

**Peas
Please**

Making a pledge
for more veg

PROGRESS REPORT 2021





WE PLEDGE TO PLAY OUR PART TO HELP EVERYONE IN BRITAIN EAT MORE VEG



WANT TO MAKE A VEG PLEDGE?
 Contact office@foodfoundation.org.uk for more information

Acknowledgements

We are extremely grateful to all those who contributed to this report, all our pledgers who reported their progress in 2021 and to our Veg Advocates for their support and input over the past year. A huge thanks in particular to our funder, The National Lottery Community Fund (UK Programme), for making all our work possible.



About The National Lottery Community Fund

We are the largest funder of community activity in the UK – we're proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people. We are passionate about funding great ideas that matter to communities and make a difference to people's lives. At the heart of everything we do is the belief that when people are in the lead, communities thrive. Thanks to the support of National Lottery players, our funding is open to everyone. We're privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

WITH THANKS TO OUR CASE STUDY CONTRIBUTORS

Mark Newbold (Lidl GB), **Suzy Russell** (Community Supported Agriculture, CSA), **Bethan Tempest** (Sainsbury's), **Laura Milne** (Birds Eye), **Pearl Costello** (Food Cardiff).

THANK YOU TO THE PEAS PLEASE PROJECT AND STRATEGY BOARDS:

PROJECT BOARD

Rebecca Tobi	The Food Foundation
Indu Gurung	The Food Foundation
Amber Wheeler	The Food Foundation
Anna Taylor	The Food Foundation
Sophie Peters	The Food Foundation
Jo Ralling	The Food Foundation
Raf Bogan	The Food Foundation
Roz Salik	The Food Foundation
Katie Palmer	Food Sense Wales
Pearl Costello	Food Sense Wales
Sian-Elin Davies	Food Sense Wales
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Simon Kenton-Lake	Nourish Scotland
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Sofia Parente	Sustain
Martin White	CEDAR, University of Cambridge
Richard Swannell	WRAP
Joanna Trewern	WWF

PEAS PLEASE SUPPORTS THE



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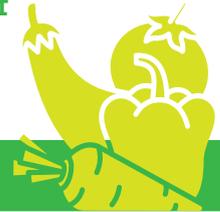
SUMMARY OF ACHIEVEMENTS AND PLEDGERS



Since Peas Please was launched in 2017 >>

636
MILLION

cumulative additional portions of veg sold or served



THIS YEAR

7 organisations have already met their pledge

21 pledgers have updated and expanded their pledge commitments



watched the third Veg Power and ITV ***Eat Them to Defeat Them*** advertising campaign on ITV, Channel 4 and Sky

5 PEAS PLEASE RETAILERS added value to the **HEALTHY START SCHEME**, helping **61,000 MORE FAMILIES** to access the scheme



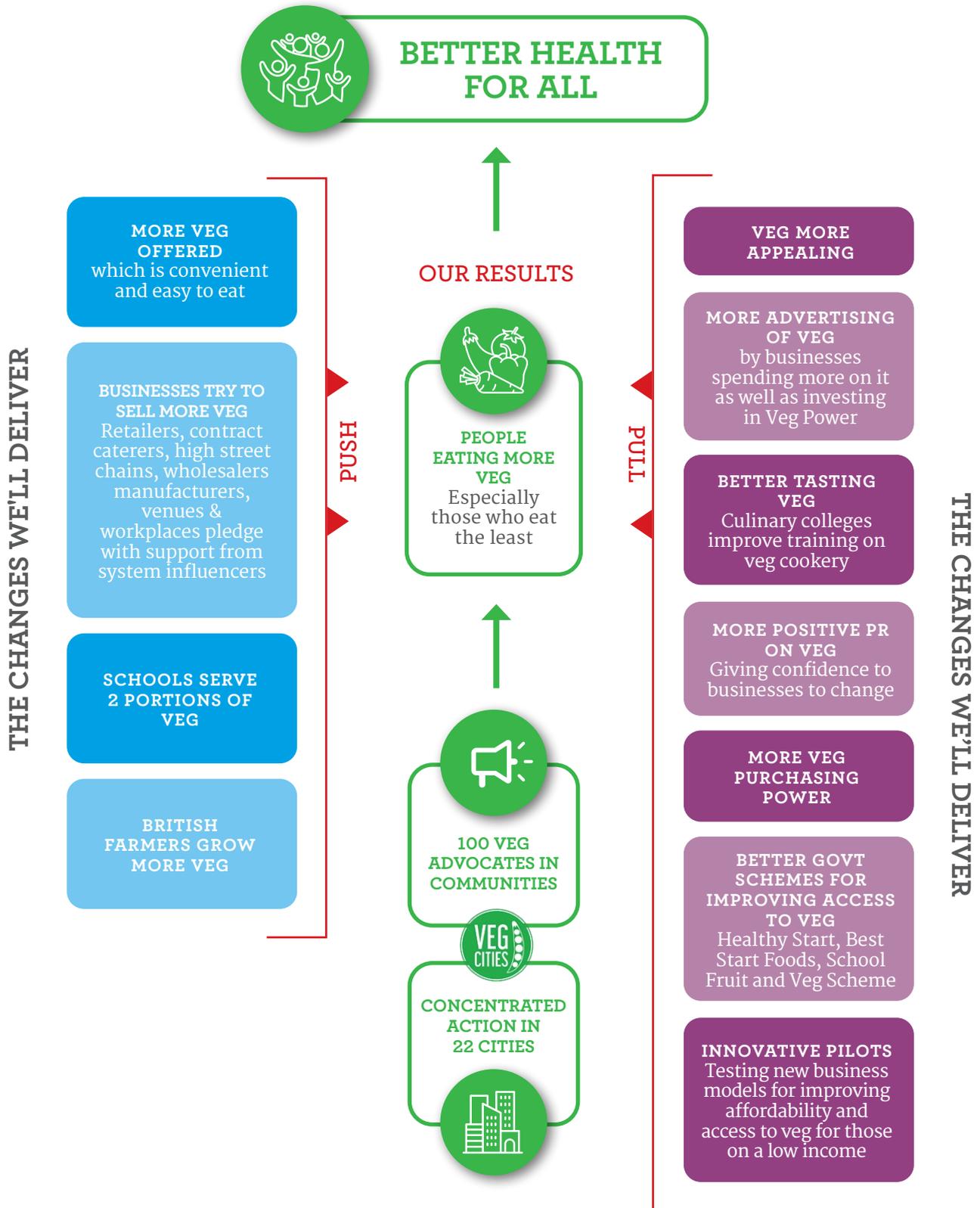
513
ORGANISATIONS ARE TAKING PART IN VEG CITIES

1,900 schools took part in Veg Power's schools' programme

180

Veg Advocates working with us to champion veg across the UK and in their communities

Our theory of change



Peas Please picks up speed

Peas Please was launched with a clear mission: to make it easier for everyone in the UK to eat more veg. Since launching in 2017 we've collaborated with businesses, cities and citizens and achieved a great deal, but there's still a huge amount of work to be done if the UK is truly to become a veg-eating nation. Although we are starting to see progress being made towards our programme goal of serving or selling 3 billion additional portions of veg as a pledger community by 2023, population level consumption remains well below recommended amounts (Peas Please, 2021). With Covid-19 and the departure of Britain from the EU continuing to impact on families, supply chains and food businesses, a number of barriers remain in ensuring that veg is available, accessible and affordable for everyone. To this end 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 purchasing power to buy veg.

2

To catalyse a permanent shift in the food system in favour of higher veg consumption, reflected in both business practice and Government policies.

3

To establish a successful model for enabling people's voices and lived experience to help create food system change.

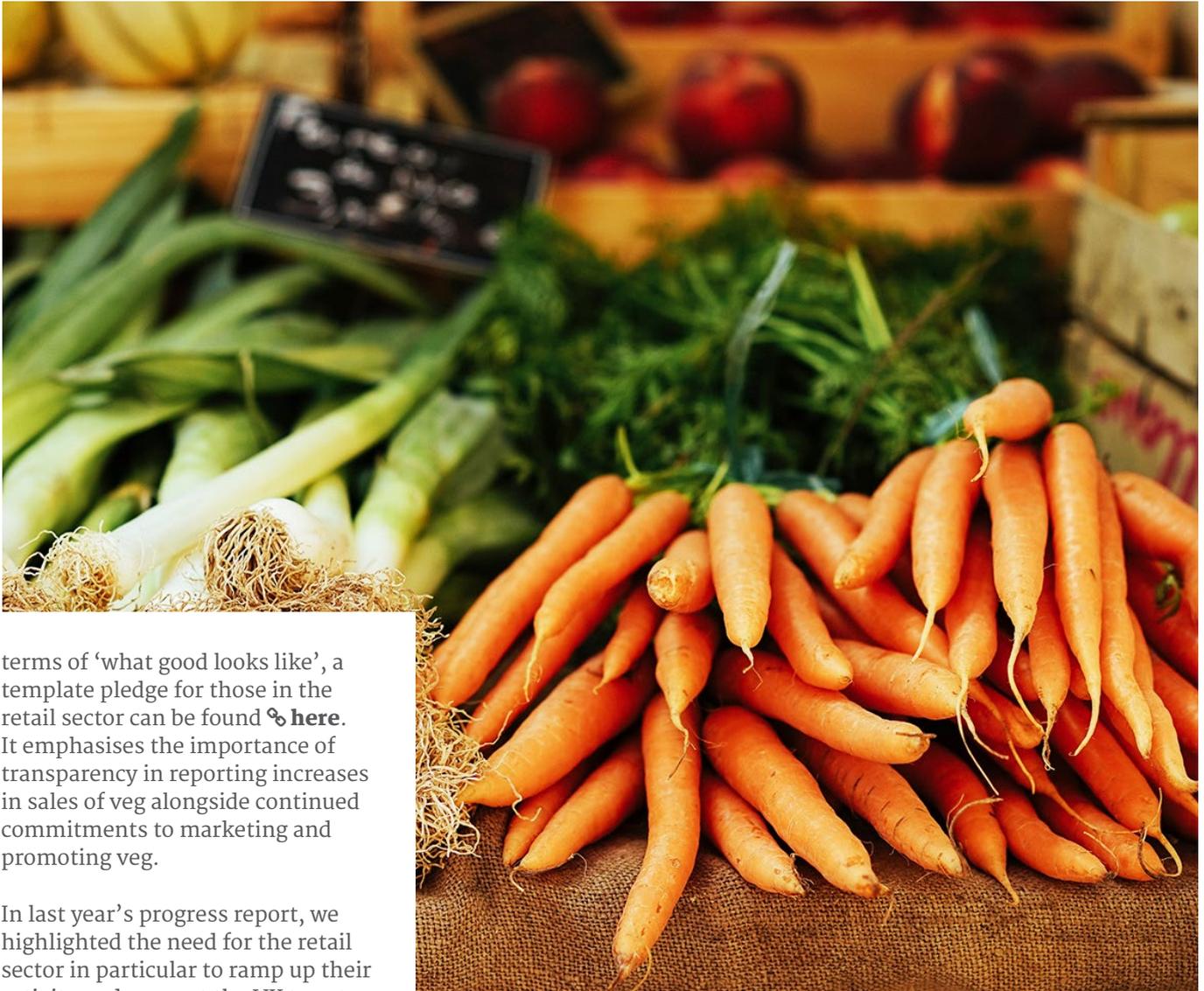


The ongoing impact of the pandemic has continued to profoundly impact the food sector during the 2020/21 (July to June) Peas Please reporting year. The retail sector has once again had a higher than typical revenue year given that many workplace canteens, food-to-go outlets and restaurants were forced to close for much of the period (Jahshan, 2021). The impact on the Out of Home (OOH) sector – who only began to rebuild and reopen in the last three to six months – meant that 34% of our pledgers in the OOH sector were not able to report back to us this reporting year. This will have impacted on our portion total with repeated closures having affected menu development and the pace of change required to ensure food

THERE'S STILL A HUGE AMOUNT OF WORK TO BE DONE IF THE UK IS TRULY TO BECOME A VEG-EATING NATION

eaten out of the home contributes more to veg consumption than it currently does.

The past year has therefore seen us working with those of our pledgers who have remained open to refresh and revise their veg pledges, and we've been thrilled to see so many pledgers really step up to the challenge and commit to new, more ambitious pledges that will help us to move further faster. Our intention is to transition all pledges towards a SMART model of pledging, and we hope to undertake a similar process with our catering and restaurant pledgers once OOH businesses are back to normal. In



terms of ‘what good looks like’, a template pledge for those in the retail sector can be found [here](#). It emphasises the importance of transparency in reporting increases in sales of veg alongside continued commitments to marketing and promoting veg.

In last year’s progress report, we highlighted the need for the retail sector in particular to ramp up their activity and support the UK to eat more veg given the influence they have over our shopping baskets, and we’ve been delighted to see our retail pledgers do exactly that over the past year. This year 78% of our cumulative portion total derives from our retailers, a 31 percentage point increase compared to last year. Several of our pledgers have also supported the Healthy Start scheme over the past year, helping to make fruit and veg budgets for low income families stretch further. The addition of Morrisons to our pledger community means we now have retailers with 92% of UK retail market share committed to Peas Please, so the continued championing of veg by the retail sector will be vital if we are to start significantly impacting on the nation’s vegetable consumption.

Overall, a further 12 new pledgers have joined us since 2020’s progress report. A warm welcome to them all:

- » Morrisons
- » Strong Roots
- » TastEd
- » Ulster University Business School
- » University of Stirling
- » University of Stirling – Student Union
- » Swperbox
- » Source Grow
- » School Holiday Enrichment Programme (SHEP)
- » The University of Edinburgh
- » Moo to You
- » Quorn

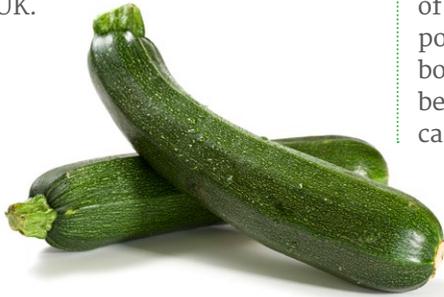
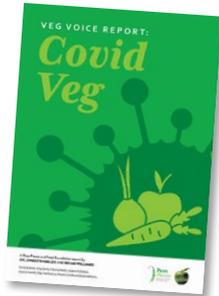


This year's highlights

WE PUBLISHED THREE REPORTS:

Veg Voice Report: Covid Veg

Veg gathers stories from nearly a hundred people in the midst of UK-wide Covid-19 restrictions in 2020 (June–Aug). These paint a picture of people's experiences of accessing fruit and veg during the pandemic, and highlight that affordability remains a key barrier when it comes to consumption of fruit and veg in the UK.



Veg Facts 2021

Veg Facts 2021, the third in our series of Veg Facts reports, looks once again at how much veg the UK is eating, exploring the headwinds and tailwinds that may both help and hinder future progress, and pointing to potential solutions for tackling the challenge. We found that veg consumption remains low, with almost a third of children eating less than one portion of veg a day, and explored both the health and environmental benefits that diets with more veg can bring.



Feeding our Future: An investigation into UK school food

Feeding our Future: An investigation into UK school food looks at the differing provision of school food across the four UK nations, with a focus on school food quality and how easy it is for children to access a nutritious meal while at school. We presented a number of examples of best practice from a broad range of organisations working in school food. The report makes recommendations for policymakers, caterers and schools who want to improve the quality of the food school children are eating, highlighting the opportunities for schools to get children eating more veg.



PEAS PLEASE REPORTS WERE DOWNLOADED OVER 4,200 TIMES BETWEEN DECEMBER 2020 AND JULY 2021

We hit a milestone of 100 pledgers

PEAS PLEASE AND VEG POWER RECEIVED 369 MEDIA HITS, A DOUBLING OF MEDIA COVERAGE COMPARED TO LAST YEAR

We brought together over 1,100 of you online at our **Veg Fest** and **Veg Summit Series** events, where we explored all things veg and debated how best to increase the UK's low levels of veg consumption.



We launched a new Peas Please website. A revamped reporting portal is also underway. Watch this space!

68% OF PARTICIPATING PLEDGERS (EXCLUDING VEG CITIES) HAVE NOW SET SMART TARGETS FOR INCREASING VEG SALES ACROSS THEIR BUSINESS, MARKING A REAL STEP CHANGE IN BUSINESS PRACTICE WITH MORE AND MORE BUSINESSES EMBEDDING A COMMITMENT TO VEG INTO THEIR STRATEGIC OBJECTIVES AND REPORTING PRACTICES



Pledgers who have updated and expanded their pledges in the past year

- » ACS, the Association of Convenience Stores
- » Lantra
- » Nestlé
- » Sainsbury's
- » The Co-operative
- » Waitrose
- » Tesco
- » Lidl
- » Aldi
- » Henderson Group /SPAR NI
- » British Growers
- » Mars Food
- » Compass Group
- » Greggs
- » Puffin Produce
- » Castell Howell
- » Birds Eye
- » Mash Direct
- » Bidfood
- » Sustainable Restaurant Association
- » ITV

TABLE 1
MAPPING PEAS PLEASE'S REACH AND THE POTENTIAL TO DELIVER CHANGE FOR THIS YEAR'S PLEDGERS

Sector	Number of PP pledgers	What reach do our pledgers have within their sectors?	% of pledgers with targets that are SMART
Retail	10	92.4% of retail grocery market share*	60%
Catering	16	3 pledgers are in the top ten catering firms by turnover	88%
Casual dining	11	2 pledgers are in the top ten casual dining brands by turnover	100%
Wholesale	3	1 pledger is in the top ten wholesalers by turnover	66%
Manufacturing	4	1 pledger is in the top ten manufacturers by turnover	75%

Sources: Estimates of market share for Peas Please pledgers (as of September 2021) were taken from Kantar 2021; Statista 2021; The Grocer 2021; The Grocer 2021; OC&C 2018.

* including Morrisons

TRANSPARENT REPORTING

A focus for Peas Please over the past year has been working with our pledgers to ensure that commitments are SMART (specific, measurable, achievable, realistic and time-bound) and aim for greater transparency in reporting the proportion of total sales or procurement spend that comes from veg. When we are able to accurately assess this, we can set a path and targets for working towards increasing the 'veg intensity' of current business activities to support increased UK consumption of veg.

The advantages to transparently reporting sales of veg are many. A lack of transparent data within the food industry is hindering progress towards healthy, just and sustainable food systems. Businesses need good data to drive improvements

in their own operations and supply chains, investors need good data to understand risks and opportunities related to the companies they invest in, and Governments need good data to assess progress towards national targets.

Given that supermarkets (and a small number of businesses from the OOH sector) are already beginning to report in this manner, we would strongly urge the Government to introduce mandatory reporting in line with the National Food Strategy recommendations (Dimpleby, 2021). We also suggest a consultation process to resolve uncertainties and to better define the parameters for reporting sales of fruit and vegetables.

Monitoring pledger progress

The success of Peas Please rests on the quality of the monitoring process 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. Monitoring is done annually through a combination of:

- 1** Pledger self-reporting to the PP team, reporting back against their commitments and SMART targets.
- 2** Use of aggregate, independently sourced metrics (Kantar data and annual data from nationally representative dietary surveys such as the NDNS).
- 3** Visits, where applicable, to retail stores, restaurant chains and social media channel checks that are conducted by our Veg Advocates and the Peas Please team. This year 36 Veg Advocates visited 50 supermarket stores.
- 4** Working with independent partners (Brightpurpose and City University) whose role is to evaluate the overall programme and assess the extent to which we are meeting our original objectives.



THIS YEAR'S PROCESS

This year, pledgers completed spreadsheets with their progress while we were in the process of revamping the usual online reporting portal. Pledgers were asked to self-assess their progress with a numerical rating on a scale of 1-3, and to provide a justification

for the rating, which we then used to confirm or adjust their self-rating score. We publish two traffic-light colour codes for pledgers based on this numerical score when they are reporting their second and subsequent years of data (one for overall progress, and one for

portion progress where relevant). First-year results are shared with pledgers privately. Contributions to our annual and cumulative portion totals, however, are included from year one of pledger reporting in order to track our progress over the entire duration of the programme.

The traffic-light rating is defined as:

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- **COVID-19:** Unable to report back this year due to capacity issues caused by Covid-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments.

In recognition of the impact Covid-19 restrictions have had on the hospitality sector over the past 12 months (with furlough, two full lockdowns and several months of restrictions) this year we offered

our pledgers in the OOH and wholesale sectors the option to opt out of reporting. Instead, we asked them to complete a short survey questioning them about their future veg plans in order to capture some

more qualitative insights. All other pledgers were asked to report back as normal. Those pledgers who did not report back to us or get in touch to let us know their situation were assigned a black traffic-light rating.



WE WOULD STRONGLY URGE THE GOVERNMENT TO INTRODUCE MANDATORY REPORTING IN LINE WITH THE NATIONAL FOOD STRATEGY RECOMMENDATIONS

VEGPOWER

Sales data and more detailed results for our brilliant sister campaign Veg Power's programme of work are analysed separately as part of the annual campaign evaluation exercise undertaken by Veg Power. 21% of UK primary school aged children who saw ITV and Veg Power's Eat Them To Defeat Them campaign ate more veg - equating to 1.2 million children nationally. Visit their [website](#) for further details on their activities this past year.

Pledger progress

The majority of pledgers who submitted data have made progress on their pledges. 28 out of the 40 who reported back to us this year received a yellow or green traffic-light score and are thus on track to fulfil their commitments or have already done so (see Annex 1). Fewer pledgers received a green traffic light this year than did last year, but this has been mostly driven by the fact that fewer OOH pledgers reported back to us, and by the large number of organisations who set new pledges this year to run until 2023 and are thus only at the start of their journey to deliver their new commitments.

THE RETAIL SECTOR IN PARTICULAR HAS MADE PROGRESS IN THE SCOPE AND AMBITION OF THEIR PLEDGES

The strengthened and streamlined commitments made by our retail pledgers this year are already paying dividends when it comes to Peas Please being able to accurately track the progress being made by supermarkets in increasing the amount of veg they are selling. Aldi, Lidl, Sainsbury's and Henderson Group/SPAR NI deserve particular recognition for committing to SMART targets for increasing sales of veg across their businesses. Elsewhere we have seen retailers such as Tesco and Waitrose making ambitious commitments to increasing the amount of veg contained in their ready meal and composite products, a welcome move in helping to make more convenient options healthier. The impact of these SMART commitments can be seen in the increase in the amount of portions contributed to our cumulative total by the retail sector between last year and this year. Next year we would like to see a similar percentage point increase among our OOH pledgers. Currently, citizens only get one portion of veg for every four meals eaten out of the home so there is plenty of scope to ramp up servings of veg in this sector (Peas Please, 2021).

PLEDGERS RECEIVING A GREEN TRAFFIC-LIGHT RATING THIS YEAR

Autograph Education (Mitie)

Blackpool Catering Services

Caterlink

Cardiff and Vale University Health Board

Bags of Taste

Henderson Group/SPAR NI

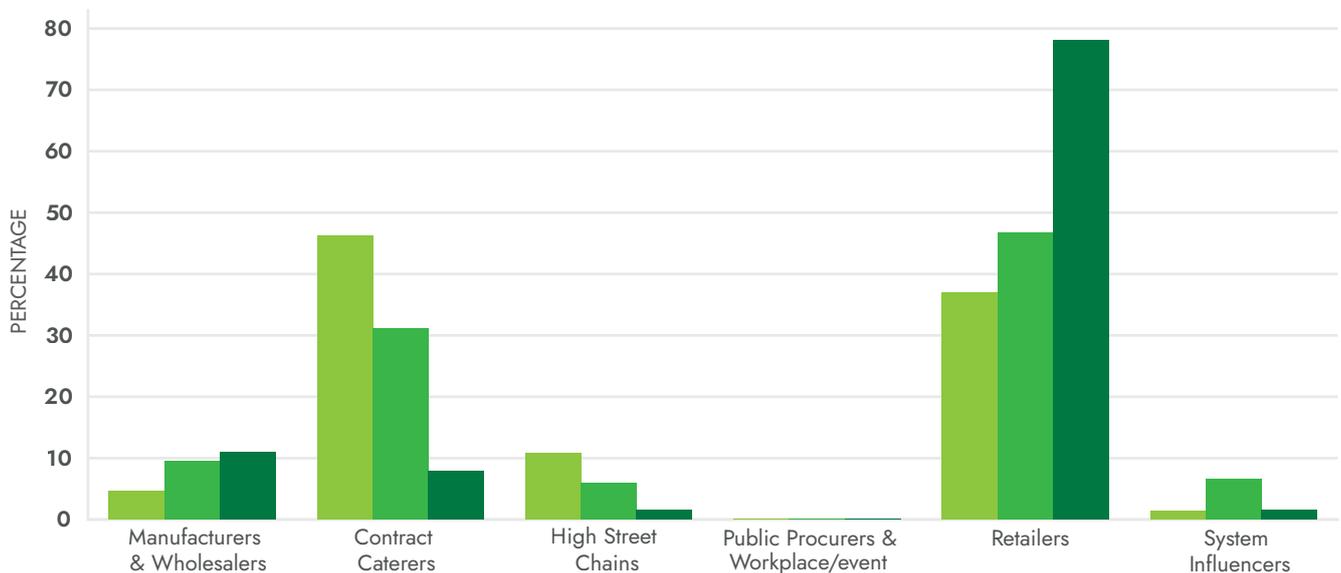
Lantra

Nestlé UK

The Soil Association

FIGURE 1
THE PERCENTAGE CONTRIBUTION TO OUR TOTAL CUMULATIVE PORTION TOTAL BROKEN DOWN BY SECTOR, 2018 - 2021

■ 2018/19 ■ 2019/20 ■ 2020/21





THE IMPACT OF COVID-19

34% of our pledgers were unable to report back to us at this year due to capacity issues caused by Covid-19, with many unable to trade as normal following repeated closures between Autumn 2020 and Summer 2021. This is very similar to last year's reporting cycle, demonstrating the long-lasting and ongoing impact of the pandemic.

TABLE 2
PEAS PLEASE
REPORTING PROGRESS

	2017/18	2018/19	2019/20	2020/21
Number of pledgers due for reporting	41	49	70	74
Number of pledgers providing self-reported data	35	41	38	40*
Number of pledgers monitored by the PP team – no self-reported data	3	5	3	2
Number of pledgers who did not provide data	3	3	4 (2 of which have now been removed from the programme)	2 (1 of which has been removed from the programme)
Number of Veg Cities	**	22	25	25

* An additional 26 pledgers did not provide data due to capacity issues caused by Covid-19.

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

EXAMPLES OF VEG INNOVATION

As ever, pledgers have taken on the veg challenge in a number of innovative ways this year – all of which are helping to inform our knowledge of what works to drive up veg consumption.



PRODUCT DEVELOPMENT

- **Waitrose** have pledged to increase the amount of veg in new and reformulated products. Throughout the product development process the proportion of veg in recipes for all ready meals and meal ingredients/composite dishes now has to be recorded in order to increase the number of products which carry a 5-a-day claim.



MARKETING AND COMMUNICATION

- **Co-op** schedule monthly social media posts promoting seasonal fruit and veg and sharing links to Co-op recipes which use that particular fruit or vegetable. Each Co-op food magazine edition also has an 'Our first taste' article promoting a fruit or veg in season with recipes on how to use them. In 2020, 44% of recipes in the Co-op magazine carried a one of your 5-a-day claim.

- **Henderson Group/SPAR and EUROSPAR NI** have run a digital campaign focusing on local Irish producers, providing recipes, tips and hacks for cooking with veg. Their promotional leaflets have also focused in on good value fruit and veg deals and called out those lines that are produced locally.



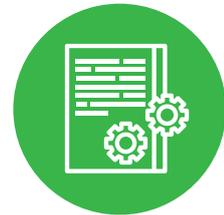
MENU DEVELOPMENT

- All of **Autograph Education's** primary school menu leaflets include food-based symbols to communicate their approach to recipe development and highlight their high nutritional standards to schools, parents and pupils. For example, a carrot symbol is used to identify composite dishes which contain an extra 1/2 portion of vegetables. Additionally, 95% of their primary schools now have meat free Monday on the menu – used as an opportunity to encourage pupils to choose the veggie packed dishes.
- **Compass Group** have launched new plant forward and healthier menu planning guidelines to the business which promote the inclusion of more vegetables. For example, a plant forward meal must contain half the plate as vegetables.



VEGETABLE PLACEMENT AND PROMOTION

- Following the success of a trial with the Consumer Goods Forum's *Collaboration for Healthier Lives* initiative, **Tesco** have started to roll out their Pick of the Crop initiative to their Express stores, offering three deals on fruit and veg which change every two weeks depending on what is in season.



VEG-FOCUSED POLICY

- **The Association of Convenience Stores (ACS)** have continued to promote the Healthy Start Scheme among their members who often serve low income communities. They have developed new guidance for retailers about changes to the Healthy Start product scope and regularly communicated upcoming changes to the scheme to convenience store retailers via weekly briefing emails, industry news stories and press releases, and regular social media updates. To date, the ACS's Healthy Start animation has now been viewed over 1,100 times.

- **Ulster Farmers' Union** have been working with farmers and horticultural groups across Northern Ireland to support the launch of a new vegetable initiative – Parful Produce – which aims to champion Northern Irish vegetables and encourage consumption. The Ministers for Health, Education and Agriculture have been invited to the launch of the new vegetable initiative along with retailers where stakeholders were able to meet the growers and be introduced to the new collaborative vegetable initiative.

Where pledgers have struggled to make progress on their pledges, they have highlighted the ongoing impact of the pandemic. Several of our school catering pledgers for example pointed to their challenges in providing hot meals due to staff shortages and shorter lunchbreaks. Many schools wanted “mess free” meals for the children to eat in their classrooms or bubbles, which meant hot food and salad bars were often rejected in favour of “tidier” meals such as sandwiches. This made it harder to add veggies as composite ingredients, with the best option sometimes just a bit of cucumber in a sandwich and some crudités in a grab bag. Similarly, a number of our OOH outlets have seen a large decrease in footfall during the pandemic as visitor and staff access (for example in hospitals) remains restricted.

WHAT'S NEXT FOR THE OUT OF HOME SECTOR?

During this year's monitoring period we ran a survey to better understand the future veg plans of our OOH and wholesaler pledgers, who have been most affected by operating restrictions during the pandemic. From the 31 pledgers invited to complete the survey, 19 responded. Although this sample is therefore too small to be representative of the UK's food service sector as a whole, it does provide some interesting insights into how caterers, restaurants and wholesalers plan to rebuild following the pandemic.

90% reported that they anticipate that **health and sustainability will be more important for their business** following the pandemic.

79% have plans to **redesign their menus with more plant-based options.**

When asked what type of plant-based options they will be focusing on, **pulses, legumes and vegetables** came out on top, followed by **meat alternatives** and **vegetarian dishes** without any meat and fish.

75% reported their business are **intending to make new public commitments for improving health and/or sustainability** and to increase the vegetable content in their menus.

Overall, this represents a promising opportunity to work with the OOH sector to support a renewed commitment to health and environmental sustainability.





This year Hugh Fearnley-Whittingstall presented our winners with their prizes live from River Cottage as part of our Veg Summit Series event. The winners were selected based on their performance and progress during the 2019/20 reporting cycle.

THE PEAS PLEASE INDIVIDUAL CHAMPION

Recognising outstanding contribution made by an individual working within one of our participating pledger organisations to inspire and demonstrate leadership on their organisation's Peas Please pledge.

WINNER:
AMANDA WHATLEY, HC3S

Amanda's support for Peas Please and Veg Power has been invaluable, especially during last year's monitoring cycle. She went the extra mile to get the correct data and submit it in time, ensuring that we had the most accurate data available for monitoring.

RUNNER-UP: Charlotte Newman,
Havering Catering

THE PEAS PLEASE INNOVATION PRIZE

Recognising inspiring and/or innovative activities to support organisational Peas Please pledges and our overall mission of boosting veg consumption.

WINNER:
COMPASS, WITH THEIR PLANTILICIOUS RANGE

Compass Group launched their plant forward range, Plantilicious, into their business, industry, colleges, universities, and healthcare sites in January 2020. The new plant-based range ensures the vegetable content of meals makes up at least two portions of veg contributing to your 5-a-day.

RUNNER-UP: Aldi, with Project Fresh

THE PEAS PLEASE PLEDGER CHAMPION

Recognising pledger organisations who have effectively championed and implemented their Peas Please pledge/s across their organisation as a core part of their business proposition, for example including Peas Please in their company reporting.

WINNER:
SAINSBURY'S

Sainsbury's have committed to transparent reporting on sales of veg across their business, as well as launching a number of innovative programmes to boost veg consumption. For example, their 'Great Big Fruit and Veg Challenge' – which is personalised to each Nectar customer and rewards them for increasing the portions of fruit and veg they buy.

RUNNER-UP: Henderson Group
/SPAR NI



THE PEAS PLEASE RISING STAR

Recognising new Peas Please pledgers who have made particularly impactful and ambitious pledges for helping us all to eat more veg.

WINNER:

UNIVERSITY OF EDINBURGH

The University of Edinburgh have pledged to serve more veg across their catering service by adding more servings to pre-prepared grab'n'go items – doubling the number of veg side-servings options in their retail outlets. They have set SMART targets to implement all this by June 2023.

SHORTLISTED: Zizzi

THE VEG CITY PRIZE

Recognising impactful and integrated place-based approaches to increasing veg uptake at a local level for cities participating in the Veg Cities campaign.

WINNER:

FOOD CARDIFF, CARDIFF

During the pandemic Food Cardiff worked to generate mass participation in community growing schemes through the Cardiff Growing Together and Good Food Cardiff Autumn Festival. They also worked with the city council to roll out detailed mapping of fruit and vegetable 'deserts' in the city in order to provide a robust evidence base to help inform planning policy and enable direct intervention.

RUNNER-UP: Hull Food Partnership, Hull

THE PEAS PLEASE GOOD SOCIETY PRIZE

Recognising pledger efforts to decrease inequities in accessing veg, for example around those issues that are particularly relevant to Peas Please such as school food, healthy start and agricultural initiatives.

WINNER:

TESCO

Tesco were the first Peas Please pledger to add £1 onto the Government's Healthy Start voucher scheme, which provides money for fruit and veg and other essentials for eligible low income families with young children across all of the four nations.

RUNNER-UP: Lantra

THE VEG-O-METER PRIZE

Recognising the biggest % increase in vegetable portions sold or served by our pledgers between 2018/19 and 2019/20 reporting cycles

WINNER:

CARDIFF AND VALE UNIVERSITY HEALTH BOARD

Cardiff and Vale University Health Board increased the amount of veg they were serving year on year by a staggering 700% from just one of their sites.

RUNNER-UP: Veg Cities



CASE STUDY SAINSBURY'S

NOVEL USE OF DIGITAL TECHNOLOGY TO INCENTIVISE FRUIT AND VEG CONSUMPTION.

In 2020 we launched the first ever 'Great Big Fruit and Veg Challenge' to encourage and reward our customers for buying more fruit and veg. Customers could opt into the challenge through their Nectar app and were rewarded with Nectar points for achieving personalised targets for their fruit and veg purchases. Over 450,000 customers signed up to take the challenge and a whopping 52.5 million portions of fruit and veg were purchased by participating customers during the four-week challenge. We will

You completed all the badges



run this challenge again in June 2021. Analysis conducted in partnership with

the Leeds institute for Data Analytics and School of Food Science and Nutrition at the University of Leeds suggested that Nectar card holders who took part in the challenge took home an extra 3.6 portions of fruit and veg per week during the challenge. Interestingly, in the weeks after the challenge those who participated continued to purchase more vegetables, with weekly portions up by 2.7 portions compared to the pre-challenge period. We re-ran the campaign in June 2021 and are currently in the data review process.



CASE STUDY BIRDS EYE

With a tenure spanning over 70 years and as the UK's No. 1 frozen vegetable brand, Birds Eye is well versed in the world of frozen veg. As a brand invested in supporting the nation's vegetable intake, Birds Eye is keenly aware of the challenges surrounding increasing vegetable consumption.

Whilst the recommended daily intake of fruit and veg in the UK is five portions (ideally more veg than fruit), the reality is that on average only 1.6 portions of veg are consumed per person each day. Poor perceptions of taste, lack of cooking confidence and perceived affordability are just a handful of recognised contributing factors as to why there is such a low uptake of veg consumption amongst UK consumers. Recognising these challenges, Birds Eye created a campaign to nudge the nation and boost their veg intake, specifically through communicating about the benefits of frozen veg.

The Eat In Full Colour campaign was launched in 2018 with the intention of highlighting the health, quality, taste, value and sustainability credentials of frozen veg, and nudging consumers to eat a full rainbow of vegetables, through a 360 plan.

The campaign was incorporated into the Birds Eye Peas Please Pledges as the No. 1 activity by which the brand would make vegetables more desirable for, and relevant to, children and providers. With hero messages around nutritional and health benefits for families, the campaign was further



reinforced via revised on pack nutrition claims, TV support, and communications.

Since the launch of the Eat In Full Colour campaign, further activities have been realised including the Veg Power challenge in association with the National Schools Partnership, and a pop-up "children-only restaurant" in which kids were encouraged to try a rainbow selection of delicious vegetables whilst supporting parents with tips and inspiration on how to encourage increased veg consumption at home.

The "Eat In Full Colour" campaign, with over £15M media investment to date, continues to support the Birds Eye ambition to increase the nation's veg intake from 1.6 to 3.8 portions per day, and help the nation eat a little more goodness every day.

Veg Advocates

540

people reached through our Veg Advocate recruitment workshops, looking at barriers to veg consumption in the food environment

180

Veg Advocates recruited from across the UK

3

Veg Dialogues bringing our pledgers together with our Veg Advocates

50

retail investigations undertaken by 36 Veg Advocates

Follow our Veg Advocates on Instagram and on TikTok

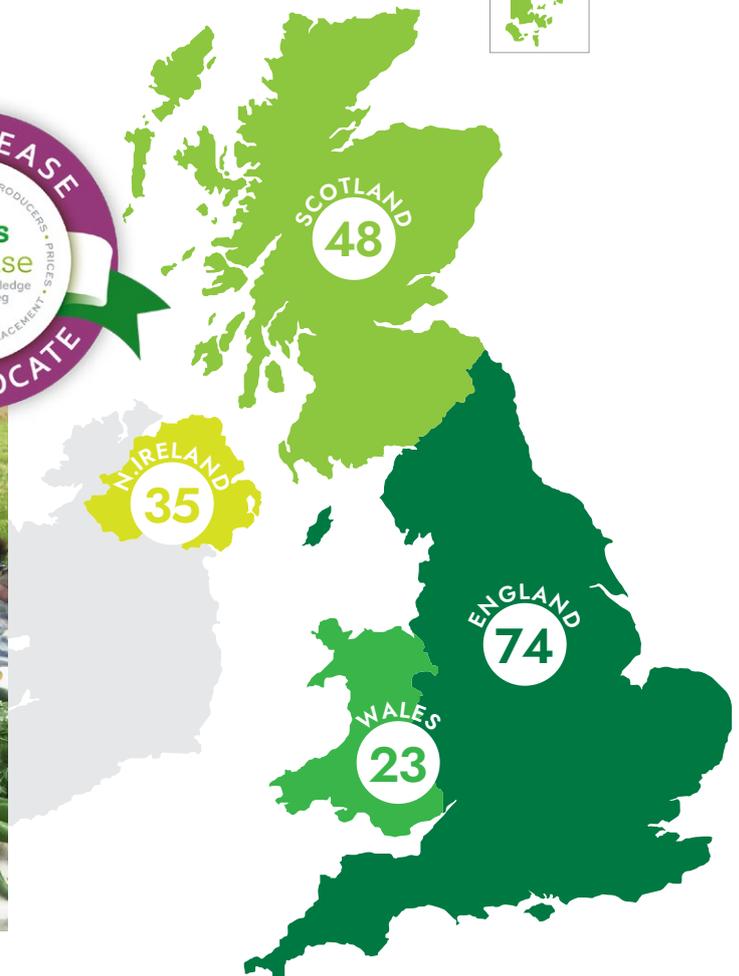
@veg.advocates
@peaspleaseproject

Veg Advocates work with us to champion our mission of more veg, feeding their own lived experiences of accessing and affording veg into everything we do. 2020/21 has seen our work with the Veg Advocates significantly ramp up, with Veg Advocates meeting with our pledgers, leading and participating in activities for our Veg Summit Series of events, building their local networks, and getting stuck in with a range of related activities such as WRAP’s Action on Food Waste week and Veg Power’s Lunchbox Hacks campaign. Next year will see the Veg Advocates continuing to work with us and our pledgers, as well as receiving funding to run their own veg-tastic activities within their local communities.

THE DEMOGRAPHIC PROFILE OF OUR VEG ADVOCATES

We ran a survey with a random sample of our Veg Advocates to better understand their demographic profile. Our Veg Advocates are spread out across the UK, with an ethnicity profile that roughly aligns with that of the UK population (83% White, compared to 80.5% across the UK) (ONS, 2011). Just over half have a monthly household income lower than the UK average. As lockdowns inhibited some of our planned recruitment routes which would have reached out more to grass-root community groups, our more open recruitment process means that the majority (94%) of our Veg Advocates are White females with the most popular age range the 36–45 category. That said, the high prevalence of older females among our Veg Advocates may well simply be a reflection of the fact that our Veg Advocates are volunteers.

NUMBER OF VEG ADVOCATES RECRUITED



“ A big thanks ... from us, it was a great opportunity for us to get feedback from the Advocates and hear their thoughts ”

NESTLÉ, FOLLOWING OUR VEG DIALOGUE FOR MANUFACTURERS



VEG ADVOCATE WORKSHOPS AND ACTIVITIES

In 2020 and 2021 we ran 52 workshops with 540 participants, from which 180 people volunteered to be Veg Advocates

The workshops hosted lively discussion on what makes it harder and easier for people to eat more veg. A short report will be produced delving into some of these themes next year.

We have also run 6 workshops across the 4 nations with Veg

Advocates keeping a photo diary of their experience of accessing veg as part of a research project with City, University of London.

Over 20 Veg Advocates also participated in three dialogues with 9 pledger businesses in the manufacturing and retail sectors.

The dialogues brought together our citizen Veg Advocates with major UK businesses and civil society to explore the barriers

and opportunities for businesses to increase veg consumption. A **summary** of our manufacturing dialogue was submitted to the United Nations Food Systems Summit as an independent dialogue. Alongside the dialogues Veg Advocate undertook ‘investigations’, visiting stores, shopping online, and looking at the social media channels of our pledgers to help us track progress and identify best practice example and areas for improvement.

“ As a volunteer Veg Advocate I have enjoyed exploring ways of overcoming barriers to accessing and eating vegetables in local communities in Scotland together with other volunteers all across the nation. Contributing to the Feeding Our Future report was a great opportunity to research and highlight the important role schools play in promoting vegetable consumption among children and young people and supporting sustainable dietary change. ”

JOSEPHINE HEGER, SCOTLAND VEG ADVOCATE



Our impact

ADDITIONAL PORTIONS OF VEG SOLD OR SERVED

Building on the success of the programme in previous years, our pledgers have cumulatively sold or served an additional **636 million** portions in the four years we have been monitoring Peas Please pledger progress. **Over the course of the past 12 months alone we added over 403 million portions to our total, which represents encouraging progress towards our goal of 3 billion additional portions of veg sold by 2023.** This increase has been overwhelmingly driven by our supermarket pledgers, who have both continued to ramp up new product development and reformulation initiatives to ensure that ready meal ranges contain more veg, but also started to report back to us on sales of veg across their businesses, allowing us to

track progress made as a result of activities supporting veg. Although some of this growth may be related to the pandemic increasing grocery retail sales overall, the baselines we are using to track progress against for our retailers are largely 2019/20 ones, when the impact of the pandemic was already causing retail sales to increase.

However, although tracking the additional portions of veg sold or served by our pledgers is one of our core metrics, it should be placed firmly within the context of the Peas Please programme and the pandemic. It ought not to be taken as a representative measure of UK food sector progress given that not all our pledgers currently report back to us on portions (see Annex

1 for further detail), and because the proportion of total market share our pledgers have varies from sector to sector. The lack of mandatory reporting for businesses in the UK means that companies are inconsistent in their reporting of sales by specific food categories. The portion figures reported here are estimates made by Peas Please using the best available data we have. Moreover, the pandemic has seen retail sales remain higher than they were pre-pandemic given the impact of restrictions on the OOH sector. As a result, it's important to look at our Peas Please portion total alongside data reported by Kantar showing what proportion of the shopping basket is comprised of veg in order to get a more rounded view of progress at a UK level (Table 3).



TABLE 3
ADDITIONAL PORTIONS OF VEG, PEAS PLEASE AND KANTAR

	2016/17	2017/18	2018/19	2019/20	2020/21
Additional portions of veg as reported to PP	n/a	4.8 million	85.1 million	73.3 million	403.6 million
% shopping basket that is veg (Kantar)	7.2%	7.3%	7.1%	7.0%	7.0%
% shopping basket that is veg for pledger retailers only (Kantar)*	7.9%	7.7%	7.6%	7.4%	7.5%

636
MILLION
cumulative
additional
portions
of veg sold
or served by
pledgers

MEASURING VEG INTENSITY

When Peas Please was launched 7.2% of the weight of the average shopping basket was composed of vegetables (Kantar, 2017). We know, however, that to be in line with the Government’s Eatwell Guide 20% of the shopping basket should be made up of veg.

As Table 3 shows, this year the proportion of the shopping basket that is veg has remained flat at 7.0%, although this is an improvement on the previous year where share of veg in the basket shrank by 0.1%. This year, the share of veg purchased came very close to increasing by 0.1% but fell just short (from 6.98% last year to 7.046% this year). This data triangulates well with sales data kindly provided by IRI, analysed by our partner organisation Veg Power, which shows that as a percentage of all food sales the proportion of food sales that are veg increased by 0.1% during 2020 compared to the previous year*. Although these are very small/minimal percentage changes they nonetheless potentially translate into a decent amount of veg at a population level. Although the Kantar figure remains below where we were at the start of the programme, it is encouraging to see that 2020/21 has bucked the trend of previous years in that for the first time in three years this figure hasn’t declined. It is also encouraging to see that the share of the basket comprised of veg has

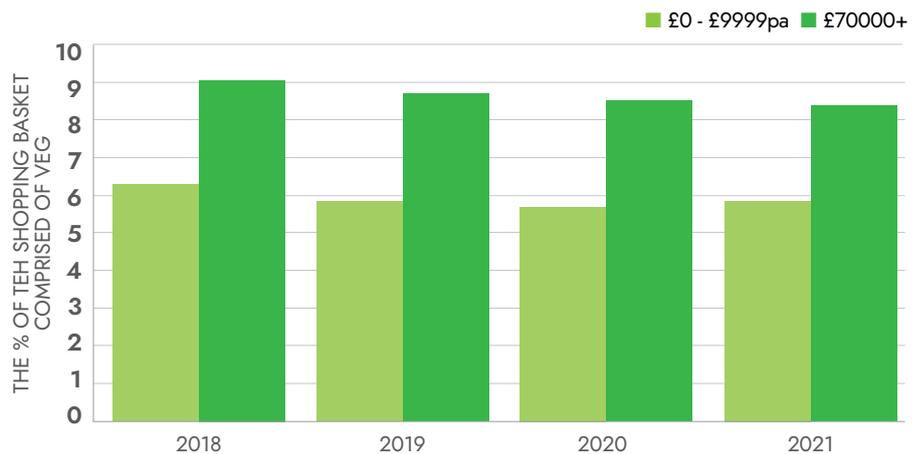
increased among those retailers who are Peas Please pledgers, from 7.4% to 7.5%. Although this remains far below where it ought to be, this is higher than the proportion of the basket comprised of veg among those retailers who are not members of Peas Please (5.4%).

These figures only capture fresh, frozen, chilled, prepared and canned vegetables, and therefore do not capture some of the progress being made by our retail pledgers in their ready meals and other composite and packaged products, which is captured in our additional portion total. Kantar data captures retail grocery sales only and does not include veg served by caterers and casual dining chains in the OOH sector, nor vegetables sold directly to citizens, for example through veg box schemes. Nevertheless, these figures show that there is plenty of scope for UK retailers to continue to better promote veg if we are to achieve the recommendations in the Eatwell Guide. Going forward we aim to establish an equivalent measure showing the proportion of total sales that veg contribute for the OOH sector to complement what we have on retail. As the OOH sector continues its recovery, we will also be better able to see exactly how the pandemic has affected the share of retail baskets that are veg over the past two years.

* Note that IRI numbers are based on Veg Power’s definition of vegetables.

VEG INEQUALITY CONTINUES TO BE A SERIOUS CONCERN

FIGURE 2
THE PERCENTAGE OF THE SHOPPING BASKET THAT IS MADE UP OF VEGETABLES BY THE HIGHEST AND LOWEST INCOME DECILES BETWEEN 2018 AND 2021



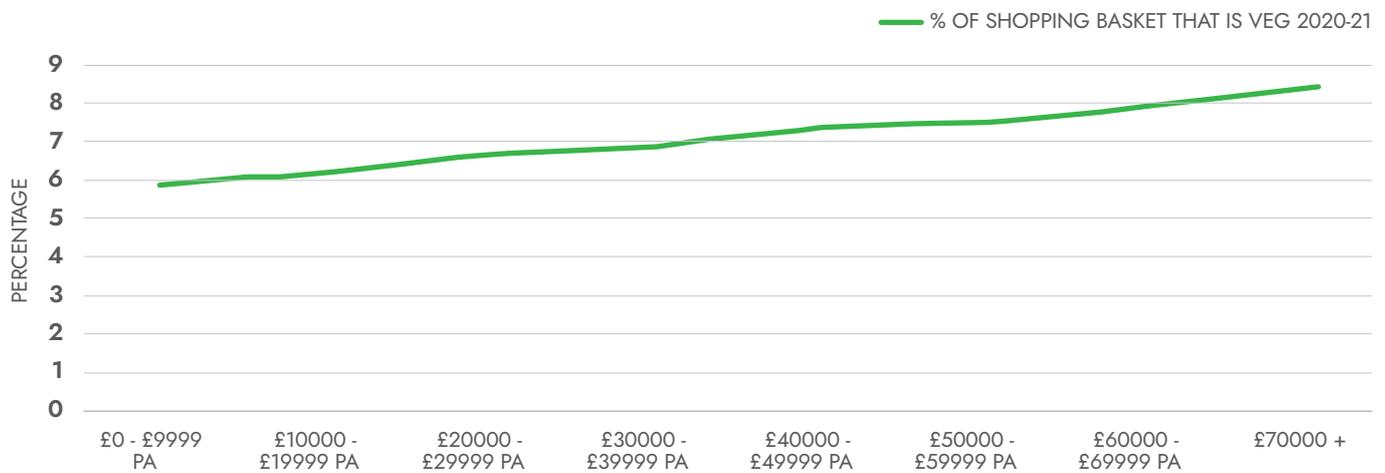
Source: Data kindly provided to Peas Please by Kantar

Although there has been a welcome year on year increase among the poorest households for the proportion of the shopping basket that's comprised of veg (from 5.7% to 5.9% in 2021) this represents only limited progress and remains below our starting point in 2018. The relationship between household income level and the amount of veg purchased remains a stark one, with vegetable purchases increasing in line with income, as Figure 3 illustrates.



FIGURE 3

THE PROPORTION OF THE SHOPPING BASKET COMPRISED OF VEG, BY INCOME LEVEL PER ANNUM, FOR 2020/2021



WHAT DOES THE DATA TELL US ABOUT HOW MUCH VEG WE'RE EATING?

Much has been written over the course of the pandemic about the impact of Covid-19 on habitual shopping, cooking and eating habits, with a great deal of speculation as to how much the pandemic might change our diets in the long term. However, the quality of many of the studies exploring these changes is poor, with the majority comprised of self-reported questionnaire surveys. The result is that although many surveys point to some people having increased the amount of fruit and veg they eat, this was by no means a universal experience, and the consumption data doesn't always tally with sales purchasing data, where veg as a proportion of all retail sales remained broadly flat. To better understand consumption of veg during the pandemic more studies using quantifiable dietary intake methods are needed.

One of the largest studies undertaken in the UK during the pandemic was carried out by the ZOE COVID symptom study, which included a food frequency questionnaire undertaken with over 250,000 individuals. They found that on average there was no significant change in population diet and health behaviours, although among individuals larger changes in diet could be observed – which may explain the disparate findings that have emerged over the past year. Those living in the most deprived areas were more likely to have had less healthy dietary patterns during the pandemic (Mazidii *et al.*, 2021). A study undertaken by the National Diet and Nutrition Survey during the Covid pandemic found that while results from a web questionnaire showed an increase in people reporting eating more fruit and veg (36% compared

to 7% eating less), the dietary recall element of the study found that fruit and vegetable consumption was actually 0.7 portions per day lower in adults compared to a previous pre-Covid assessment. The impact of Covid-19 in exacerbating existing dietary inequalities was also evident, with just 13% of participants in households “managing less well financially” meeting the 5-a-day recommendation, whereas the proportion was more than double this in households “living comfortably” or “doing alright financially” (33% and 28% respectively) (Ashford *et al.*, 2021).

Overall, while it seems that for some the pandemic did offer opportunities to eat and buy more fruit and veg, this was not the case for everyone, with the UK as a whole not significantly changing their diets. >>

THE PROPORTION (%) OF PEOPLE EATING LESS THAN 3.5 PORTIONS OF VEG A DAY

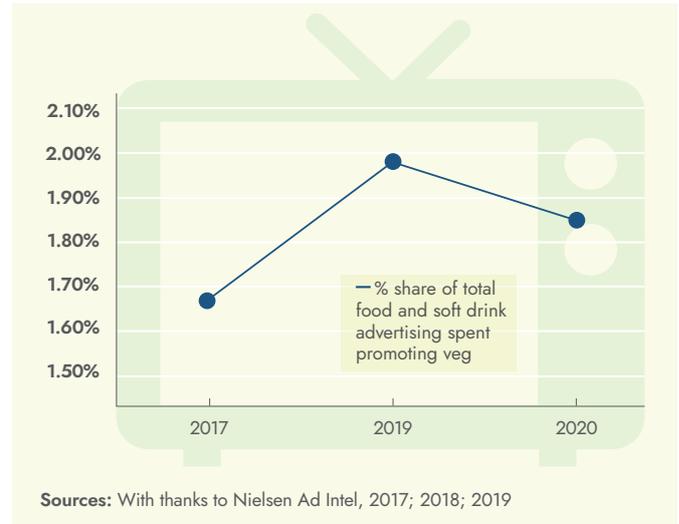
	2008-2012	2012-2016	2016-2019
ADULTS (>16 YEARS)	80%	80%	77%
CHILDREN (11-16 YEARS)	95%	96%	94%
CHILDREN (5-10 YEARS)	90%	94%	89%

Sources: NDNS, years 1–4, 2008–2012; years 5–8, 2012–2016; years 9–11, 2016–2019

Certainly, during the decade up until 2019, the UK's consumption of veg remained fairly static. In **🌱 Veg Facts 2021**, we used the most recent data available from the NDNS, finding that the vast majority of the UK population are failing to meet the recommendations in the Eatwell Guide for consumption of veg. Intake remains particularly low among children and low income groups, with the poorest 20% of the population and Black, Black British and Mixed Ethnic Groups also eating comparatively less veg, suggesting that there are structural inequalities associated with ethnicity and income that can affect access to healthy diets.

THE PERCENTAGE OF UK FOOD AND SOFT DRINK ADVERTISING SPEND ON VEG

Using data kindly provided by Nielsen Ad Intel we analysed data on advertising spend in the UK for food and soft drinks, covering advertising in cinema, direct mail, door drops, outdoor, press, radio and TV. We calculated the percentage of advertising spend on five different food and drink categories – vegetables, fruit, confectionary, sweet and savoury snacks, and soft drinks.



While 2019 saw an encouraging increase compared to 2017, advertising spend on vegetables as a proportion of the total dropped in 2020 to just under 1.9% – a negligible amount when compared to the sum spent promoting confectionary and soft drinks (17%). Although the Nielsen data does not include Veg Power, there is a real opportunity for Peas Please pledgers to increase the amount they are spending promoting and advertising veg both above the line, but also in stores and at checkouts given the forthcoming ban on promotions for foods high in fat, salt and sugar (HFSS) in store at the end of 2022.

The **🌱 Veg Cities** initiative, coordinated by Sustainable Food Places (formerly Sustainable Food Cities), continues to thrive and launched a new round of funding in Autumn 2021. Monitoring data provided on behalf of Veg Cities by Sustain shows once again the breadth and depth of veg-related activities taking place at a local level. Organisations participating in Veg Cities encompass a range of different areas, including schools and community groups, restaurants, caterers, councils, and food growing enterprises.

Together, these organisations have made a variety of different pledges for more veg, including committing to promote veg, serving two portions of veg in every meal, running veg growing and cooking classes, and educating local communities about food waste. Local food partnerships have also been very involved in providing food emergency support to their communities during the pandemic, with 116,569 additional portions of veg grown or cooked and donated to projects and to those most in need in the past year. As a result of this effort, 9.7 million portions of veg have been served over the past three years by Veg Cities.



A large number of people have been reached directly as part of initiatives run by Veg Cities:

657,871 people have been directly reached through veg promotion activities.

18,052 people have taken part in growing and cooking classes.

598 gardens have been set up or supported as part of creating a network of growing spaces.

389 initiatives to monitor and reduce food waste have been established.

32 fruit and vegetable markets and stands have been set up.



CASE STUDY FOOD CARDIFF

Food Cardiff, co-developed the Veg Cities campaign in partnership with Peas Please and Sustainable Food Places in 2017. 46 pledges have been made to grow, serve, sell, cook and save more vegetables. As a result, 100,000s more portions of veg have been eaten in the city.

In early 2020, Food Cardiff recognised that Covid-19 was likely to have a large impact on people's ability to access good food, especially vegetables. To tackle this issue and support the city's wellbeing during lockdown, Food Cardiff ramped up the campaign in order to kick start a city-wide food growing revolution.

To do this Food Cardiff co-ordinated two projects (Cardiff Growing Together and the #GoodFoodCardiff Autumn Festival) in 2020, working with over 27 partners, including Food For Life Get Togethers. 5,000+ households attended 55 free food activities. 20,000 vegetable plants were distributed and ~75% of recipients had not grown food before. Online cookalongs, recipe swaps and cooking classes resulted in more than 1,300 meals being cooked and shared. The projects gained high media coverage in digital, print and broadcast. They worked with Cardiff Council's Bute Park Nurseries to grow high quality vegetable plug plants at scale to distribute.

Alongside the practical work Food Cardiff ran an online engagement campaign #GoodFoodCardiff and partners also ran online growing classes and other online content; and created a produce share directory, utilising a local project website.



To support the city's wellbeing during lockdown, Food Cardiff kick started a city-wide food growing revolution.

Food Cardiff has also supported the creation and development of the Edible Cardiff network. Edible Cardiff has been active since launching with a "Fill the Streets with Food and Flowers" event in 2017. The network brings together over 30 food growing groups to share knowledge, training and tools, and to campaign for access to land. Until 2020, Edible Cardiff was a non-funded project, but partially because of the success of Cardiff Growing Together, it has now been awarded funding for 3 years of co-ordinator time and an funding for an annual Festival of Growing. Food Cardiff

was a key partner writing the funding bid and chairs the Edible Cardiff Development Group.

Food Cardiff is further building on this work with a new collaborative project with Edible Cardiff called Plot to Pantry, which aims to build a local supply chain from allotments, community gardens and local growers to community food retail projects. Over 100kg of local produce has already been rescued and was transformed into a large-scale artwork before being cooked by community groups across the city.

Our impact on policy



HEALTHY START

OVER THE PAST REPORTING YEAR:

- » We facilitated **4 roundtables** with retailers and Government to discuss the forthcoming digitisation of the scheme
- » Over **18,000 people** have used our Healthy Start eligibility calculator
- » **7 retailers**, of which **5 are pledgers**, added value to the scheme providing extra funds for fruit and veg
- » Over **£1.5 million** invested by UK retailers in 2020 in adding value to Healthy Start and Best Start customer baskets

We were delighted to see so many of our Peas Please pledgers supporting our drive to increase uptake of the Healthy Start and Best Start schemes over the past year. Healthy Start is a welfare scheme for young pregnant women and low income families with children aged under four that provides funds for veg, fruit, pulses and milk (its equivalent in Scotland is Best Start Foods). However, uptake in England, Wales and Northern Ireland is low, falling to under 50% during summer 2020 following the first lockdown. Following the recommendations in part one of the National Food Strategy and the November 2020 Government announcement that the value of the vouchers would be increased from £3.10 to £4.25 in April 2021,

a number of retailers stepped in to top up the voucher value during this interim period and drive increased awareness of the scheme.

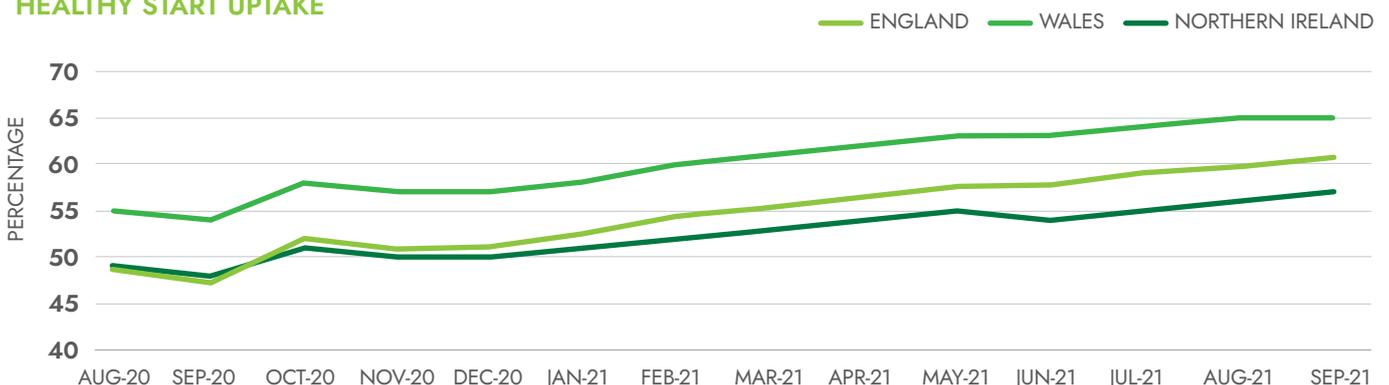
Peas Please collaborated with the National Food Strategy team and led the End Child Food Poverty campaign to work with UK retailers to support the Healthy Start scheme. Retailers both sign-posted their customers to the scheme and provided additional value so that the vouchers would go further and support very low income families to buy more fruit and veg. Tesco for example, winners

of our Good Society Prize for their support of the scheme, were the first of our pledgers to top-up the value of Healthy Start vouchers used in their stores. Customers who used a Tesco fruit and veg coupon in their transaction bought over 50,000 cucumbers, over 10,000 cauliflowers and over 10,000 packs of strawberries during the offer period.

Thanks to these efforts, and the increased awareness of the scheme generated by the End Child Food Poverty Taskforce's focus on Healthy Start, we have seen uptake of the scheme increase by ten percentage points in the period across England, Wales and Northern Ireland. Between Sept 2020 and August 2021, 61,000 more families accessed the scheme than before our partnership began.



FIGURE 4
HEALTHY START UPTAKE





CASE STUDY LIDL AND HEALTHY START



“Making good food accessible to all” is an integral part of Lidl GB’s CSR vision. As part of this commitment, we introduced a temporary top-up to the value of Healthy Start vouchers in England and Wales from the start of 2021, increasing them to £4.25 until April 2021 – up to the value of £1 million. The increase was designed to provide extra support low income families ahead of the UK Government’s increase to the same value came into effect in April 2021.

In doing so, we became the first retailer to increase the value of the vouchers



by more than one-third. Our support for the Healthy Start scheme was also strongly endorsed by Marcus Rashford’s End Child Food Poverty Taskforce, of which Lidl are members. We supported the initiative with a national press

campaign, to ensure as many eligible families as possible became aware of the top-up and as a result, saw a 10% uplift in redemptions of Healthy Start vouchers in our stores during January 2021 to April 2021.

Our commitment to supporting this vital scheme did not end in April, and we remain dedicated to finding new ways to support members of our communities in need. We are currently working with the NHS, reviewing ways in which we are able to amplify and support the scheme going forward.

HORTICULTURE

In England, Peas Please has continued to support the **Fruit and Vegetable Alliance** which provides input to Defra and the Food, Farming and Fisheries Minister through the Edible Horticulture Roundtable. The group advises the Government on how to best support the horticulture industry to increase production to help meet consumption targets. Covid-19 and Brexit have meant that this year has been challenging for members of the Alliance who have managed to maintain production levels despite dealing with shortages of labour and increased costs of production.

The Alliance members meet regularly to share knowledge and have developed **a vision**, which now guides their work around five areas:

1. **Productivity**
2. **Environment and net zero**
3. **Supply chain fairness**
4. **Labour and new entrants**
5. **Increasing consumption of fruit and veg**

In Scotland, Peas Please has been investigating whether channelling funding through local authorities might be a useful way of supporting the expansion of urban horticulture. Partners Nourish Scotland have been making the case for a skills, land and funding investment in the expansion of market gardening and controlled environment glasshouses. They are also supporting the consultation on Scottish Government’s local food strategy.



In Northern Ireland, Peas Please has been supporting efforts by vegetable producers to raise awareness of the sector. Horticulture Forum NI organised a large vegetable showcase at the Balmoral Show 2021 and Veg NI, a dynamic new group of vegetable growers, launched a bold, contemporary design and image for local vegetables. The Parful Produce website will launch soon and will be a one stop shop for people to learn more about vegetables and how to cook them.

In Wales, Peas Please is piloting a small grants schemes for small-scale producers. The pilot and evaluation is looking at the impact small amounts of funding can have on increasing production and expanding the customer base of small-scale supply chains. Peas Please has also supported the development of a new Wales Horticulture Alliance.



CASE STUDY BUILDING A SUSTAINABLE FOOD SUPPLY ROOTED IN COMMUNITY

COMMUNITY SUPPORTED AGRICULTURE (CSA) NETWORK UK

There is a pressing need for a sustainable food system which can meet the current challenges of food insecurity, community breakdown, climate change and biodiversity loss. CSA farms increase access to good locally produced food; use short supply chains which reduce waste and don't fall prey to politics, fuel crises or labour shortages; bring communities together and increase understanding of what we need a sustainable food system.

Community Supported Agriculture is a model for small-scale agroecological farming which stewards the land, restoring and enhancing biodiversity and soil health, and providing fair, stable incomes for farmers. It offers a unique way in for new entrants and connects people and producer through community investment. CSA community members receive produce in return for supporting the farm through labour, shared ownership or, most commonly, agreement to buy the produce for a whole season.

CSA businesses rely on a mutually supportive partnership between producer and community. These characteristics make CSA farms extremely resilient. Their small-scale nature, rootedness in community, self-reliance and extremely short supply chains mean that they frequently weather crises far better than larger enterprises.

In response to the Covid-19 pandemic our farms have said:

"We thought that having lots of income streams would be the most reliable but it turns out CSA is the most reliable part of our business."

The Community Supported Agriculture Network UK's vision is for a CSA in



every neighbourhood. Our pledges for Peas Please were to 1) increase the number of member farms and 2) to increase awareness and use of models which increase access to CSA food. Over the last year our work and combination of the Covid-19 pandemic, the raised awareness of climate change and the growing need for alternatives to the current food system have led to a huge growth in CSA farms. Our mentoring scheme helps CSA farms establish themselves through knowledge sharing and connection model, increasing their resilience and likelihood of long-term success. **Through a combination of support, mentoring, advocacy, communications work and partnership building we have seen the number of UK CSA member farms**

almost double in the last year from 89 in April 2020 to 154 in March 2021.

Awareness of CSA has also increased, both among policy makers where we now sit on influential policy groups and panels, and among the general public – with UK media mentions of CSA double those of the previous year.

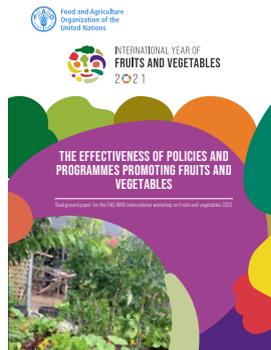
Our Peas Please pledge has been an important factor in beginning to explore food access. Every CSA that we spoke to in our most recent annual survey expressed a desire to explore ways we could make this happen. To date we have polled our CSAs on their knowledge of Healthy Start, created a briefing on how they can participate in the scheme, and showcased other solidarity models being used by CSAs. We are now beginning a long-term piece of work looking at how we can increase access to CSA food. The first stages of this project are a series of workshops with our member farms to explore the challenges and co-design solutions which we will then seek funding to pilot and evaluate. If you are interested in being part of the CSA movement or would like to find out more you can do so [HERE](#).



Our impact externally



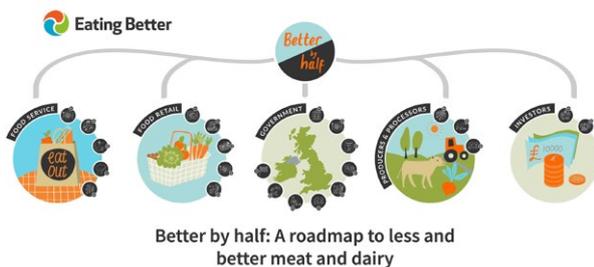
SOME NOTABLE REFERENCES TO PEAS PLEASE IN THE LAST YEAR



Peas Please and Veg Power were both cited in the 'Case studies of promising initiatives' chapter of the FAO's **background paper** looking at policies and programmes that increase fruit and veg consumption as part of *The International Year of Fruit and Vegetables*.



An article on Peas Please, **'Eating the Rainbow'**, featured in the Institute of Food Science and Technology's journal as part of an edition looking at nutrition and health.



Peas Please was included as a case study of 'leadership in action' as part of Eating Better's roadmap, **Better by half: A roadmap to less and better meat and dairy**, as an example of encouraging sales of plant-based foods.



Stats from our Veg Facts 2021 report were referenced on The Today Program, as part of a piece looking at typical diets in the UK ahead of publication of the National Food Strategy.



We hit 100 pledgers in April, with plenty of trade coverage of the milestone, including in **The Grocer**.



Peas Please was cited as an example of a positive nutrition reformulation campaign in **Food Navigator**, thanks to the success of our pledgers who've made commitments to boost the content of veg in ready meals.

Key lessons and next steps

This year's National Food Strategy recommended a 30% increase in fruit and veg consumption by 2032 if we are to meet health, climate and nature commitments (Dimbleby, 2021). But we know that across all four UK nations intake of veg remains far below recommendations, particularly among children and low income groups. Although this year we have seen promising progress made by our Peas Please pledgers, we will need bolder actions and more reporting transparency from organisations across the food sector if we are to improve the nation's consumption of veg.

We will need action both from those who are currently pledgers and from those who are not. It will not be enough to simply wait for citizens to change their usual behaviours as awareness of the health and environmental impact of our food system increases. After all, the complete change in daily routines during the pandemic does not appear to have significantly

impacted on typical British diets (Mazidii *et al.*, 2021; Ashford *et al.*, 2021). It remains to be seen whether some of the opportunities that the pandemic offered certain groups of people, such as being able to spend more time sourcing and cooking healthier food such as veg, will be maintained as citizens gradually return to more normal habits.

Action must therefore be taken by both Government and businesses to change the veg environment. Among the Peas Please pledging community tangible actions that can be taken to support our mission include making sure that all Peas Please commitments are SMART, setting new and ambitious targets for improvement, and committing to transparent reporting on the proportion of total sales or procurement spend that comes from veg. By working together we've already helped to make a difference. By continuing to work together and championing veg we can make a real difference that lasts.



Thank you

A huge 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 along with us on this monitoring journey!

2021 has been another challenging year for us all and we appreciate the efforts of our pledgers in continuing to support Peas Please and provide the programme with data.

Thank you to all our brilliant Veg Advocates, for all their support, ideas and input into Peas Please, which wouldn't be the same without them.

Thank you to our Peas Please Strategy and Advisory Boards for their help and guidance with this report and all things Peas Please.

And lastly, a huge thank you to The National Lottery Community Fund for funding the Peas Please initiative for 2019–2023.



Annex

A DETAILED BREAKDOWN OF PLEDGER PROGRESS

We've grouped our pledgers by sector, in line with our [commitments framework](#), where the actions organisations sign up to as part of their pledges vary depending on an organisation's business model and sector. A detailed breakdown of pledges can be found on the [Peas Please microsite](#).

Traffic light rating key:

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- **COVID-19:** Unable to report back this year due to capacity issues caused by Covid-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments

SYSTEM INFLUENCERS

1.5% (the proportion of our cumulative portion total contributed by our system influencer pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
ACS	●	N/A
Lantra	●	N/A
Civica (previously Saffron)	●	●
Social Farms and Garden	NEW PLEDGE	N/A
GroentenFruit Huis	●	N/A
Soil Association	●	N/A
Sustainable Food Places (SFC)	●	●
Sustainable Restaurant Association (SRA)	NEW PLEDGE	N/A
TUCO	●	N/A
WRAP	●	N/A
Community Supported Agriculture	●	N/A
Horticulture Forum	●	N/A
Ulster Farmers' Union (UFU)	●	N/A
Bags of Taste	●	N/A
TastEd	●	●
School Holiday Enrichment Programme	●	●
Strong Roots	●	●

RETAILERS

78.1% (the proportion of our cumulative portion total contributed by our retailer pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Aldi		
Asda		Does not currently report
Co-op		Does not currently report
Lidl	NEW PLEDGE	Baseline provided this year – portions reported next year
Sainsbury's		
Simply Fresh	NEW PLEDGE	Does not currently report
Tesco		
Waitrose		Baseline provided this year – portions reported next year
Henderson Group/SPAR NI		
Morrisons		

OUT OF HOME – CONTRACT CATERERS

7.9% (the proportion of our cumulative portion total contributed by our contract caterer pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
A & J Catering		
Albacore		
Autograph Education (Mitie)		New baseline
Bartlett Mitchell		
BaxterStorey		
Blackpool Catering Services		
Caterlink		
CEC catering		
Compass Group		

Hampshire County Council Catering Services (HC3S)		
Havering Catering Services (HES)		
ISS		
Olive Catering		
Sodexo		
Vacherin		
Vertas		

OUT OF HOME – HIGH STREET RESTAURANT CHAINS

1.5% (the proportion of our cumulative portion total contributed by our high street restaurant chain pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Greggs PLC		
S A Brains	No longer in business	
Ask Italian		
Brewers Fayre (Whitbread)		
Giraffe		
Harvester (Mitchells & Butlers)		
Hungry Horse (Greene King)		
Ikea		
JD Wetherspoon		
Leon		
Prezzo		
Zizzi		

EVENT SPACES, WORKPLACES AND PUBLIC PROCURERS

0.02% (the proportion of our cumulative portion total contributed by our event spaces, workplace and public procurer pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Cardiff and Vale University Health Board		
Dynamic Earth		
PwC/BaxterStorey	Moved to supporter category – PwC pledge completed, incorporated into BaxterStorey's pledge going forward	
University of West London (UWL)		Does not currently report
Aramark Robert Gordon University		
Aramark University of Westminster		
Edinburgh School of Food & Wine		Does not currently report
Twickenham Stadium		Does not currently report
University of South Wales (USW)		
University of Edinburgh		

MANUFACTURERS & WHOLESALERS

11% (the proportion of our cumulative portion total contributed by our manufacturer and wholesaler pledgers)

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Birds Eye		
Mars		New pledge - portions to be reported next year
Nestlé UK		Does not currently report
Bidfood		Does not currently report
Castell Howell		
Puffin Produce	NEW PLEDGE	N/A
Mash Direct		N/A
SwperBox		

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The Food Foundation CIO

International House, 6 Canterbury Crescent, Brixton, London SW9 7QD

+44(0)20 3086 9953 | foodfoundation.org.uk | [@Food_Foundation](https://twitter.com/Food_Foundation)

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Charity number: 1187611.