

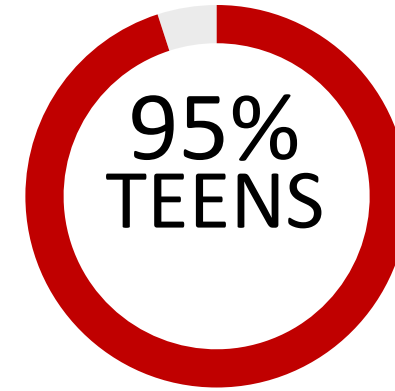
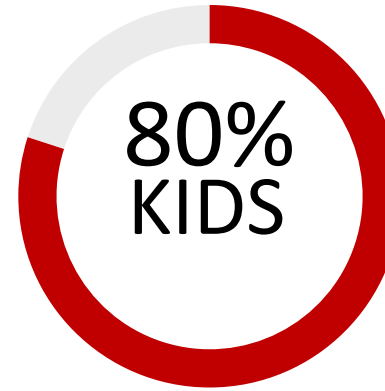


**Improving health and sustainability  
by increasing vegetables in food procurement**



# The Problem

We should be eating 3.5 portions/400g of veg per day



Don't eat enough

# VEGETABLES

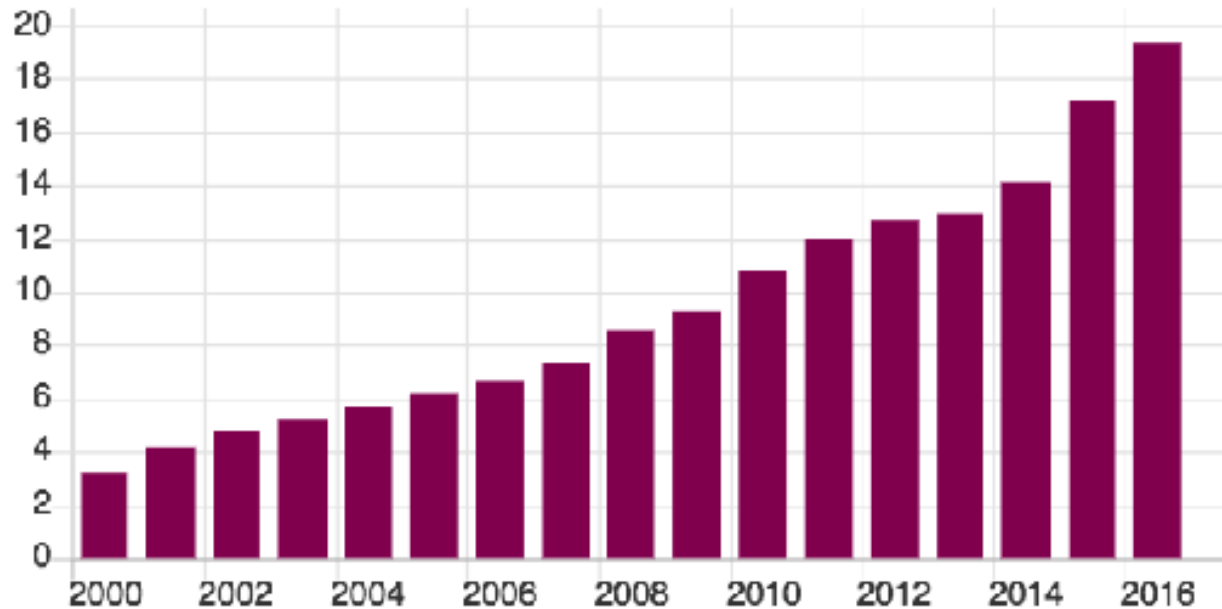
**People on lower incomes  
eat ½ portion less!**

# CAN Veg?

## Weekly sales of espresso-based drinks

2000-2016

■ Cups (million)



Source: Allegra World Coffee Portal

BBC

*“The most effective interventions related to changing food choice involved making healthy choices **more convenient** (physically or cognitively), **more attractive** (comparatively or absolutely), and **more normal** (perceived or actual).”*

*Wansink, 2015, p.487*



# The Peas Please Solution

- **The Aim:** to deliver food system change making it easier for everyone to eat more vegetables.
- **The Approach:** Building engagement and support from across entire food system to increase the number of veg portions working their way through the supply chain.
- **The 5 P's**

**Pleasure** – making our veg delicious whenever we eat it

**Producers** –growing veg sustainably at all different scales

**Prices** that work for producers and consumers

**Products** – new ways of getting veg into what we buy and eat every day

**Placement** – more prominence in shops and on menus, more places to buy it in towns and cities





#### COMMITMENTS FRAMEWORK (updated 2018)

##### OUR VEG PRODUCTION (producers)

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 (placement and product)

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 [here](#) in our retailer toolkit)

3. Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements)

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 [here](#) 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

##### ACCESS TO VEG (prices)

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.

##### VEG APPEAL (pleasure)

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.

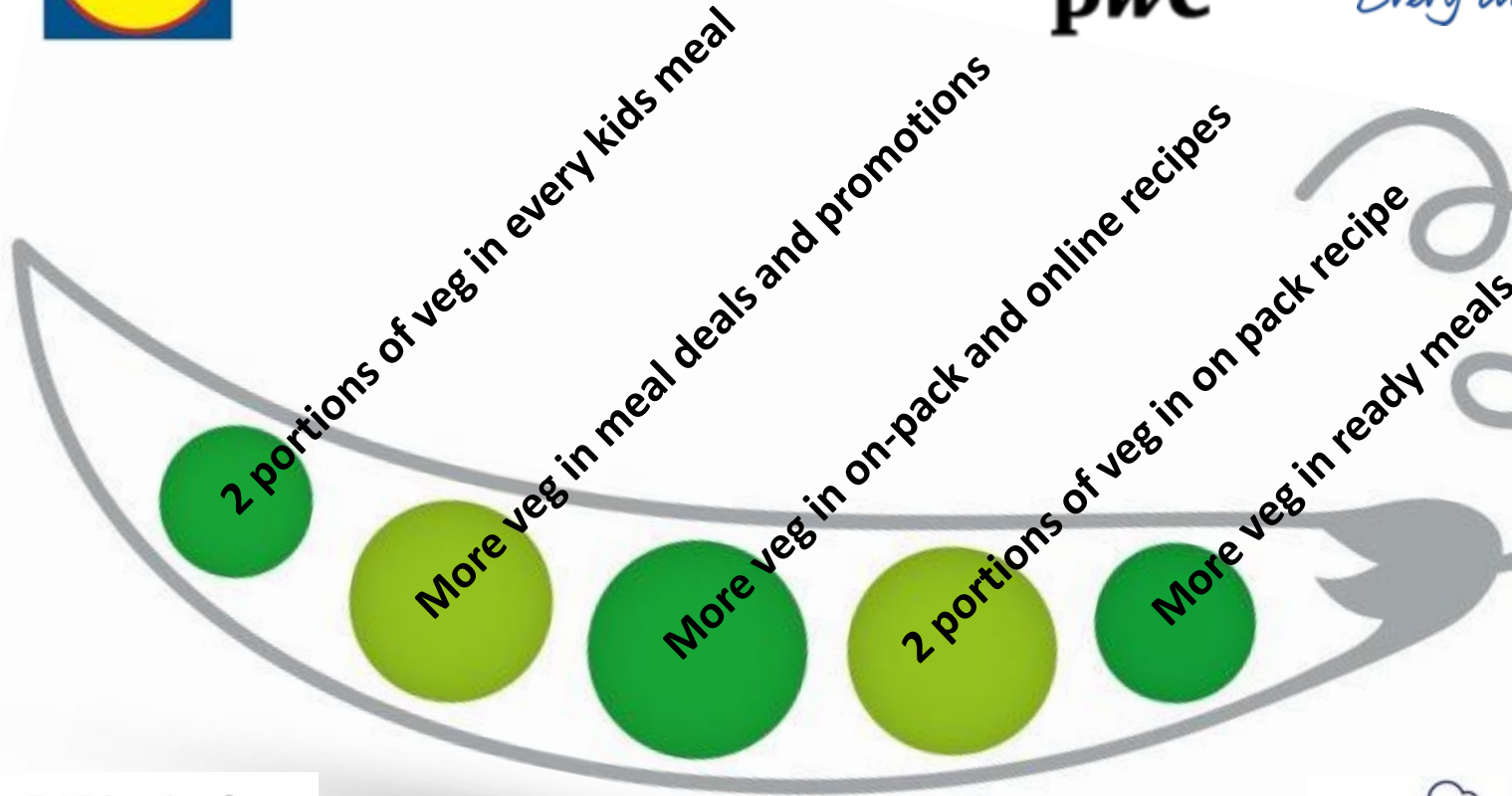
##### VEG PLACES (the 5 Ps)

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 & consumption and reduce waste. The Veg Cities handbook available [here](#) can help.

10. Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.



# Pledges made in 2017



# The veg trailblazers who are reformulating



We pledge to increase the overall percentage of fruit and vegetables in the meals offered via BaxterStorey restaurants in PwC's offices across the UK, from 16% to 20% by the end of 2018.

We'll be testing activities such as: dedicated vegetarian and vegan options, fruit and veg mini-mart stands in offices for easier healthy snacking and Celebrate the Seasons 'hero' veg campaigns.

# Veg in the canteen is good for business



1. Supporting productive lunch breaks
2. Driving up health and productivity
3. Helping to realise sustainability goals
4. Addressing latent demand for a good lunch
5. Cutting cost by substituting meat with veg

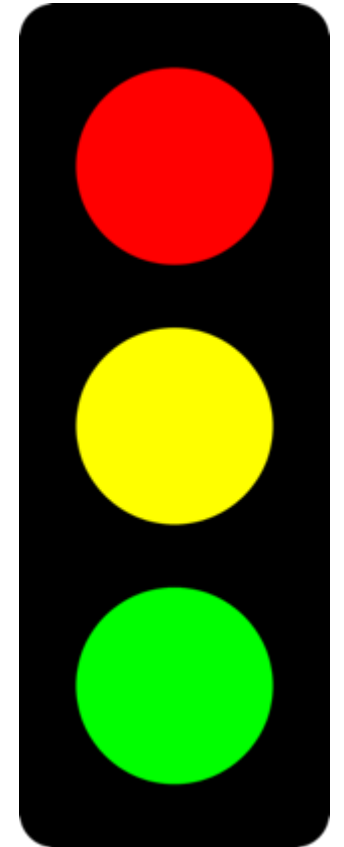




# Pledge Monitoring and Evaluation



- Pledges will be monitored annually using a traffic light system
- Annual progress report published with pledger dashboard
- Monitoring process developed with advice from PwC and Cambridge
- Mix of overarching metrics, self-reporting and spot checking





# Thank you!

**More information:** [www.nourishscotland.org/projects/peas-please](http://www.nourishscotland.org/projects/peas-please)

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