

# Peas Please

Making a pledge  
for more veg

[www.foodfoundation.org.uk/peasplease](http://www.foodfoundation.org.uk/peasplease)





# Peas Please

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for more veg

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.



# Peas Please



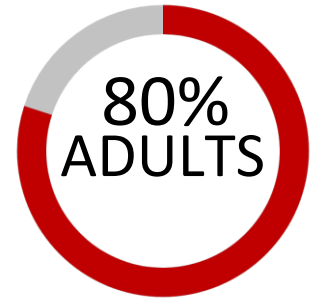
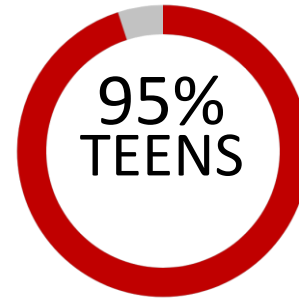
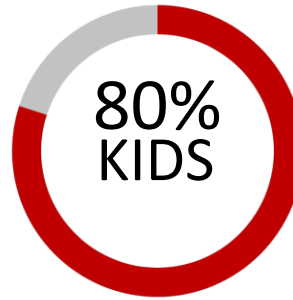
- **The Team:** Led by core UK partners The Food Foundation, WWF UK, Nourish Scotland and Food Cardiff.
- **The Aim:** to deliver food system change making it easier for everyone to eat more vegetables.
- **The Approach:** Building engagement and support from across entire food system to increase the number of veg portions working through the supply chain and into bellies. Working with:
  - Growers
  - Local Authorities
  - Businesses
  - Government





# The Problem

We should be eating 3.5 portions/280g of veg per day



Don't eat enough

# VEGETABLES

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

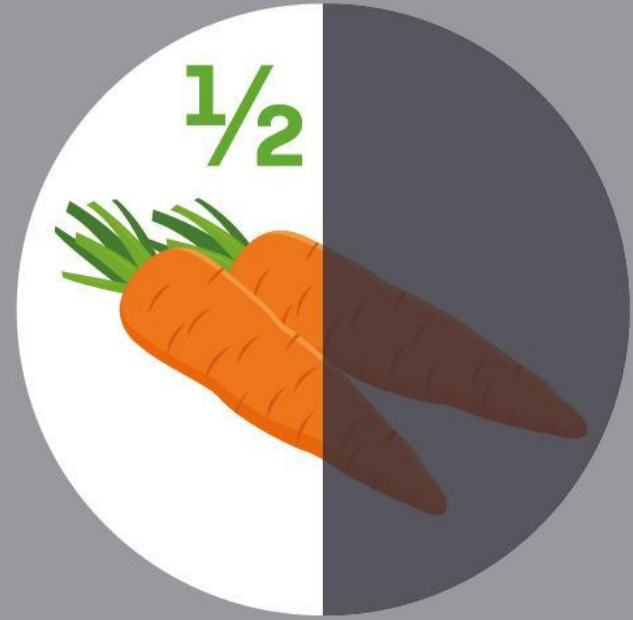
# 20,000

lives could be saved if we all eat  
one more portion of vegetables



# Menu

We only get  
**HALF A PORTION**  
of veg for every  
**3 MEALS EATEN OUT**



DIETARY  
GUIDANCE

**20%**  
vegetables



Source: [www.gov.uk/government/publications/the-eatwell-guide](http://www.gov.uk/government/publications/the-eatwell-guide)

CURRENT WALES AND  
WEST SHOPPING HABITS

**7.1%**  
vegetables



Source: Kantar Worldpanel



# The Opportunities

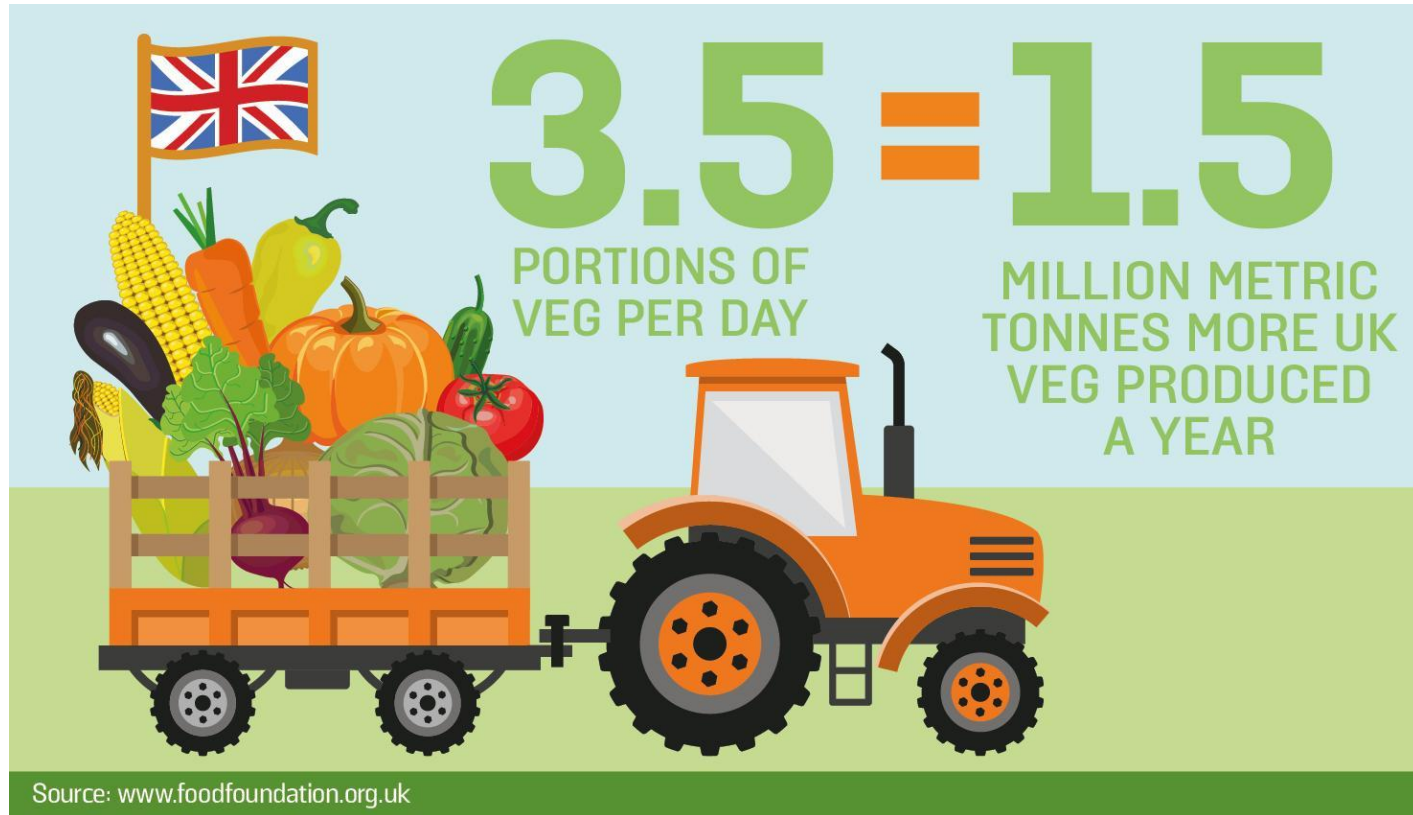


If we ate the recommended amount of vegetables, we could reduce greenhouse gas emissions by 17%

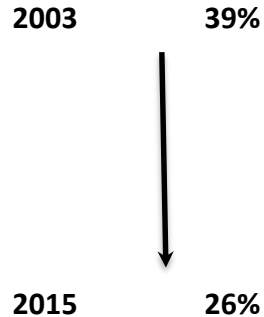


A diet high and diverse in veg protects us against coronary heart disease, cardiovascular disease, diabetes type 2, and certain types of cancer

# The Opportunities for horticulture



# '5 a day' Public Health Campaign



**UK average daily  
veg purchase:  
2 portions  
(Defra 2017)**

**% people eating 5 a day in Wales  
National Survey for Wales (Welsh Government 2017)**

# Traditional approach



# Peas Please approach to food system change



# 2016: Setting the Scene

- **Jan 2016:** Force-Fed publication highlighted the veg consumption issue in the UK
- **Oct 2016:** We took 20 individuals from government & businesses spanning the veg supply chain on a 2 day retreat in Birmingham, to identify the supply side barriers to veg consumption
- **Jan 2017:** Veg Facts publication dove into the facts & figures about production, consumption, health, shopping habits etc.
- **Feb – March 2017:** 8 workshops held & 8 policy briefings produced, to support in depth discussions the possible approaches required to tackle consumption.
- **April-September 2017:** Development of **commitments framework** and working with potential pledgers.
- **October 2017:** Vegetable Summits
- **March 2018:** Pledgers Conference



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## COMMITMENTS FRAMEWORK

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### 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

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## COMMITMENTS FRAMEWORK

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### 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.

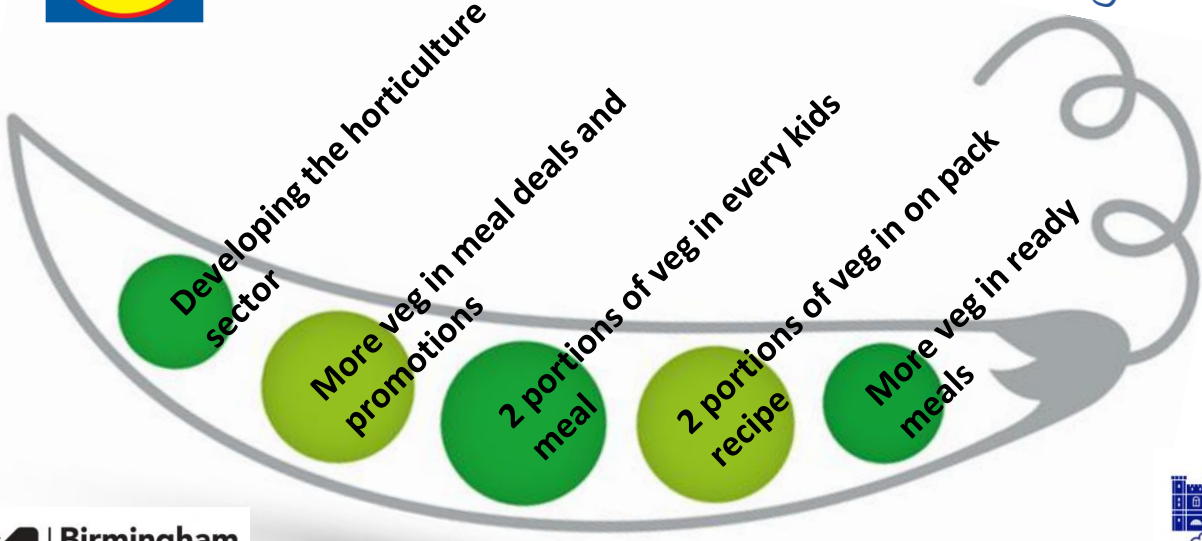
### VEG PLACES (the 5 Ps)

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.



# Current Pledges Include



# The Vegetable Summit 2017

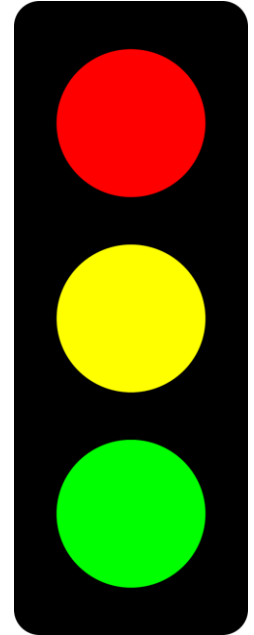
<https://www.youtube.com/watch?v=v506o4UVL5U&feature=youtu.be>



# Pledge Monitoring and Evaluation



- National Pledges will be monitored annually using a traffic light system – centrally by the Peas Please team
- Mix of overarching metrics, self-reporting and spot checking
- Report launch October 2018
- SFC will collect and feed Veg Cities data into central Peas Please.



THE BIG IDEA:

# VEGPOWER

# NERTH LLYSIAU

the brand for vegetables

**Driving up demand:** A Vegetable Marketing Board that uses a wide range of marketing and advertising techniques to encourage people to consume more vegetables.



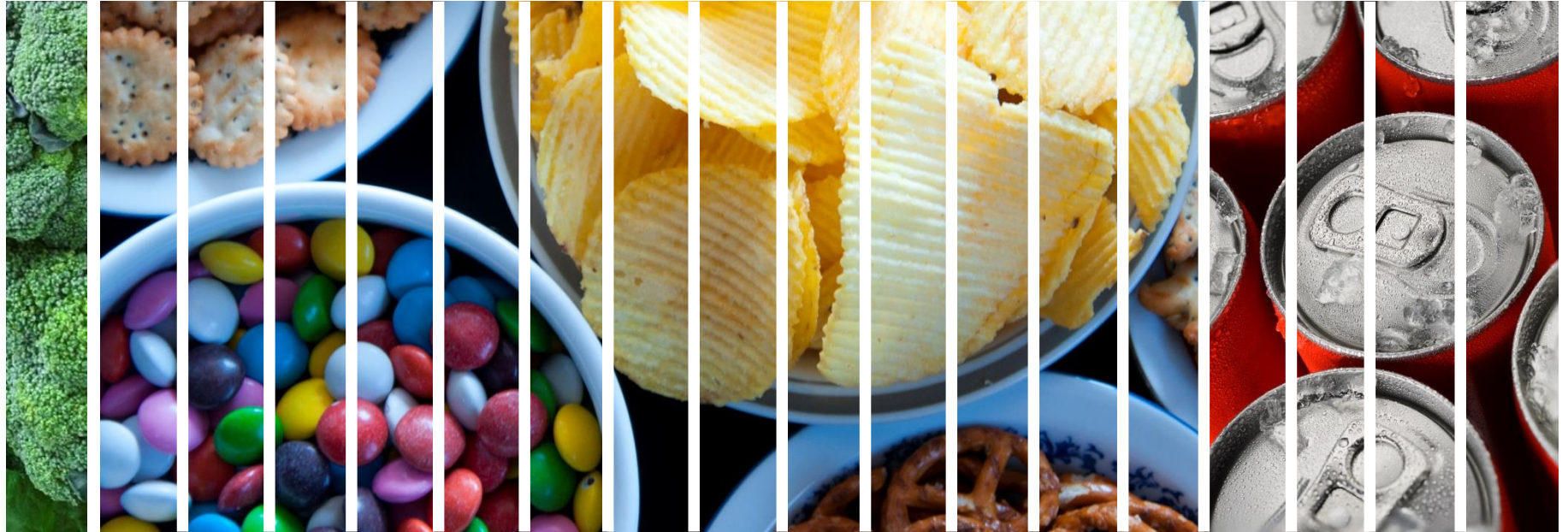
Only  
**1.2%**

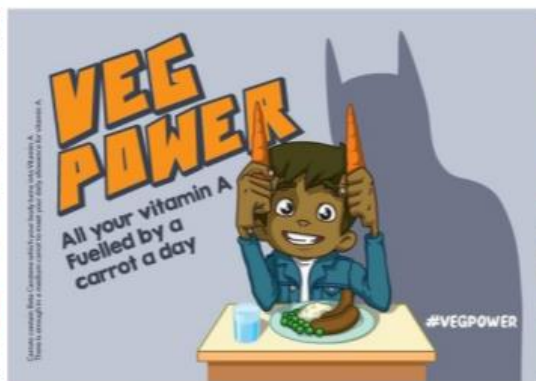
of advertising  
spend is on  
vegetables



## FOOD ADVERTISING:

For every £1 spent on advertising fruit & veg (£16m/year)  
£17.50 is spent on advertising soft drinks, confectionary & snacks (£251m)



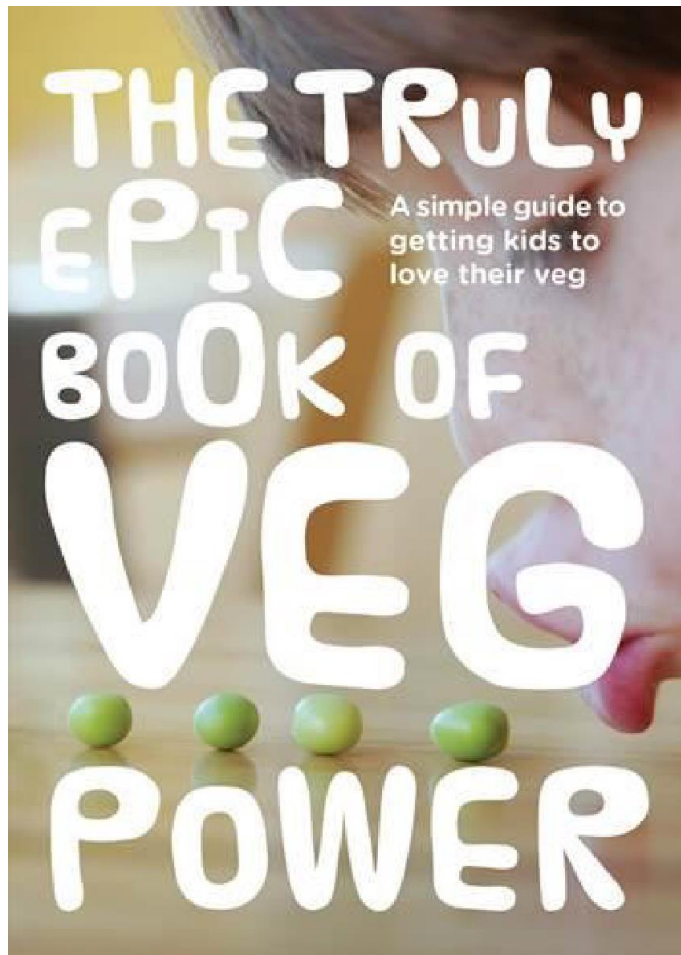


# VEGPOWER

- Crowdfund launch closed: June 2018
- Exceeded £100K target
- Facebook: @VegPowerUK
- Twitter: @VegPowerUK
- Instagram: @VegPowerUK
- Website: [www.vegpower.org.uk](http://www.vegpower.org.uk)







# THE TRULY EPIC BOOK OF VEG POWER

Everything you need to get kids loving veg

LEARN TOGETHER  
GROW TOGETHER  
PLAY TOGETHER  
CHOOSE TOGETHER  
PREPARE TOGETHER  
ENJOY TOGETHER


VEGPOWER

NERTH LLYSIAU

# What's happening in Cardiff ?



food  
*Cardiff*



#PEASPLEASE

**Food Cardiff will lead the city to become one of the first UK Veg Cities by taking actions across the whole of the Food System to drive up veg consumption.**

**The ambition for Cardiff to become a Veg city will feature in the Food Cardiff Partnerships strategy to be launched in 2018. Actions will be developed within the spirit of the Sustainable Food Cities approach and will form part of the bid for Cardiff to become a Silver Sustainable Food City**




#PeasPlease

The Vegetable Summit 2017



# Pledgers and supporters





#PEASPLEASE

**Cardiff Council will support the city in becoming a Veg City in partnership with Food Cardiff by:**

- Continuing to support the roll out of the School Holiday Enrichment Programme (Food and Fun) in conjunction with partners in areas of need across the city, to ensure children are receiving two portions of veg in their main meal and learning about healthy eating through food and nutrition resources and training.
- Working towards all Council catering supporting people to eat two portions of veg in main meals provided; in schools catering, staff canteens and external venues.
- And promoting the winning Veg Campaign poster for children through schools and council venues.



The Vegetable Summit 2017



# Cardiff Veg Activity - current

food Cardiff @fairfoodcardiff



## THE GROW WELL PROJECT




Social suppers reducing food waste.

Bringing together local food businesses, food lovers & people passionate for positive change.

Grown in the city, supplying city cafes and restaurants, delivered by bike, working with volunteers - whats not to love! #saladgarden @parcbute #peasplease #Cardiff food business community don't miss out! [cardiffsaladgarden.co.uk/contact/459380...](http://cardiffsaladgarden.co.uk/contact/459380...)



Planning for Health and Wellbeing Supplementary Planning Guidance



CARDIFF CAERDYDD

18  
of Cities, porro and 7 others



# Cardiff's Veg City Campaign – in the planning!

Build on, add value to and monitor existing activities

- e.g. Healthy Start secret shopper
- Mapping of fruit and veg availability
- 2 portions of veg in main meals

Develop a veg cities promotional campaign

- Veg Power Primary school resource
- Veg Cities workplace tool
- Communication Strategy

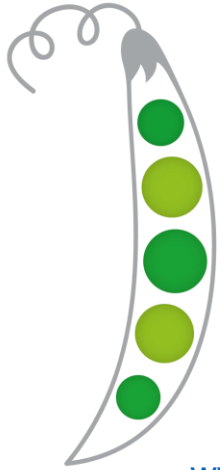
Urban and community growing connections project

- Mapping and increasing land available to growers (commercial and community) in the city

Weighing Veg up

- Inspiring veg consumption and reducing school plate veg waste





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[#peasplease](https://twitter.com/peasplease)



#vegcities



Thank you  
[Katie.palmer@wales.nhs.uk](mailto:Katie.palmer@wales.nhs.uk)  
[@fairfoodcardiff](https://twitter.com/fairfoodcardiff)  
[Foodcardiff.com](http://Foodcardiff.com)

# VEGPOWER

@VegPowerUK  
#vegpower

