launching dedicated store tours for customers seeking to know more about the nutritional benefits of veg and providing inspiring ways to use it. 11. We'll ensure we host at least five dedicated vegetable cookery classes in our Waitrose & Partners Cookery Schools. 12. We'll create an information section on our website entirely dedicated to vegetables - complete with nutritional facts, tips and recipes. 	