

# Peas Please

Making a pledge  
for more veg

# Our objective

Peas Please brings together farmers, retailers, fast food and restaurant chains, caterers, processors, civil society organisations and government departments with a common goal of making it easier for everyone to eat veg.

<http://foodfoundation.org.uk/peasplease/>

An initiative led by



# Peas Please Challenge



We should be eating about 3.5 portions a day (Eatwell Guide)



80% of adults  
95% of older children  
80% of younger children  
eat too little

We need to eat at least one more portion a day



People on low incomes eat about half a portion less



If we ate our requirements we could reduce diet related greenhouse gas emissions by 17%, & create an opportunity to grow 1.5million MT more British veg a year

# 8 working groups

Involving >100 people and >80 businesses / organisations, met in early 2017 and co-developed the Commitments Framework

1. Veg in everything



2. Veg on show



3. Veg to go



4. Veg direct



5. Urban veg



6. Outlook for veg



7. Clever with veg



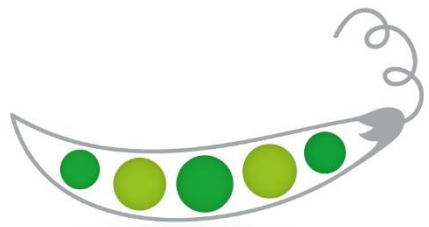
8. Veg everywhere



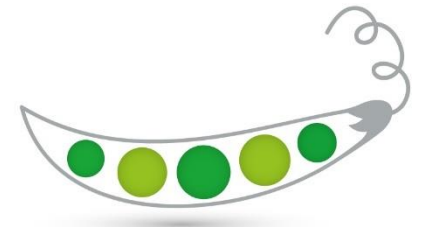
## ORGANISATIONS INVOLVED IN WORKSHOPS AND RETREAT



# DRAFT #PeasPleasePledge



We pledge to play our part to help everyone in Britain eat an extra portion of veg a day



# DRAFT COMMITMENTS FRAMEWORK



## SHOPPING AND EATING AT HOME

1. Retailers commit to re-evaluate the way they sell vegetables, adopting new measures\* to drive increased consumption while maintaining their existing commitments to reduce waste
2. Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and in on-pack and online recipes for meal ingredients (e.g. cook-in sauces etc.)

## EATING OUT

3. Quick service and casual dining restaurants commit to increase the number of portions of veg they sell while maintaining commitments to reduce waste
4. Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge
5. Manufacturers' recipes for food service customers commit to follow standards which include at least two portions of veg in all main meals

## TOWNS AND CITIES

6. Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

## CHILDREN

7. Broadcasters commit to give veg a good image in kids TV through developing guidelines for programme producers
8. School and nursery food standards are strengthened to be in line with the Eatwell Guide, made mandatory and monitored
9. Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kids meal
10. Department of Health, devolved governments, Local Authorities and other key stakeholders co-commit to modernise Healthy Start to improve increase uptake, and explore new ways for securing preferential access to vegetables for those on a low income

## PRODUCTION

11. Government(s) and producer bodies support the development of a New Sector Deal for horticulture to enable producers to increase the volume of sustainably produced British veg
12. Select committees (England and Wales) commit to an Inquiry into horticulture

\* See small print

## TRACKING

Peas Please and partners announce an awards scheme and annual report to monitor commitments made at the summit.

# 16 actions for Veg Cities, in line with SFC framework

## **Promoting healthy and sustainable food to the public.**

*1. Marketing the Veg City brand and Eating Veg*

## **Tackling food poverty, diet-related ill-health and access to affordable healthy food.**

*2. Increasing uptake of healthy start*

*3. Engaging convenience stores in retailer actions*

*4. Promoting veg in food coops and holiday schemes*

*5. Mobilising veg surplus from retailers for food banks*

## **Building community food knowledge, skills, resources and projects.**

*6. Support for schools and nurseries to get kids eating veg*

*7. Community groups developing skills to cook veg-centred meals*

*8. Using planning instruments to support growing spaces and community food enterprises*



# Cont'd..

## **Promoting a vibrant and diverse sustainable food economy.**

*9. Use planning instruments or business rate relief to support healthy high streets*

*10. Protecting /re-establishing vital infrastructure underpinning the veg supply chain*

## **Transforming catering and food procurement.**

*11. Businesses can include 2 portions of veg in every main meal and authorities can support Healthy Option award schemes*

*12. Incorporate, into contracts which include food provision, two portions of veg in every main meal*

*13. Support local businesses to deliver training on cooking with veg for caterers*

## **Reducing waste and the ecological footprint of the food system.**

*14. Waste reduction initiatives which focus on veg*

*15. Schools can monitor the amount of veg wasted and develop initiatives to educate children*

*16. Support community growing initiatives and allotments to ensure surplus produce is redistributed within the city*



# Metrics

1. Uptake of Healthy Start Vouchers
2. Number of convenience stores being engaged to make a healthier offer, and of these the number that sell more than 10 types of veg (fresh, frozen or chilled prepared)
3. Proportion of primary school children eligible for free school meals which reached per year through holiday schemes which actively support veg consumption
4. Percent of nurseries, primary schools, secondary schools which have initiated growing, tasting and eating veg programmes (including through schemes such as Food for Life)
5. Percent of restaurants / casual dining chains which meet the city's standards for healthy food
6. Percent of local authority service contracts with food provision which include the requirement for two portions of veg in every main meal.