



Veg Cities webinar: Powered By Veg Pilot



30th October 2018

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What we do



Brighton & Hove City Council (BHCC) Primary School Meals Service

- **11,500 meals** served in 90 mins every day across **64 primary schools**
- Children choose from **2 hot options daily** which are then **cooked from scratch**
- Two **35g portions** of **veg** served, plus salad bar
- Successful **pilot of food waste collections** from 10 schools



Food waste audit to better understand:



1. The **quantity** of food waste produced
2. The **composition** of food waste produced
3. The range of **reasons why** food waste is produced



Food waste audit – June 2017

- 2 Primary Schools
- **Every day** of **3-week menu cycle**
- Pupils involved – recording tally of **WHAT** was being wasted
- Asked as many pupils as possible re **WHY** they were wasting food
- Bags of waste weighed
 - **Total plate waste**
 - **Total leftovers** (food that was cooked but not served)
- **Other data** – e.g. what sitting, floor, weather
- A **paper survey** sent home in book bags





Most wasted foods....?





Vegetables!



Most common reasons for leaving the veg?

"I just
don't like
it"

"I prefer
raw veg"

"Too much
veg"



"Too dry"

"Too soggy"

"I only like
carrot sticks,
not rounds"

Favourite vegetables



BHCC Primary School Meals Service pledge

- Committed to trialling raw veg
- Promoting “Eat a Rainbow” message
- **Commitment to increase consumption** of vegetables by children, rather than just increase number of portions available, **with a target to reduce food waste**



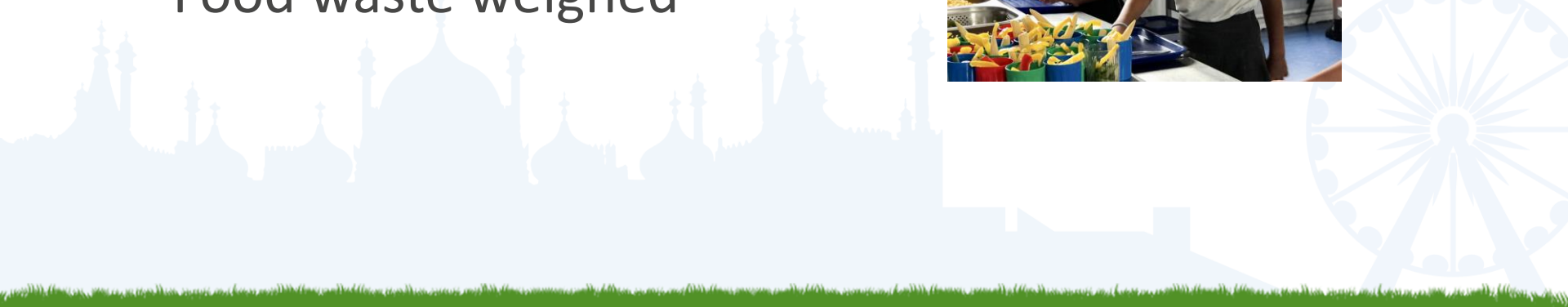
Powered By Veg pilot



- Pilot in 1 school
- Increase veg consumption
- Reduce quantity of food waste
- Veg Power – most appealing to kids
- Veg Power posters put up week before pilot – act as ‘nudge’

Powered by veg pilot

- Power Pots – 70g raw veg
- Week 1 – single veg
- Week 2 & 3 – mixed veg
- Pupils reactions observed
- Sticker rewards
- Food waste weighed



Powered by veg: Pupil engagement

- Focus group
- Different stickers
- Paper survey
- Veg Power photobooth

VEG POWER SURVEY **Have your say and win £20 cash**

Look out for the Veg Power photobooth on Fri 20th July!

Q1. Do you ever have a cooked lunch at school? Yes / No

a. If yes - have you tried the raw veg Power Pots at school in the last 3 weeks? Yes / No / Don't know

b. If you have tried them, what did you think of them?

Q2. Would you like to see raw veg Power Pots on the menu every day? Yes / No / Don't know

Q3. Which 3 vegetables would you like to see in a raw veg Power Pot?

Q4. Would you prefer the Power Pots to have mixed veg in them, or just contain one type of vegetable per pot? Mixed / Single / Don't know

Q5. What do you prefer, cooked or raw (not cooked) veg?

Q6. Any other comments

Thanks for taking part in this survey. Please return this form to school by Thursday 19th July 2018. If you would like to be in with a chance to win £20 cash, please fill in your name and class here. A winner will be drawn at random and the school will notify them on Friday 20th July 2018.

Powered by Veg!

Last year the Brighton & Hove Food Partnership came into the school to measure how much food was being wasted at lunchtime. Do you know what the most wasted food was? Vegetables! Lots of pupils spoke about their favourite veg (carrots, cucumber, sweetcorn) and also that they preferred their veg to be raw, not cooked.

So for the last three weeks of this term the school has been serving 'Power Pots' of raw veg. We would like to know a bit more about what you think about these pots. Every completed form will be entered into a prize draw to win £20 cash.



Powered by veg: results

“Power Pots are easy to grab “

“I want to see Power Pots on the menu again – I love peppers!”



“I don’t eat that much veg normally, but I like the Power Pots. I like crunchy veg”

“My friends are eating veg now and running faster at playtime!”



Powered by veg pilot: results

- Most children tried a Power Pot
- Largely positive feedback – “*super delicious*”, “*very tasty and healthy*”
- Over 2/3 preferred raw to cooked
- Most preferred single veg, or choice between single and mixed
- Most popular veg for pots – sugar snap peas and carrots
- Only slight reduction in waste



Recommendations & next steps



- Repeat pilot - review methodology to reduce waste
- Trial different portion sizes
- Work with caterer re feasibility of veg prep – by hand/machine
- Playground tasting sessions – with parents
- Power Pots on specific menu days – finger foods, e.g. pizza, burgers
- Roll out across 64 primary schools

Any questions?

