



# Peas Please

Making a pledge  
for more veg

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



Veg Cities Webinar

Katie Palmer, Food Cardiff and Peas Please  
team





# Peas Please

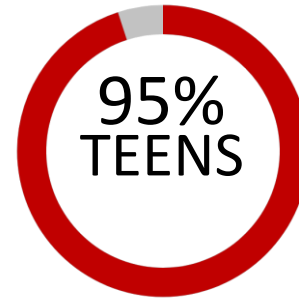
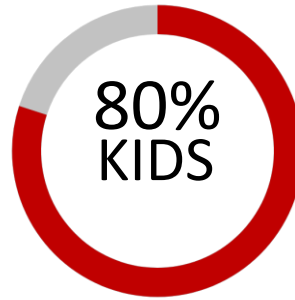
Making a pledge  
for more veg

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.



# 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!**

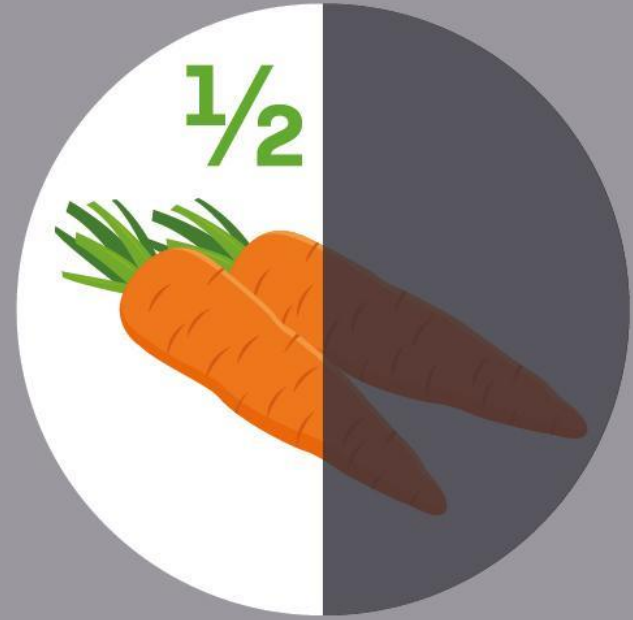
# 20,000

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

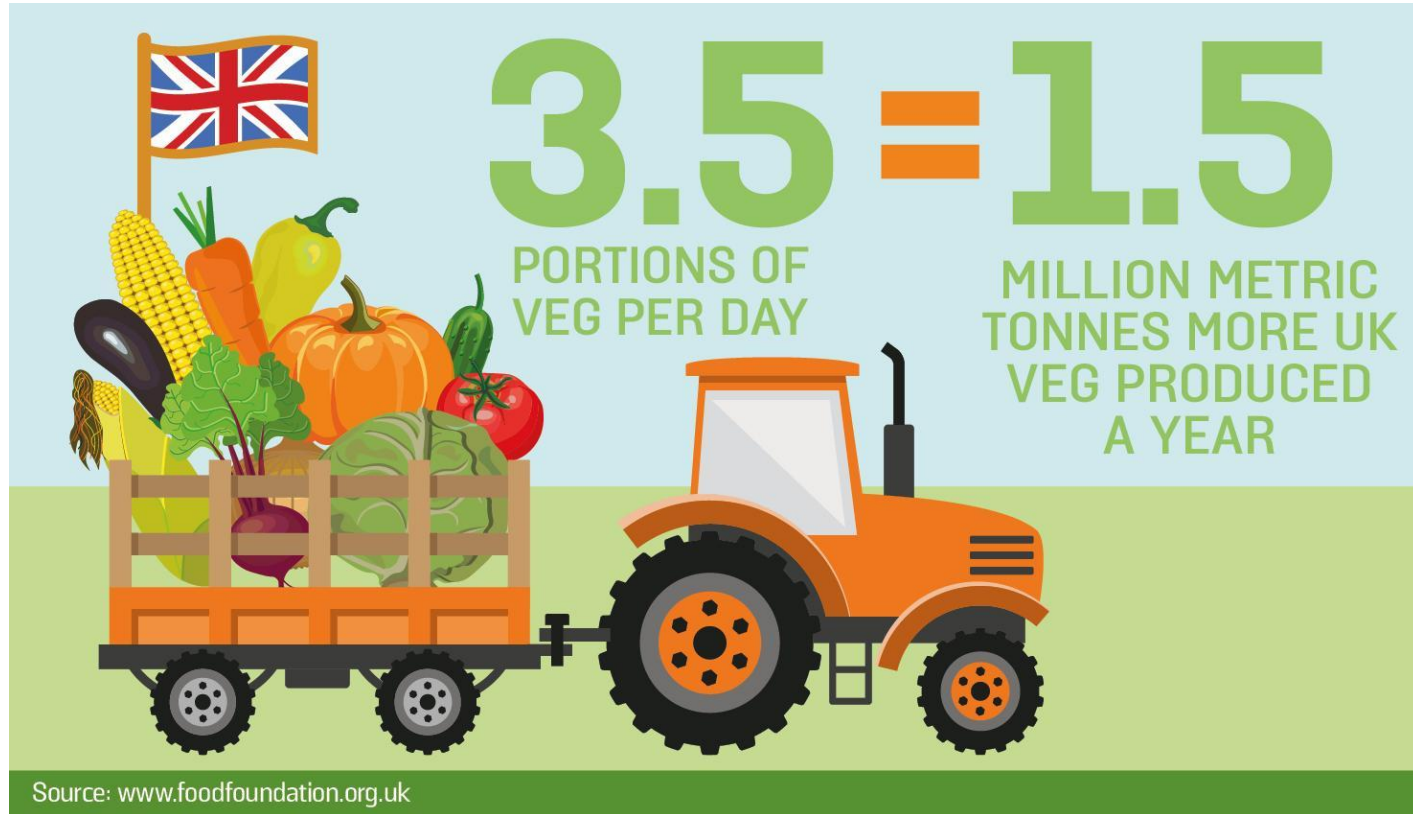


If we ate the recommended amount of vegetables, we could reduce greenhouse gas emissions by 17%



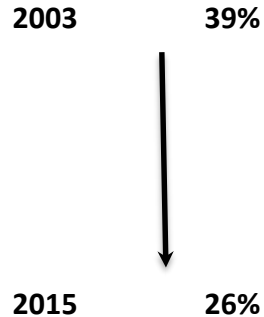
A diet high and diverse in veg protects us against coronary heart disease, cardiovascular disease, diabetes type 2, and certain types of cancer

# The Opportunities for horticulture





# '5 a day' Public Health Campaign



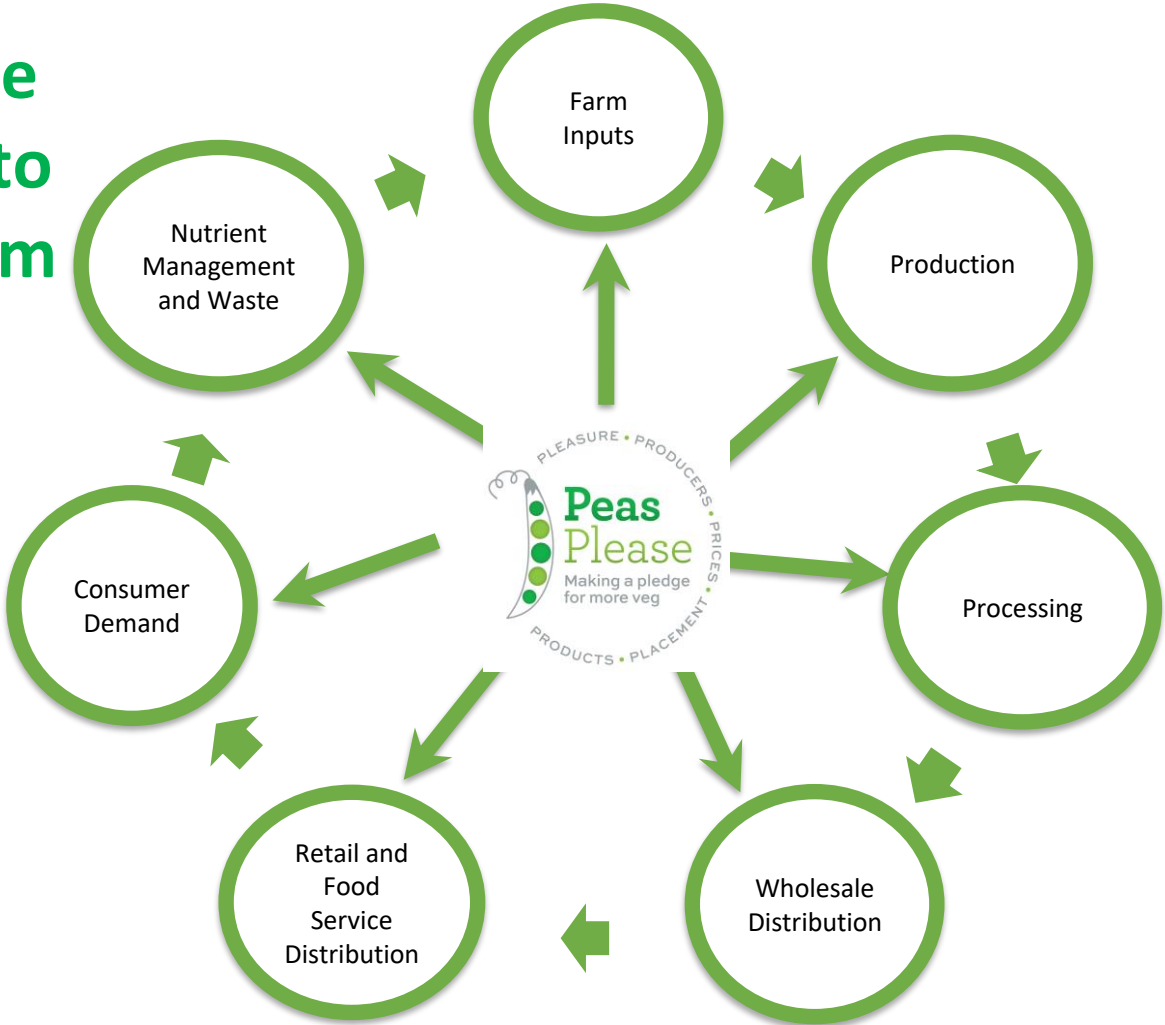
**UK average daily  
veg purchase:  
2 portions  
(Defra 2017)**

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

# Traditional approach



# Peas Please approach to food system change



# 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;
  - Businesses;
  - Local Authorities; and
  - Government



# 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





# Organisations involved in Peas Please



# 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, Food-On-The-Go businesses 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. Department for Education and devolved governments ensure 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 commit to modernise Healthy Start to 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 commit to 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.

*The commitments framework provides the details of what will be achieved.*

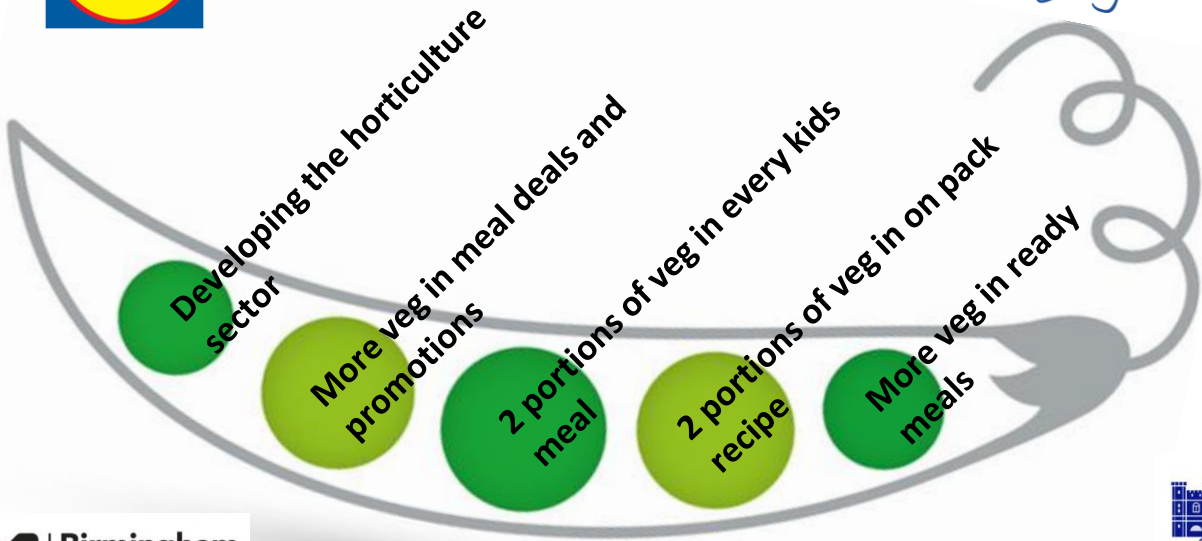
# The Vegetable Summit 2017

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





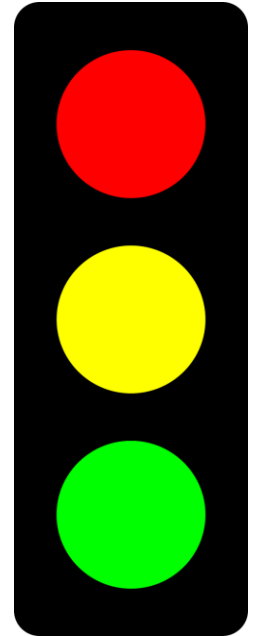
# Current Pledges Include



# Pledge Monitoring and Evaluation



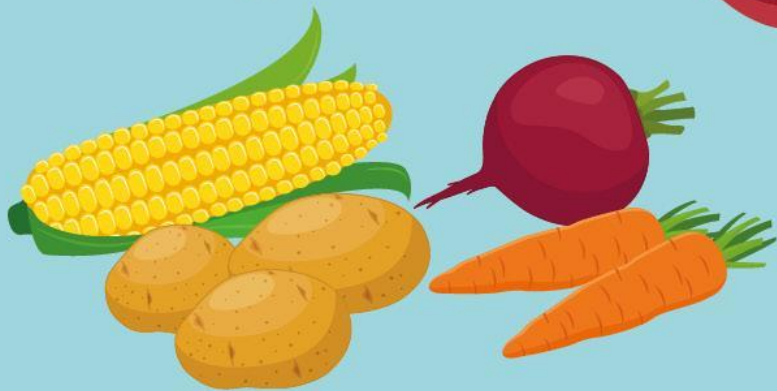
- Pledges will be monitored annually using a traffic light system
- Annual progress report published with pledger dashboard
- Monitoring process developed with advice from PwC and Cambridge
- Mix of overarching metrics, self-reporting and spot checking





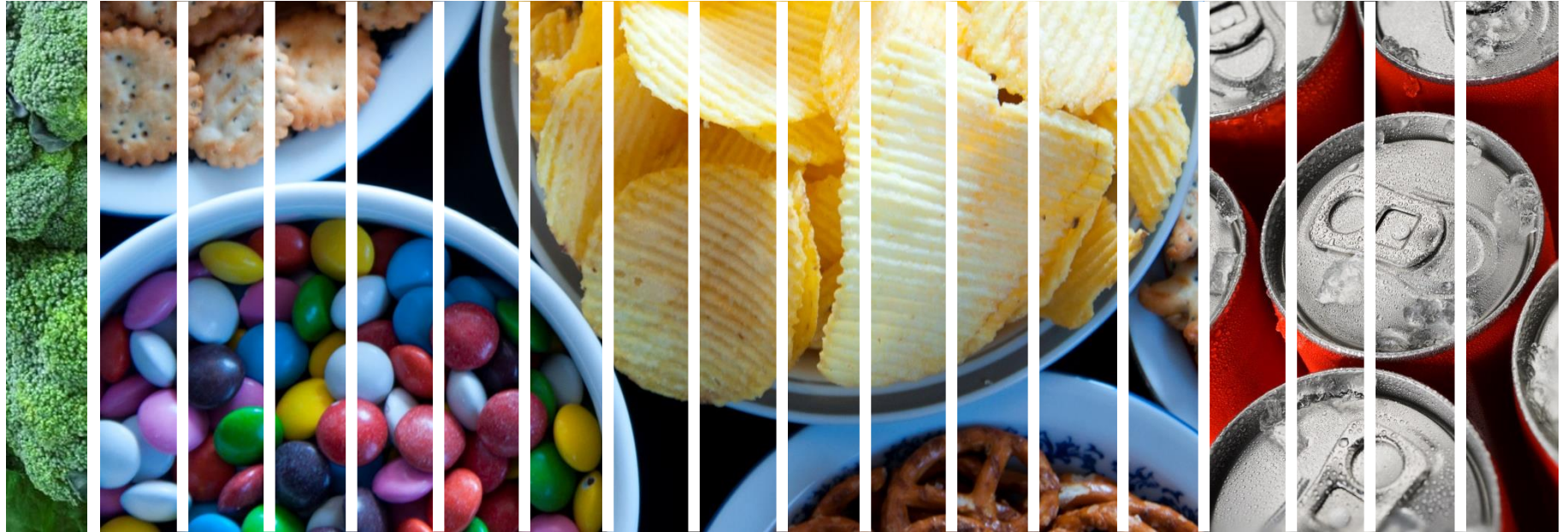
Only  
**1.2%**

of advertising  
spend is on  
vegetables

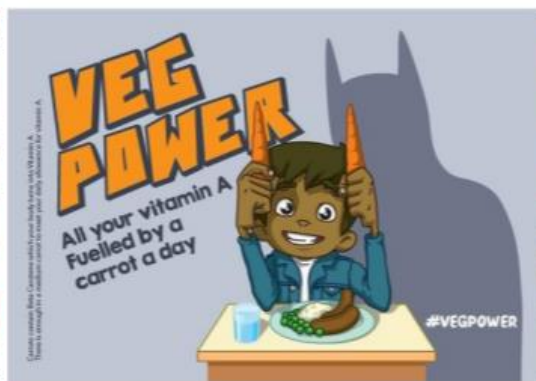


## FOOD ADVERTISING:

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







THE BIG IDEA:

# VEGPOWER NERTH LLYSIAU

the brand marketing manager for vegetables



# Veg Ad Fund

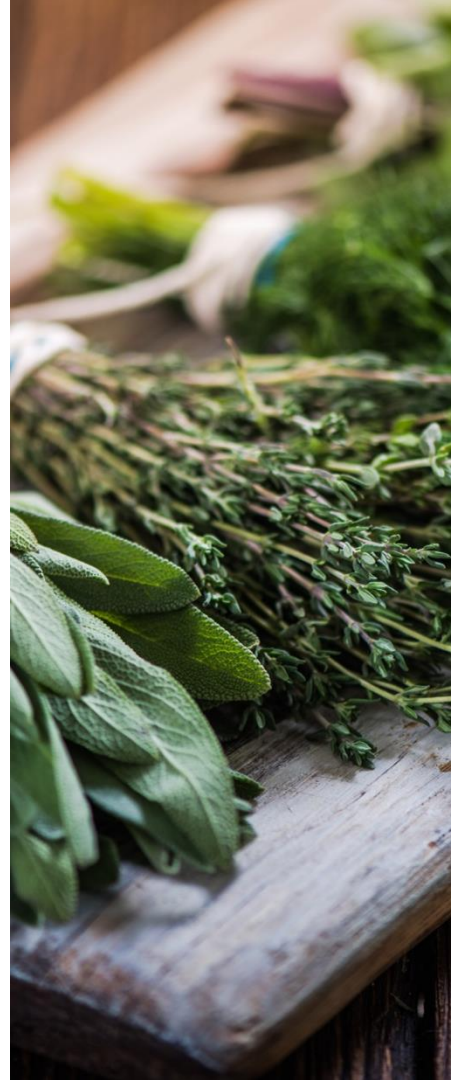
**Driving up demand:** A Vegetable Marketing Board that uses a wide range of marketing and advertising techniques to encourage people to consume more vegetables.





## NEXT STEPS 2018

- Team:** Part-time executive Director  
Volunteer Chair & board
- Funding:** £100,000+ seed funding + pro-bono  
Corporate, grower and government donors  
Crowdfund launching 3 May 2018
- Goals:** Deliver proof of concept marketing project(s)  
Build wide consortium of support  
Identify long term sustainable funding



# VEGPOWER

- Crowdfund launch date: 3 May 2018
- Please follow us on our social channels and share our posts over the next few weeks.
- Facebook: @VegPowerUK
- Twitter: @VegPowerUK
- Instagram: @VegPowerUK
- Website: [www.vegpower.org.uk](http://www.vegpower.org.uk)
- Crowdfund page: [www.crowdfunder.co.uk/vegpower](http://www.crowdfunder.co.uk/vegpower)






# Cardiff – Veg City



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





#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





# Pledgers and supporters



# Access and Procurement





# Reducing Food Waste and Economy



Social suppers reducing food waste.

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



Food Cardiff  
@fairfoodcardiff

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...)




3:05 pm - 28 Mar 2018

Cardiff Council, Food Cities, porro and 7 others



# Growing and Community Engagement

Planning for Health and Well-being  
Supplementary  
Planning Guidance



THE  
GROW WELL  
PROJECT



grow  
Cardiff

food  
Cardiff



## Schools and education

- 79% reported eating more fruit and vegetables
- 63% reported eating less sugary drinks
- 75% reported trying a new food whilst at the club
- 92% of children reported enjoying the nutrition sessions







**VEG POWER**  
All your vitamin A fuelled by a carrot a day  
#VEGPOWER

#PEAS  
Vegetable Summit  
Pea Plea  
THE FOOD INNOVATION