



**Peas**  
**Please**

Making a pledge  
for more veg

# **PROGRESS REPORT**

2020





WANT TO MAKE A VEG PLEDGE?

Contact [office@foodfoundation.org.uk](mailto:office@foodfoundation.org.uk) for more information

## Foreword

### 2020: THE YEAR THAT NO ONE SAW COMING

Our third Peas Please report shows a steady increase of 72.1 million additional portions of vegetables sold across the UK between July 2019 and June 2020 as a result of the concerted efforts of Peas Please pledgers, taking our cumulative total to **162 million additional portions of veg served or sold over the past three years.**

Yet although this is an impressive achievement, the rate at which we are increasing our cumulative portion total has slowed. **2019's progress report** saw our annual portion total increase from 4.8 million in year one of Peas Please to 89.9 million additional portions of veg in year two, an increase of 85.1 million portions of veg. **This year we've added 72.1 million portions of veg to our cumulative total – a move in the right direction but a smaller increase than the year before.**

This is perhaps no surprise given the turmoil COVID-19 has caused this year to society in general and the food sector in particular. The impact of social distancing measures from March 2020 onwards set in motion a chain of events that have seen some organisations benefit, while many others have been stymied by new COVID-19 restrictions. While many retailers have seen a significant uplift in grocery sales, the Out of Home sector has been significantly impacted by restaurant, school and workplace closures, with social distancing measures profoundly affecting many of our pledgers.

**It is therefore deeply concerning that data from Kantar also shows a slowing of progress in the retail sector,** with the percentage share of UK grocery retail sales that are veg down 0.1% on last year – despite the large increase in overall sales volumes for food and drink in the retail sector following the closure of the Out of Home sector in March.

We are incredibly grateful for the support our pledgers have continued to provide, with this report setting out

the specific actions and activities organisations are taking to make it easier for everyone in the UK to eat their veg. Where they were able to, our participating organisations have reported back to us on their progress for the 2019/20 reporting year, and the results are broadly encouraging in spite of this year's challenges. Of note are the increasing numbers of pledgers having already achieved all their original goals set in 2017/18.

As such we are currently working to revise and refresh commitments to ensure that Peas Please continues to make a difference.

### THE NEED TO DOUBLE DOWN ON SUPPORTING ACCESS TO VEGETABLES HAS NEVER BEEN SO IMPORTANT

Given that our incremental rate of progress has slowed it is essential that we do not take our foot off the pedal. Although we're making a difference, our current portion total is a drop in the ocean compared to where the UK needs to get to when it comes to eating more veg. With much of the Out of Home sector continuing to be affected by lockdown restrictions, more action urgently needs to be taken by the retail sector to support everyone in the UK to eat more veg.

COVID-19 has exacerbated pre-existing health and dietary inequalities, with levels of food poverty continuing to rise and the looming spectre of an economic recession creating further pressure on low income households. There are already striking inequalities in vegetable consumption (Food Foundation 2020), and during lockdown poorer children both snacked more and ate fewer fruit and vegetables than their wealthier peers (Defeyter and Mann 2020; National Food Strategy 2020). So it's never been more important that the Peas Please community continues to work together to bring everyone along with us on our journey – so that everyone is able to access and afford veg.

Acknowledgements

We are extremely grateful to all those who contributed to this report and all those who reported their progress in 2020. A huge thanks in particular to our funder, The National Lottery Community Fund (UK Programme).



WITH THANKS TO OUR CASE STUDY CONTRIBUTORS

Jonny Agnew and Gareth Mcanlis (Henderson Group/SPAR NI), Peter Cross (University of West London), Kim van Luijk (GroentenFruit Huis), Clio Parecchini (Veg cities – Tower Hamlets), Amanda Whatley (Hampshire County Council Catering Services – HC3S) and Sarah Gould (Lantra).

THANK YOU TO THE PEAS PLEASE PROJECT AND STRATEGY BOARDS:

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(broken down by sector)

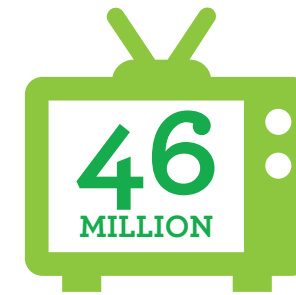
SECTOR	PLEDGERS
Broadcaster	1
Government	3
Manufacturers	4
Out of Home contract caterers	15
Out of Home high street chains	11
Public food procurers	1
Retailers	9
System influencers	14
Veg Cities	25
Wholesalers	4
Workplaces / Event venues	8

SUMMARY OF ACHIEVEMENTS AND PLEDGERS



Since Peas Please was launched in 2017

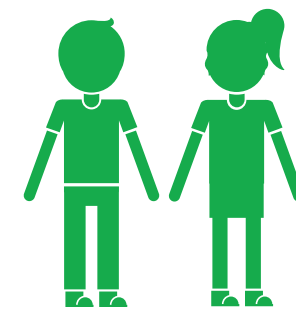
162 MILLION cumulative additional portions of veg



people watched the second Veg Power *Eat Them to Defeat Them* advertising campaign on ITV, Channel 4 and Sky



ARE TAKING PART IN VEG CITIES



1,500 schools took part in Veg Power's schools' activities work

92 Veg Advocates recruited to date







### OUR VEG PRODUCTION

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

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

### PRICES



### ACCESS TO VEG

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.

### PLEASURE



### VEG APPEAL

- 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.

## The Commitments Framework (2017-2022)

### THE 5 Ps

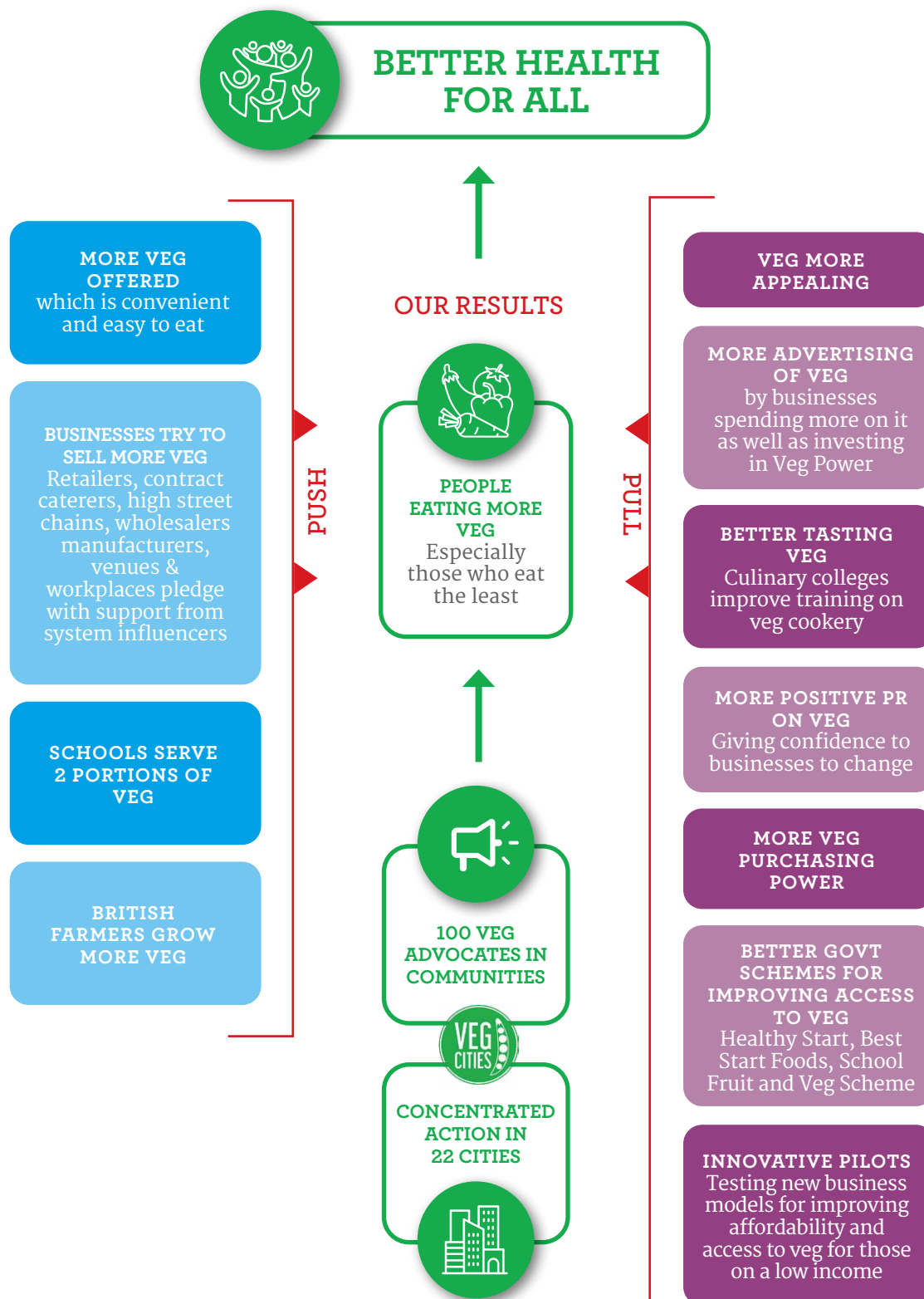


### VEG PLACES

- 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 and consumption and reduce waste. The Veg Cities handbook can help.
- 10 Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

## Our theory of change

THE CHANGES WE'LL DELIVER





# An update on the Peas Please initiative

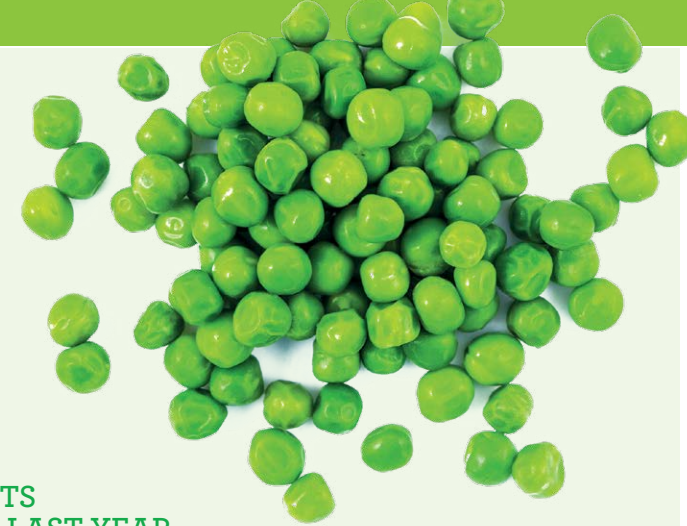
**Peas Please started work in 2016 with a clear mission: to make it easier for everyone in the UK to eat more veg.** Shifting dietary habits is not easy, but our trailblazing approach aims to change this by tackling all parts of the food system simultaneously, working with actors from across the food system to do so. We are seeking to address the shortcomings of the many healthy eating campaigns that have previously tried (unsuccessfully) to increase the UK's vegetable consumption, by focusing on both supply- and demand-side drivers of change rather than education alone.

Since the launch of Peas Please in 2017 we have successfully built momentum and engagement with the programme, establishing Peas Please as a model for multi-stakeholder food system initiatives. Three new places received funding for Veg Cities this year, with Exeter, Winchester and Tower Hamlets joining as new Veg Cities. **We now have 25 Veg Cities and are on track to have recruited 100 Veg Advocates from across the UK by the end of the year, working at a community and local level to influence change. Meanwhile, a further seven organisations have joined the Peas Please community since 2019's progress report,** taking our total number of participating organisations to 95. A warm welcome to all pledgers who have joined the Peas Please community since last year.

Interestingly, we have seen a shift towards businesses including their Peas Please commitments in corporate responsibility and annual reporting over the past year (for example Greggs and Co-op), which is an encouraging step in the right direction for ensuring that private sector commitments to support more veg play a key role in strategic objectives. Corporate sustainability and the transition towards more sustainable and healthy diets is increasingly on the agenda for many of our retail and Out of Home pledgers, with more veg in place of meat and starchy staples a double duty action when it comes to improving both health and environmental outcomes.

## NEW PEAS PLEASE PLEDGERS

- Edinburgh School of Food & Wine
- Twickenham Stadium
- Hampshire County Council Catering Services (HC3S)
- University of South Wales
- Community Supported Agriculture
- A&J Catering
- Bags of Taste



## HIGHLIGHTS FROM THE LAST YEAR

We have continued to work to influence policy and business practices in favour of greater UK vegetable production and consumption, making the case for change given the formidable health and environmental challenges we face at both a national and global level. We were thrilled to see over 520 people join us online over the course of a week in October as part of Veg Fest, our e-conference celebrating all things veg and aiming to galvanise action and provide pledgers with food for thought on reorientating the food system.

We published **🌱 Veg Facts 2020: in brief** in June (an update on **🌱 2016's fact-file**) to outline why vegetables matter – it showed the potential for investment in the UK's horticultural sector and highlighted continued low levels of veg consumption. Peas Please has also been part of research conducted by the

This year's report saw our aggregate portion total increase to 162 million portions, with an additional 72.1 million portions of veg sold or served by our pledgers

Sustainable and Healthy Food Systems (**🌱 SHEFS**) research consortium, finding that most vegetables on the UK market are not produced in this country, with the UK's supply of fruit and vegetables increasingly reliant on imports – particularly from countries that are vulnerable to climate change and water scarcity (SHEFS 2020). In the wake of COVID-19 we have

also supported the Fruit and Vegetable Alliance, a consortium of British fruit and veg growers of which Peas Please is a founding member. The Alliance has been working hard to make sure that fruit and vegetable producers are joined up and knowledge-sharing throughout the pandemic.

We have also worked closely with the Association of Convenience Stores and our retailer pledgers to better understand how retailers can add value to and support the government's Healthy Start and Best Start Foods schemes. These schemes act as a nutritional safety net for low income families with very young children, providing vouchers to buy veg, fruit, vitamins and milk. To this end we have facilitated several conversations to make sure the planned digitisation of the scheme in England, Wales and Northern Ireland can be smoothly rolled out in grocery stores, as well as helping to coordinate a roundtable meeting between retailers, the Public Health Minister, and the Department of Health and Social Care to explore how UK retailers can best support the scheme following COVID-19.

## HOW HAVE WE IMPACTED ON VEGETABLE PORTIONS?

The **🌱 first annual progress report**, covering the campaign's first eight months and published in September 2018, aggregated the number of additional portions served as a result of Peas Please: it amounted to 4.8 million.

The **🌱 second progress report**, covering the year July 2018 to June 2019 and published at the start of 2020, saw the cumulative portion total increase to 89.9 million additional portions. This year's report saw our cumulative portion total increase to 162 million portions, with an additional 72.1 million portions of veg sold or served by our pledgers during July 2019 to June 2020. This year, 25 pledgers were unable to report back to us on their progress due to COVID-19, impacting our cumulative portion total. The vast majority of those unable to report back were from the Out of Home sector, highlighting the scale of the challenge the hospitality sector has faced in 2020.

This has particularly affected our portion progress this year, as our catering pledgers typically contribute a significant number of portions to our cumulative total, reporting back to us on their veg progress across their entire businesses. In comparison, while many of our retail pledgers provide data on the amount of veg sold through ready meal ranges, only one (Henderson Group/SPAR NI) currently report back to us on sales of vegetables across their business (this we monitor indirectly using Kantar data for our other retailers).

We know that we need to eat over **30 BILLION** more portions per year to meet public health targets, so our work must continue. >>



## WHAT'S NEXT?

There is certainly more the Peas Please partnership can do to support our pledgers to reach our overall targets, including obtaining more ambitious pledges from businesses who have met their original targets, advocating for the continued inclusion of veg on menus to support the casual dining and catering sectors as they rebuild and regroup, and ensuring that commitments from larger food businesses cover their operations across all four UK nations.

Given the influence of UK retailers on the food we buy we are particularly keen to see our retailer pledgers really step up and do more to increase sales of veg. We are also keen to build on existing relationships within the convenience store sector, given that many stores are located in areas of deprivation, where we know veg consumption is likely to be particularly low.



## WE HAVE THREE GOALS:



To see more veg eaten: we want more veg on offer in convenient and easy-to-eat ways. We want veg to be more appealing and desirable. And we want low income households to have greater veg purchasing power.



To catalyse a permanent shift in the food system in favour of higher veg consumption, reflected in both business practice and government policies.



To establish a successful model for enabling people's voices and lived experience to create food system change.

## RENEWING AND REVIEWING PLEDGES

Continuous improvement is a key tenet of the Peas Please initiative. The first few years of Peas Please helped to establish proof of concept, showing everyone that it was in fact possible to increase the amount of veg being grown, sold and served. But given that many of our original pledgers joined the initiative in 2017, we are now looking to refresh and revise a large number of Peas Please pledges which were due to be completed by October 2020.

Given the success of the initiative to date, and the evolving corporate landscape in the face of tighter government regulation and growing citizen demand for more sustainable and healthy food options, we hope to see more ambitious pledges made for the period up to 2023. Our aim is to see renewed commitment that prioritises greater transparency in reporting the volumes of veg sold or served by businesses, as well as new pledges that are SMART (Specific, Measurable, Achievable, Relevant and Time bound).

## Pledgers who have reviewed and updated their pledges in the past year



## TRANSPARENT REPORTING

As increasing numbers of pledgers meet their initial commitments to promote and mainstream veg, Peas Please would like to see more transparent reporting of sales of vegetables as part of the monitoring process. This will take time, with technical challenges that require some pledgers to invest resources into determining an effective method and process for doing so, but it would be a powerful driver of change by increasing accountability among retailers, restaurants and manufacturers. For next year's progress report, we hope to have finalised several new commitments with existing pledgers that commit to more transparent reporting of vegetable sales.

## VEG ADVOCATES: A PEAS PLEASE INITIATIVE

Veg Advocates help to drive change by challenging the food system to do better, and using their own experience to give advice about what needs to happen to get the nation eating more veg.

So far we've run 20 workshops with citizens exploring the barriers to veg consumption, with another 30 planned. Our target is to have recruited 100 **Veg Advocates** from across the UK by the end of 2020.

They'll work with us over the next three years, acting as agents of change in their local communities to boost veg consumption, as well as supporting us at a national level.

As part of the next three years of Veg Advocate activities, Peas Please will be coordinating a number of Veg Dialogues for Advocates to engage with our business pledgers. The intention is to facilitate open discussion between Peas Please businesses

and Advocates so that each can better understand the barriers to increasing vegetable consumption within the UK. These virtual meetings are planned for 2021, and we hope will provide an opportunity for businesses to learn from the lived experience of citizens as to what they find useful and what they find challenging when it comes to accessing veg in their local areas and stores. Keep an eye out for further information on this in 2021.

## TOM'S STORY: one of our veg advocates shares his experience of overcoming barriers to eating veg

My name is Tom and when it comes to food, I've had a mixed experience.

Growing up in an impoverished household I spent most of my younger to early teens living on cheap, high-fat foods, which had made an impact on both my physical and mental health. That's not to say I didn't have properly cooked foods, which I did, but often it was the portioning of food groups that was off. Two years ago, my family and I set out to alter our lifestyle. This entailed eating better quality foods, taking up exercise and a more positive mindset by moving to a better area.

Now, I could sit here and state the obvious: you should be eating at least seven fruit and veg a day, but during these times that's neither possible nor practical; for example, in my hometown of Kirkcaldy, we've seen a decline of quality of fresh fruit and its shelf life at many of our local supermarkets.

This rapid change in accessibility, however, is also bringing about some positive changes, whether that's coming up with creative new recipes or having a radical overhaul of what we eat – introducing new foods and flavours to our diet, which is enhancing our relationship with food.

During the lockdown my experience with fruit and veg has been a mixed bag. At no point could I not access any of the fruit or veg I desired; however, more often than not after two weeks of the lockdown the quality of fruit declined, often going mouldy before its expiry date. One thing I noticed about this is that it depended on what supermarket I shopped at so I assumed it must be down to their suppliers. One other key factor I noticed was that the later it got into the week, the more the fruit on the shelves went off. The price of everything during lockdown never seemed to change so that was a plus.

Now, if I was to offer a suggestion for people to increase their vegetable intake, it would probably target those with little-to-no kitchen skills. I feel vegetables could easily be incorporated into ready meals, or maybe a healthy fast food initiative could be started to offer healthily cooked, high-vitamin-packed meals for those who want them. It's not only about increasing our daily intake; it's about accessing veg and being able to afford them.



Tom Mitchell, 18, lives in Scotland, and is a Veg Advocate.



# Our approach to monitoring

The success of Peas Please rests on the quality of the monitoring process and the extent to which it holds pledgers accountable to their commitments. The primary purpose of publishing our progress reports is to assess each pledger’s fidelity to their pledge. Monitoring is done through a combination of pledger self-reporting, use of aggregate, independently sourced metrics and, where applicable, visits to retail stores and restaurant chains by the monitoring team.

The self-reported data for the period of July 2019 to June 2020 were this year collected through an online data collection system, accessed via the Peas Please microsite. Pledgers who have previously reported back to us on their progress reported updated figures for their most recent year of progress. For new pledgers, we asked for baseline data – comparison point data before they started working on Peas Please – and their first year of progress.

Pledgers were asked to self-assess their progress with a numerical rating on a scale of 1–3, and to

provide a justification for the rating given which we then used to confirm or adjust the self-rating score. We publish a traffic light colour-code for pledgers based on this numerical score when they are reporting their second year of data. Because we recruited a large number of new pledgers in 2019, the first-year traffic light ratings for 22 pledgers has not been publicly reported here as a part of this year’s report. These first-year results are instead shared with pledgers privately. All pledgers in their second year of reporting have their traffic light scores published as a part of the annual progress report. Contributions to our annual and cumulative portion totals, however, are included from year one of pledger reporting.

**The colour-code is defined as:**

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- **COVID-19:** Unable to report back this year due to capacity issues caused by COVID-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments.



## CHANGES TO THE MONITORING EXERCISE AS A RESULT OF COVID-19

The majority of our pledgers within the catering and casual dining sectors were forced to close their sites from March onwards in accordance with lockdown rules. As a result, progress for many towards meeting Peas Please targets came to a halt for four months (one third) of this 2019/20 Peas Please reporting year. Other pledgers found their capacity was severely stretched by operational challenges – needing to meet increased demand and responding to the rapidly changing environment.

As a result, we made the decision to offer all pledgers the option to split their reporting for this year into two time periods:

1. **July 2019 – February 2020**
2. **March – June 2020.**

We hoped that this would more fairly reflect the fact that different sectors have experienced COVID-19 very differently. For those pledgers forced to close from March onwards, progress for this year was then assessed for the first 8 months of the year only, with progress for any targets on percentage increases in veg sold or served then compared against 66% of a pledger’s pre-COVID-19 baseline report. To calculate our aggregate total, however, we compared 12 months of actual veg sales/servings against 100% of the original baseline year as in previous years, in order to more accurately estimate the impact of COVID-19 on additional portions of veg being sold to citizens.

Where organisations were completely unable to report back due to capacity issues as a direct result

of COVID-19, we assigned them a COVID-19 ‘score’ rather than a black traffic light rating. This is intended to take into account this year’s unprecedented events but is not expected to be extended beyond 2020. Organisations who did not respond to any of this year’s communication around reporting and were not able to confirm that their lack of reporting was due to COVID-19 were assigned a black rating.



## ADDITIONAL CHANGES MADE TO THIS YEAR’S MONITORING PROCESS

Pledgers are now assigned two traffic light ratings to assess progress, rather than one. One traffic light assesses overall progress against all pledge commitments as before, and one assesses progress specifically against our core metric of increasing the number of vegetable portions sold or served by pledgers. For those organisations who do not currently have a specific pledge around portions of veg, we have marked this as ‘does not currently report’ in the report (Annex 1). Those pledgers with a business model that means they do not directly serve or sell vegetables have been marked as ‘N/A’.

We also now ask for a second signature when pledgers submit their reporting data to the Peas Please monitoring team. Securing a counter signature was introduced to increase the reliability and accuracy of reporting.

TABLE 1: SUMMARY OF MONITORING CHANGES BETWEEN YEARS 1 AND 3

YEAR 1	YEAR 2	YEAR 3
41 Pledgers	63 pledgers + 22 cities	70 pledgers + 25 cities (including 22 reporting back for the first time this year, and 25 who did not report back due to COVID-19)
Specific, individual questions	Set questions per commitment type	Set questions per commitment type, grouped into categories depending on whether they related to portions, marketing, policy or new product development (NPD) veg pledges
Portions and number of people reached	Portions only (number of people has moved over to Veg Cities for monitoring)	Portions only (number of people has moved over to Veg Cities for monitoring)
Gave each pledger a traffic light rating (not published)	Gave each pledger a traffic light rating (published for 26 pledgers in their second year of reporting)	Gave each pledger two traffic light ratings; one for overall progress and one specifically relating to progress in serving or selling more portions of veg (published for pledgers in their second or third year of reporting)
Individual Veg Cities included within the monitoring	Veg Cities collecting their own data and providing them to us	Veg Cities collecting their own data via their Veg City reporting dashboards and providing them to us



STORE AND RESTAURANT VISITS

The retail pledgers in Peas Please collectively make up more than 80% of the retail grocery market in the UK (Kantar 2020), making their pledges potentially very influential for population-level veg consumption. To see our retailer pledges in action we have historically conducted annual store visits to each pledging retailer. These site visits are intended to identify cross-retailer opportunities for making veg more accessible and easier to buy, and act as a balance to reduce any self-reporting bias. This year, we also had 10 pledgers in the casual dining sector due to report back to us for the first time, and were planning on visiting their restaurants to monitor any changes to menus made as a result of Peas Please pledges.

Due to social distancing measures and restaurant closures in place due to COVID-19 it was not possible to conduct these visits this year

These visits are usually made by the monitoring team during the summer months. Where it was possible for the monitoring team to objectively check the accuracy of pledger reporting – for example through monitoring social media accounts – reviews were undertaken. With support from our Veg Advocates we intend to conduct site visits for both our retailer and casual dining pledgers for next year’s reporting process (assuming the environment permits).

VEGPOWER

Sales data and more detailed results for Veg Power’s program of work are analysed separately as part of the annual campaign evaluation exercise undertaken by Veg Power. We have included a brief summary of the 2020 Eat Them to Defeat Them campaign and other activities within this report.



**NATIONAL TRENDS IN DIETARY INTAKE**  
Lastly, we keep track of annual data from national dietary surveys to see if and how our pledgers’ progress is reflected in population dietary intake data. However, there is a considerable time lag before the national data is available and so it will be several years before we are able to see any impact at a population level.

- AGGREGATE METRICS**  
We track our impact through two aggregate metrics:
- 1. **Additional portions of veg sold/served by pledgers through meals or products.**
  - 2. **The percentage of the retail shopping basket which is veg. This metric, prepared by Kantar, is tracked for all our pledging retailers. It covers fresh, frozen, chilled, prepared and tinned veg.**

This year, we are also able to include analysis from the latest National Diet and Nutrition Survey, waves 5–9, on vegetable consumption for the years 2012–2017. As this data predates the start of the Peas Please programme in 2016/7 we intend to use this as our own baseline data to compare with vegetable consumption data over the coming years to see if there have been any changes at a population level.

2019/20 progress

TABLE 2: PEAS PLEASE REPORTING PROGRESS			
	2017/18	2018/19	2019/20
Number of pledgers due for reporting this year	41	49	70
Number of pledgers providing self-reported data	35	41	38*
Number of pledgers' data provided by the PP team	3	5	3
Number of pledgers who didn't provide data	3	3	4 (2 of which have now been removed from the programme)*
Number of Veg Cities	**	22	25

\* An additional 25 pledgers did not provide data due to capacity issues caused by COVID-19. Goals Soccer Centre did not submit data for this or the previous year and will thus be removed from the initiative. Chefs@School have come to the end of their funding and so have also been removed from the list of participating Peas Please pledgers.  
\*\* Three initial Veg Cities participated in the monitoring process as pledgers in 2017/18 and are counted above in the number of pledgers due for reporting.

PLEDGERS WITH A GREEN TRAFFIC LIGHT FOR OVERALL PROGRESS 2019/20

ITV

Birds Eye

Nestle UK

Interserve (Autograph Education)

Bartlett Mitchell

Havering Catering Services

Henderson Group/SPAR NI

Sainsbury's

Tesco

Lantra

Social Farms and Gardens

Soil Association

Sustainable Food Places

PwC/BaxterStorey

Caterlink



**PLEDGER PROGRESS**  
The majority of pledgers who submitted data have made progress on their pledges. Thirty-four of the seventy received a yellow or green traffic light score and are thus on track to fulfil their commitments or have already done so (see Annex 1).  
  
A huge congratulations to those who have already met their pledge (green traffic light), including four of our catering pledgers: Interserve (Autograph Education, Bartlett Mitchell, Havering Catering and Caterlink. Each has already exceeded their targets for increasing the amount of veg they procure/serve despite having to close a great number of their sites between March and June following COVID-19.



THE IMPACT OF COVID-19

Table 3 demonstrates the significant impact of COVID-19 on many of our pledgers, with all of the organisations who chose to split their portion data into two time periods – before and after COVID-19 – on track to increase the amount of veg they sold or served this reporting year before lockdown in March. The majority, however, were (unsurprisingly) unable to exceed the amount of veg they sold or served in 2020 compared to their original baseline year of reporting. As Table 3 shows, the Out of Home sector has been particularly affected by the effects of COVID-19, changing how people obtain food and potentially affecting how much veg individuals have been able to access. Of those pledgers who split their reporting into two periods, only three were able to increase the amount of vegetables they served/sold over the course of the entire 12 months compared to pre-COVID-19.

TABLE 3		
Type of pledger	8 months pre-COVID-19 vs 8 months of baseline year	2020 vs full baseline year
Caterer	+	-
Caterer	+	+
Caterer	+	-
Caterer	+	-
Retailer	+	+
Caterer	+	-
Workplace/event space	+	+
Caterer	+	-

SOME EXAMPLES OF PEAS PLEASE PLEDGER ACTIVITIES



PRODUCT DEVELOPMENT

- Our retailer pledgers continue to make great strides in increasing the veg content of ready meals, helping to make more convenient meal options healthier. Tesco significantly increased the percentage of own-brand ready meals that have at least one of your 5-a-day from 26% to 50%, and the Co-op’s ‘Classic Menu’ ready meals range now contains over 150g of extra veg across the range’s four main meals thanks to a concerted effort by their product development team to ramp up veg content.
- Lidl have worked closely with their growers to introduce new and innovative produce – for example in January smaller-than-average avocados were introduced into their ‘fun size range’ and named ‘Avodillos’ to capture the imagination of children. The introduction of a larger ‘family size’ bag of spinach resulted in an additional 1 metric tonne of spinach being sold.
- Compass Group launched a new plant-forward range, ‘Plantilicious’, into their business and industry, college, university and healthcare business contracts in January 2020. The new plant-based range ensures the vegetable content of meals makes up at least two portions of veg, and proved a hit with customers when it launched during Veganuary.



MARKETING AND COMMUNICATION

- A number of innovative campaigns have seen veg take on a more prominent role in marketing campaigns, with the introduction of new product lines that aim to make veg more appealing. Over the last 12 months Lidl have continued to successfully promote a wide-selection of veg through their ‘Pick of the Week’ (PoTW) selection, calculating that almost 70% of the PoTW promotions have been veg products over the last year.
- Recipe development has also seen Nestle UK increase the amount of veg included in their recipes by 51%, with all of their Maggi dry recipe meal mixes now recommending two portions of vegetables per serving with every meal on pack and online.
- Many pledgers, including most retailers and caterers, paired their Peas Please pledge with active participation in this year’s Veg Power Eat Them to Defeat Them (ETTDT) campaign, including running Veg Power themed activities in school canteens and placing ETTDT signage in store vegetable aisles. The Co-op, for example, invested money to support getting the Veg Power activity book into schools in lower demographic areas as well as providing copies to their Member Pioneer (MP) network (650 MPs in communities around the UK) to share with their local communities.



MENU DEVELOPMENT

- Those pledgers in the casual dining sector are making good progress in redesigning their children’s menus to offer more veg. The Brewers Fayre chain of family friendly restaurants redesigned their children’s menus so that veg are now centre stage. Zizzi, who launched their redesigned children’s menus before COVID-19, have already seen a 167% increase in sales of vegetables as a result of including more veg.
- Meanwhile, Mars revamped their menus in staff canteens so that rather than offering a single ‘healthy option’, menus now focus on ‘healthy as standard’. The new menus include veg as part of the meal rather than as a paid extra and across three workplace canteens they have seen a 19%, 44% and 7% average monthly increase in veg portions being sold since they implemented this change.



VEGETABLE PLACEMENT

- Aldi have boosted sales of fresh produce by redesigning and refreshing store formats. One key change has been to promote fresh produce to their customers at the very start of their shopping journey, on the first aisle, as well as giving special prominence to their ‘Super 6’ price promotion for fruit and veg. Those stores where these changes have been implemented have seen an increase in sales for fresh products compared to older store formats. Aldi are working to transform all stores to the new format.
- Incentivising purchases of veg online is an area ripe for focus and investment, particularly given the significant increase in market share for online shopping since the start of the pandemic. Waitrose continue to run trials to increase the prominence of vegetable promotions and suggestions as part of the online customer journey, with Sainsbury’s recently launching ‘The Great Big Fruit and Veg Challenge’, gamifying vegetable purchases to encourage their customers with Nectar cards to try more and different veg.



VEG-FOCUSED POLICY

- Among our ‘system influencer’ pledgers, the Association of Convenience Stores committed to supporting the uptake of Healthy Start vouchers across their member stores in this year’s ‘National Food Strategy: Part One’ recommendations, while Lantra (Tyfu Cymru) have updated their Wales industry action plan for horticulture, with ambitious targets and a collaborative approach supporting their ambition of growing more veg in Wales.



Where pledgers have struggled to make progress on their pledges, they have highlighted the challenges in moving people beyond their ‘usual choices’ and towards new veg offerings. Increasing space to promote vegetables in marketing materials such as magazines can be tricky given the pressure to follow food trends, with more indulgent recipes that are light on veg often in vogue during seasonal milestones such as Christmas, Easter and Valentine’s Day. A number of pledgers have also struggled with internal systems for obtaining data and metrics on vegetable sales as part of the reporting process. Engaging multiple teams in the monitoring progress and embedding the ‘more veg’ message into buying, development and monitoring processes have proved challenging for a number of our larger pledging organisations.



# Peas Please Prize winners – 2018/19

The first ever Peas Please Prizes were awarded this year as part of Veg Fest, celebrating the achievements and progress made by pledgers for the reporting year 2018-19.

## THE INDIVIDUAL CHAMPION PRIZE

Recognising an outstanding contribution made by an individual working within one of our participating pledger organisations.



**WINNER: EDWARD MORGAN, CASTELL HOWELL**

For his championing of Castell Howell's pledge and support of Veg Power, distributing 47,000 Eat Them to Defeat Them packs to schools across Wales.

**RUNNER-UP: Linda Cregan, ISS**

## THE INNOVATION PRIZE

Recognising inspiring and innovative activities to support Peas Please pledges and our overall mission of boosting veg consumption.



**WINNER: SAINSBURY'S**

The Sainsbury's Little Ones Range provides infants up to 3-year-olds with all the nutrients they need for the vital first 1,000 days of their development, with all tray meals containing 2 of the recommended 5-a-day.

**RUNNER-UP: Cardiff and Vale University Health Board**

## THE RISING STAR PRIZE

Recognising new Peas Please pledgers who have made particularly impactful and ambitious pledges for helping us all to eat more veg.



**WINNER: HENDERSON GROUP /SPAR NI**

The first retailer in the UK to pledge a percentage increase in veg sold, demonstrating a true commitment to helping Peas Please significantly boost the amount of veg eaten in the UK.

## THE VEG CITY PRIZE

Recognising impactful and integrated place-based approaches to increasing veg uptake at a local level for cities participating in the Veg Cities campaign.



**WINNER  
BRIGHTON AND HOVE FOOD PARTNERSHIP**

For their pioneering work in supporting their local community to grow, source and eat more veg.

**RUNNER-UP: Hull Food Partnership**

## THE PLEDGER CHAMPION PRIZE

Recognising pledger organisations who have effectively championed and implemented their Peas Please pledge/s across their organisation as a core part of their business proposition.



**WINNER: BIRDS EYE**

For their ambitious pledge incorporating commitments to increase advertising spend on veg, introducing new products and running promotions in stores.

**RUNNER-UP: Greggs**

## THE GOOD SOCIETY PRIZE

Recognising pledger efforts to support equitable access to veg.



**WINNER: LIDL**

For their continued support and commitment to the Healthy Start voucher scheme which supports low income groups to buy fruit and veg.

**RUNNER-UP: The Scottish Government**

## THE VEG-O-METER PRIZE

Recognising the biggest percentage increase in vegetable portions sold or served by our pledgers.



**WINNER: INTERSERVE (AUTOGRAPH EDUCATION)**  
Their focus on changing veg behaviours among both staff and children led to this caterer increasing the portions of vegetable served in 2018/19 by 244% compared to the year before.

**RUNNER-UP: Tesco**







## CASE STUDY

SPAR NI  
BOOSTING VEG SALES THROUGH JOINED-UP MARKETING

In September 2019, SPAR, EUROSPAR, ViVO and ViVOXTRA stores and supermarkets in Northern Ireland began an integrated campaign to encourage shoppers to eat healthier and fill their baskets with quality, home-grown fruit and veg with the savings available in-store.

Coinciding with the return of school for thousands of young people in Northern Ireland, the retailer launched its year-long integrated campaign with a half price fruit and veg sale across its network of stores, situated in every community in the country.

The initiative was supported by out-of-home messaging, complemented by in-store point of sale and radio, plus an engaging digital strategy which aimed to promote value through tactical price and

*This was a campaign that reached the shopper at every stage of their journey*

product content across the period, backed up by fun veggie facts using the back to school messaging to highlight the best fruit and veg for brain power, encouraging healthy eating among young people.

Renowned for its support of local farmers and growers, the retailer highlighted various suppliers to its fruit and veg range, from Orr's Potatoes to Fresh Fields carrots through dedicated interviews in the SPAR and EUROSPAR InSPARation consumer magazine, web articles and interesting facts across its digital channels.

To further engage shoppers and their children with healthy eating, a series of social media short videos were produced which showed viewers how to make



creative plates full of fruit and veg, while a competition was held to win £50 worth of The Greengrocer's products, further highlighting the fantastic range available in-store.

Excellent results were witnessed across the board, from an increase of fruit and

veg products in the average basket shop, year on year, to millions of impressions for the digital campaign. This was a campaign that reached the shopper at every stage of their journey, and immersed them in all aspects of the initiative, from quality product and value pricing, to easy recipe ideas and health benefits.



## CASE STUDY

UNIVERSITY OF WEST LONDON  
HOW ONE UNIVERSITY IS FUTURE-PROOFING MEALS BY TRAINING UP STUDENT CHEFS

The need for a more resilient, sustainable food industry is clearer than ever, and to achieve this we need the talent and expertise of chefs. But how can we better equip future chefs to play their part in a sustainable world? Culinary professionals have a real opportunity to create a change in how everybody eats for the better, and so it's critical to prepare them with the skills and knowledge they need to create great-tasting, sustainable, healthy and nutritious products.

As part of the Protein Challenge 2040, the University of West London (UWL) have created and piloted a series of sustainability-led lessons that can unlock young chefs' potential to shape the future of food. From September 2019 to May 2020, together with Forum for the Future and the Future Plates initiative, UWL developed and piloted eight new forward thinking, sustainability-led lessons for schools and colleges to

integrate into existing culinary and food and hospitality courses.

The key lessons are incorporated into the 'Future Plates Handbook' which also includes ready-to-use teaching principles, tips and resources to be incorporated into culinary skills education courses. This free-to-use content is designed to be adaptable and easily integrated into almost any mainstream culinary arts curriculum, as well as on-the-job training. Together with an insights report collating learnings and recommendations gleaned from the pilot, as well as stakeholder and expert engagement over the past three

years, it can be downloaded for free from the Forum's website.

The eight lessons focus on themes and issues that caterers are set to face in the near future – from finding a new protein balance, to wider food sustainability areas such as food waste, biodiversity, livelihoods and seasonality. The lessons include both an introduction to key issues – such as the environmental impact of animal protein – and practical activities focused on traditional, widely taught recipes. With protein, UWL's focus is not on vegan or plant-only culinary skills, but rather on rebalancing protein in dishes. By rebalancing, UWL mean that they are teaching students to reduce the use of animal protein dishes (while improving the quality), and increasing the use of vegetables, fruits and plant proteins, to achieve better outcomes for health, nutrition and sustainability.

Find out more about this initiative.





# National dietary trends

TABLE 4: PERCENTAGE CONSUMING '5-A-DAY' FROM NATIONAL DIETARY INTAKE DATA				
ENGLAND (NATIONAL DIET AND NUTRITION SURVEY – NDNS)				
	2012/13-2013/14	2014/15-2015/2016	*2016/17 – 2017/18	
Adults	27%	31%	Not yet published	
Children	8%	8%	Not yet published	
WALES (NATIONAL SURVEY FOR WALES)				
	2016/17	2017/18	2018/19	2019/20
Adults	24%	23%	24%	25%
SCOTLAND (SCOTTISH HEALTH SURVEY)				
	2016	2017	2018	2019
Adults	20%	24%	22%	22%
Children (2-15)	13%	15%	15%	14%
NORTHERN IRELAND (HEALTH SURVEY NORTHERN IRELAND)				
	2015/16	2016/17	2017/18	
Adults	37%	43%	38%	

\* NDNS has not yet released an individual data point for the percentage achieving 5-a-day for Year 9 (2016/17), but trend analysis released in January 2019 shows that over nine years (from 2008/09 to 2016/17) changes to the percentage achieving 5-a-day 'were very small or close to zero'. (Bates et al. 2019)



**BASELINE DATA FROM THE NATIONAL DIET AND NUTRITION SURVEY**

The National Diet and Nutrition Survey (NDNS) provides nationally representative data on the types and quantities of foods consumed by individuals across the UK. Peas Please ran secondary data analysis on the NDNS, waves 5–9, raw dataset (2012–2017) for **% Veg Facts 2020: in brief**, looking specifically at vegetable consumption.

These NDNS data show that vegetable consumption is low across all age groups. Moreover, vegetable consumption follows a strong social gradient with the richest 20% eating over half a portion of veg more a day than the poorest 20%. The richest 20% were also much less likely to be eating no veg at all.



TABLE 5a: PORTIONS OF VEG PER DAY BY AGE GROUP	Adults (>16yrs)	Secondary school children (11-16 yrs)	Primary school children (5-10yrs)
Mean number of veg portions eaten per day	2.6	1.6	1.7
The % eating less than 1 portion of veg a day	11%	25%	33%

**Note:** One adult portion is 80g based on the recommended 400g a day of fruit and veg. Peas Please uses a portion size of 50g for primary school-aged children. This is the midpoint value of the 40–60g recommended for children aged 4–10 years old in the School Food Plan.

**Source:** Food Foundation analysis of NDNS data, 2020.

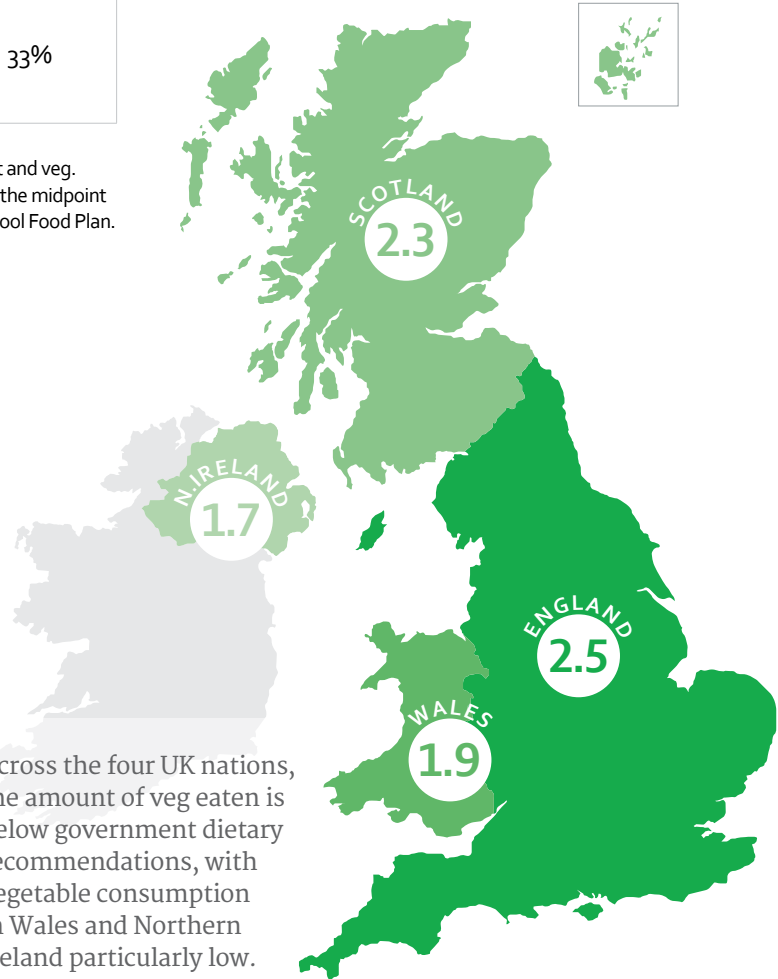
TABLE 5b: PORTIONS OF VEG PER DAY BY INCOME	Poorest 20%	Richest 20%
Mean number of veg portions eaten per day	2.6	2.9
The % eating less than 1 portion of veg a day	16%	5.5%

**Note:** One adult portion is 80g based on the recommended 400g a day of fruit and veg. Peas Please uses a portion size of 50g for primary school-aged children. This is the midpoint value of the 40–60g recommended for children aged 4–10 years old in the School Food Plan.

**Source:** Food Foundation analysis of NDNS data, 2020.

**FIGURE 1: THE AVERAGE NUMBER OF PORTIONS OF VEG EATEN PER NATION FOR THOSE 11 YEARS + (MEAN)**

Source: NDNS, waves 5-9 (2012-2017)



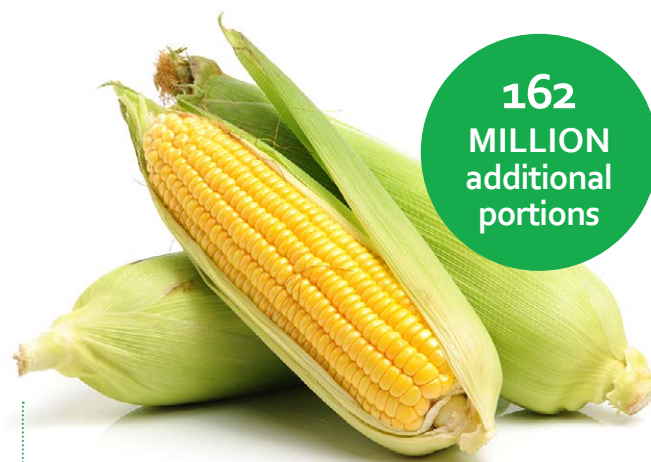


# Our impact

## ADDITIONAL PORTIONS OF VEG SOLD OR SERVED

Building on the initial success of our first two years, our pledgers have cumulatively sold or served an additional 162 million portions in the three years we have been monitoring Peas Please pledger progress. Although this demonstrates remarkable progress, the rate at which we are increasing our cumulative portion total has slowed, with around 13 million fewer portions of veg sold or served reported by our pledgers for our third year of reporting (2019/20) compared to the second year (2018/19).

COVID-19 has undoubtedly played a role here, with 27% of our pledgers unable to report back to us at all this year due to capacity issues caused by COVID-19,



and with many more unable to trade as normal following the closure and only partial reopening of the hospitality sector (see **Figure 2** for how COVID-19 has impacted on different sectors). Moreover, retail sales data kindly provided by Kantar to Peas Please also show that the proportion of shopping baskets that is veg remains low, despite grocery sales increasing following the closure of the Out of Home sector (typically, 25–30% of calories consumed are eaten out of the home (Public Health England 2018)).

**FIGURE 2: PERCENTAGE CONTRIBUTION TO OUR TOTAL CUMULATIVE PORTION TOTAL BROKEN DOWN BY SECTOR**

■ 2018/19 VS ■ 2019/20

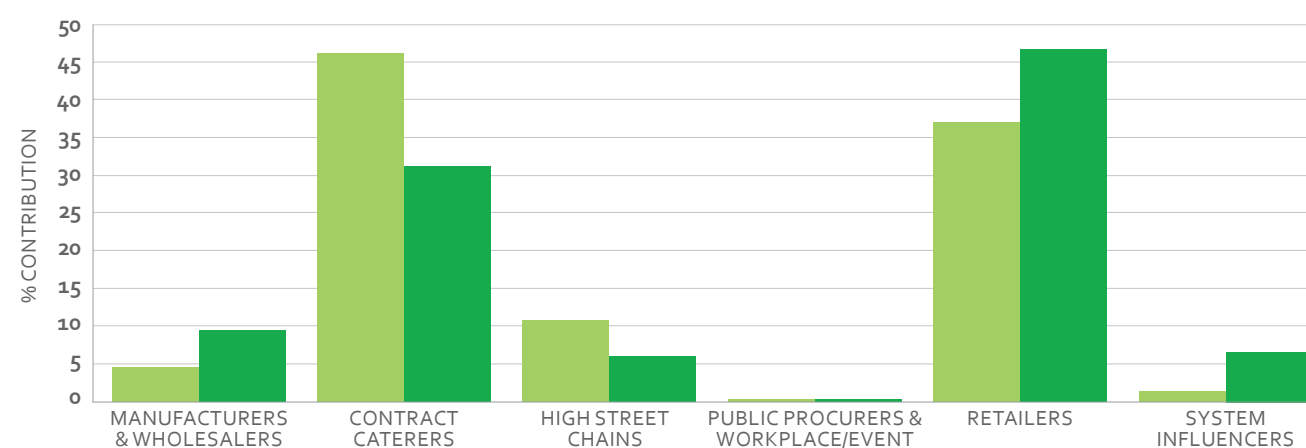


TABLE 6: ADDITIONAL PORTIONS OF VEG, PEAS PLEASE AND KANTAR DATA	2016/17	2017/18	2018/19	2019/20
Additional portions of veg (Peas Please pledger total)	n/a	4.8 million	85.1 million	73.3 million
% shopping basket that is veg (KantarWorldPanel)	7.2%	7.3%	7.1%	7.0%
% shopping basket that is veg for pledger retailers only (Kantar WorldPanel)	7.9%	7.7%*	7.6%*	7.4%

\*Please note that the % shopping basket that is veg for pledger retailers recorded for 2017/8 and 2018/9 has been updated using a consistent methodology in line with 2019/20 and to reflect Kantar's continual updating of data, and the figures are therefore different to those recorded in 2019's progress report.

## PERCENTAGE OF THE SHOPPING BASKET THAT IS VEG

When Peas Please was launched, 7.2% of the weight of the average shopping basket was composed of vegetables (Kantar). We know, however, that in order to be in line with the government's Eatwell Guide, 20% of the shopping basket should be made up of veg. If we look only at those UK retailers that have made a Peas Please pledge, the percentage of veg in shopping baskets was 7.9% at the start of Peas Please and is now 7.4%. Although this is higher than the average percentage for the market overall, and for retailers who are not pledgers (5.4%), it is deeply concerning that both figures appear to be on a gradual downward trend. The fall in percentage share among retailers who are pledgers was driven mostly by two retailers whose individual performance dragged down the average.

Compared to 2018–2019, the overall percentage of veg in shopping baskets has fallen slightly for the market as a whole, despite grocery sales increasing 13.7% in the 12 weeks leading up to mid-June following the closure of the Out of Home sector (Ingram 2020). Although there was a small increase in the volume of veg purchased, this increase was not a large one relative to the sales uplift seen for other food categories, and so the percentage share of



shopping baskets that is veg has actually fallen slightly over the past year. It is important to note, however, that these figures only capture fresh, frozen, chilled, prepared and canned vegetables, and therefore do not capture some of the progress being made by our retail pledgers in their ready meals and other composite and packaged products. Kantar data captures retail grocery sales only and does not include veg served by caterers and casual dining chains in the Out of Home sector, nor vegetables sold directly to citizens, for example veg box schemes. The data also only covers a 12 month period to the end of June and so is an incomplete picture of life following COVID-19.

Of additional concern, are the stark inequalities in the vegetable purchase data visible in the Kantar data (**Table 7**). The amount of vegetables purchased increases in step with income. Interestingly, regional inequalities can also be seen from the Kantar basket data, with those in London purchasing more vegetables than those in the North of England; 7.7% of baskets in London are veg compared to 6.6% in the North.

**TABLE 7: PERCENTAGE OF THE SHOPPING BASKET THAT IS MADE UP OF VEGETABLES BY INCOME (KANTAR)**

Per annum	52 w/e 17 Jun 18	52 w/e 16 Jun 19	52 w/e 14 Jun 2020
£0 – 9,999	6.3%	5.8%	5.7%
£10,000 – 19,999	6.9%	6.2%	6.2%
£20,000 – 29,999	6.8%	6.6%	6.6%
£30,000 – 39,000	7.3%	7.1%	6.9%
£40,000 – 49,000	7.7%	7.5%	7.3%
£50,000 – 59,000	8.1%	7.8%	7.6%
£60,000 – 69,000	8.6%	8.3%	8.0%
£70,000 +	9.1%	8.7%	8.5%

Source: Kantar

## WHAT DOES OUR DATA TELL US ABOUT WHETHER WE'VE EATEN MORE OR LESS VEG THIS YEAR?

Despite overall retail sales of food and drink increasing this year following the closure of the Out of Home sector in March, vegetable sales have not increased as a proportion of the typical shopping basket relative to last year's figures. This year's percentage of veg in the shopping basket for the retail market as a whole fell again by

>>



0.1% to 7.0%. However, it is possible that consumption might have increased given that levels of household food waste fell during the first few months of the pandemic, from 24.1% in November 2019 to 17.9% in June 2020 (WRAP 2020). While this data is not specific to vegetables it may be indicative of a higher ratio of consumption to purchase for veg. Nevertheless, despite the ongoing efforts of our pledgers in the retail sector we have barely moved the needle. Only two of our seven retailer pledgers increased the percentage of veg sold this year compared to 2019 according to the Kantar data, with most remaining flat year on year. When we looked at vegetable retail sales for the 52 weeks ending February 2020 the numbers hardly changed, suggesting that even before COVID-19 the retail sector was not on track to significantly increase the amount of veg being sold. Much more needs to be done – and quickly – if we are to improve veg consumption in the UK.

Moreover, although we know that meals eaten out of the home generally contain not enough veg (Food Foundation 2016), data reported to Peas Please shows that many of our pledgers in the catering sector were actually on track to meet their targets to serve more veg this year before they were impacted by COVID-19 (Table 3). COVID-19 has therefore derailed progress towards more veg for many organisations in the Out of Home sector while not delivering a concurrent boost to veg as a percentage share of total sales in the grocery retail sector – a blow for the health of the population at a time when it has never been so important.

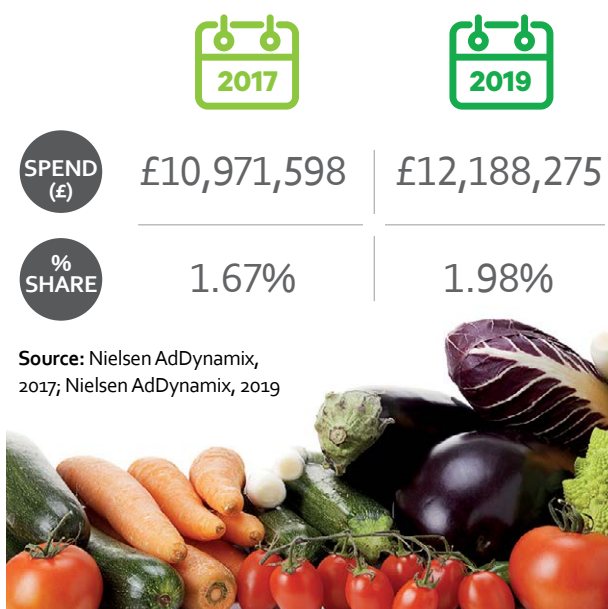
This supports research suggesting that, for many sections of the population, diet quality worsened during lockdown, with some struggling to access fresh fruit and veg, while others turned to foods high in salt, fat and sugar in response to increased psycho-social stress and anxiety (BNF 2020). Kantar data shows that those categories that saw the largest increase in sales following lockdown included alcohol and lunch options such as spreads and cold meats. Overall, it is not therefore possible to judge whether the Kantar data show a net increase in consumption of veg this year or not, as we don't have a comparison aggregate figure combining veg eaten out of the home and veg purchased through grocery retail to compare over time. While there is evidence that people have been doing more cooking from scratch since lockdown, this might not necessarily have equated to more veg, and there have also been significant increases in the amount of snacks purchased, which may have provided a counterbalance.

### THE PERCENTAGE OF UK FOOD AND SOFT DRINK ADVERTISING SPENT ON VEG

Using data kindly provided by Nielsen we analysed data on advertising spend in the UK for food and soft drinks, covering advertising in cinema, direct mail, door drops, outdoor, press, radio and TV. We calculated the percentage of advertising spend on five different food and drink categories – vegetables, fruit, confectionary, sweet and savoury snacks, and soft drinks – comparing ad spend in 2017 to spend in 2019.

Although there has been a small but encouraging increase in the proportion spent on vegetables, the overall percentage spend on vegetables as a proportion of all food and soft drink advertising remains negligible. It is possible that Veg Power and ITV's Eat Them to Defeat Them campaign (which launched in 2019) has contributed to the upward trend in ad spend seen since 2017 (Figure 1), but there is certainly a great deal left to do in ensuring a level playing field when it comes to food marketing.

**FIGURE 3 : ADVERTISING SPEND ON VEGETABLES AS A PROPORTION OF TOTAL AD SPEND ON FOOD AND SOFT DRINKS**



## CASE STUDY

GROENTENFRUIT HUIS  
PROMOTING VEGETABLES DURING THE EUROPEAN LOCKDOWN



During the first lockdown in the Netherlands in the spring of 2020, it soon became clear that the importance of a healthy lifestyle could not be overstated as people were confined to their homes, with many struggling to access food and fresh fruit and veg. The role healthy lifestyles can play in supporting the normal functioning of the immune system also came to the fore. Healthy eating with plenty of fresh fruit and vegetables is a vital part of that lifestyle.

The Fresh Produce Centre (GroentenFruit Huis) is an association of trading companies and growers' associations in the Netherlands, representing the interests of companies that are active in the sale of fruit and vegetables. It aims to be a source of knowledge and inspiration. The GroentenFruit Huis Association has over 320 members, who specialise in domestic wholesale, import, export, treatment and processing, packaging, storage and shipment of fruit and vegetables. They were therefore uniquely placed to work together to promote vegetables during the pandemic.



A campaign was set up that could be seen throughout the Netherlands, resulting in a 40% increase in visitors searching for more information about fruit and veg and how to use them during lockdown

GroentenFruit Huis launched a campaign in cooperation with the National Action Plan for Fruit and Vegetables, using the slogan: 'Take care of each other and let us take care of your fruit and veg' to inspire consumers to eat more fruits and vegetables. The first phase of the campaign focused on spreading the main message: 'Take care of each other. We will take care of your fruit and vegetables'. The campaign video aimed to reassure consumers that they would not have to worry about the availability of enough fruits and vegetables during lockdown.

As a follow-up to spreading the main message, GroentenFruit Huis also wanted to inspire consumers to take good care of themselves, especially in these times, by eating enough fruit and vegetables. With a second video, they made the link between the main message and healthy eating. GroentenFruit Huis also developed four weekly menus together with culinary bloggers, inspiring people to eat more fruit and vegetables.

In no time a campaign was set up that could be seen throughout the Netherlands: on TV, radio, highway signs, trucks on the road, in the newspaper and via social media. They received free airtime on national TV and radio with an audience reach of more than 4.5 million people. On their platform Veggipedia.nl, they saw a 40% increase in visitors during lockdown researching for more information about fruit and veg and how to use them.





# Peas Please partnerships

We take a systems focused approach in our work to make it easier for everyone to access veg. This means that we recognise that it's not enough to focus on education alone or changing just one part of the

food system – we need to pull on lots of levers all at once to make an impact at both a national and a local level. So we work closely with our partners within Peas Please, chiefly Veg Cities (led by Sustain)

and Veg Power, to boost vegetable consumption. Together we work to change businesses, social and cultural norms, and attitudes towards veg – and we work with communities to effect change.



## VEG CITIES

The Veg Cities initiative, coordinated by Sustainable Food Places (formerly Sustainable Food Cities), continues to thrive. Monitoring data provided by Peas Please partner Sustain, on behalf of Veg Cities, shows a significant increase in veg portions reported compared to last year's report. There are now 25 cities and local areas signed up to the campaign, with more than 430 different organisations taking part. These are mostly schools and community groups, followed by restaurants, caterers, councils and food growing enterprises.

Together, these organisations have made a variety of different pledges for more veg, including committing to promote veg, serving two portions of veg in every meal, running veg growing and cooking classes, and educating local communities about food waste. As a result of this effort, 9,573,611 portions of veg have been served over the past three years.

**A large number of people have been reached directly as part of initiatives run by Veg Cities:**

**635,513** people have been directly reached through veg promotion activities

**12,494** people have taken part in growing and cooking classes

**535** gardens have been set up or supported as part of creating a network of growing spaces

**370** initiatives to monitor and reduce food waste have been established – 134 more than last year

**24** vegetable markets and stands have been set up.



Following the implementation of lockdown measures in March, many Veg Cities and local food partnerships were forced to redirect their focus away from working to achieve wider food system change towards providing emergency food provision measures to their local communities, as many citizens struggled to access fruit and veg. Brighton and Hove Food Partnership (BHFP), for example, began coordinating a central food processing hub. Their involvement meant that fresh vegetables were included within emergency food parcels and within hot meals going out to those shielding and isolating. As of August 2020, over 3,200 adults and 1,300 children had received a food parcel which included veg, and 2,385 people had received a hot meal with veg from the eight community organisations and lunch clubs operating in the area.

In Aberdeen meanwhile, as in many other places around the country, there was a huge surge of interest in growing food. Community Food Initiatives North East (CFINE) came together with One Seed Forward, Tullos Community Garden and Granite City Good Food to support the local community in the Torry area of Aberdeen, with access to seeds and other garden inputs. As of July 2020, 250 growing packs had been delivered to households throughout Aberdeen as a result, as well as materials for gardening activities for vulnerable children as part of a summer 'Food and Fun' programme. CFINE is now running cooking sessions to inspire people to creatively use the produce they have grown.

*'We've been amazed by the way many local campaigns adapted their planned work despite the challenging circumstances and the generosity of many individuals and organisations looking to help out those who are struggling. Two silver linings of this pandemic are the increased interest in growing our own vegetables and more localised shopping habits. Local campaigns have been quick to adapt their work to support residents to grow their own vegetables at home and promote local fruit and veg box schemes to encourage more local veg production and consumption.'*

**Sofia Parente**, Sustainable Food Places, Policy and Campaigns Coordinator







## CASE STUDY

TOWER HAMLETS VEG CITY  
LOCKDOWN VEG GROWING IN THE HEART OF LONDON

Tower Hamlets Food Partnership was awarded a Sustainable Food Places grant to run a Veg Cities campaign in early 2020. In collaboration with Tower Hamlets Food Growers (a network of community gardens and growers set up by Wen-Women's Environment Network), the **Keep Growing** campaign was established to provide support for people to grow their own food, share produce, and celebrate local growing and local resilience. The Tower Hamlets Food Partnership initial plans included supporting more local vegetable production in community growing spaces and urban farms, and to create an identity for Tower Hamlets produce. Just as work was starting, however, the COVID-19 lockdown forced the food partnership to adapt their plans. In April and May, some of the funding available for the campaign was redirected towards researching and collating a weekly local food update, including info on food aid, delivery and takeaway offers of local retailers and shops, and information on free school meals and Healthy Start vouchers.

Due to the COVID-19 restrictions, the Keep Growing campaign tailored their approach to support and reach locals, despite the difficulties in accessing community spaces, by amplifying their

efforts on social media and using remote meetings and audio-visual tools. During the summer months, the campaign held six 'Grower's Question Time' events online, to support growing spaces and individuals growing their own food. The Question Time events included practical demonstrations on how to use the Keep Growing pack material and seeds, followed by questions from the participants. Each session saw an attendance of five to eight participants ranging in age, experience and knowledge in growing food. Participants showed great interest in learning practical skills and enthusiasm for the possibility



of asking tailored questions, aside from exploring more options on what they can grow even in limited spaces such as balconies or windowsills. The campaign also produced 20 gardening videos and step-by-step downloadable resources to support those who are approaching gardening and food growing activities for the first time.

Approximately 700 families have been involved in the Keep Growing campaign and received starter packs with everything needed to start growing vegetables at home and online resources during the lockdown, supporting them to grow



Due to COVID-19 restrictions, the Keep Growing campaign tailored their approach to support and reach local communities

food for themselves and the community. The campaign estimates that at least 100 people have gained new knowledge thanks to their online resources. The Keep Growing campaign have continued to produce gardening videos throughout the autumn to encourage people to keep growing during the colder months. They have also continued to share low-cost, healthy, plant-based recipes using only a few ingredients to support those families cooking with limited resources. Future plans include sharing case studies of organisations that grew food during the first lockdown, and continuing to link food growing spaces with community food projects.



### VEG POWER

**Veg Power** was originally founded as a spin-off initiative from Peas Please, aiming to inspire children to adopt a love of vegetables that they will keep for life and in turn share with their own children. Just two years on, Veg Power continues to go from strength to strength, disrupting decades of healthy eating messages with campaigns aimed squarely at children that make eating vegetables more fun. Many of our Peas Please pledgers in the retail and catering sector have wholeheartedly supported Veg Power's campaigns over the past year, and in doing so demonstrated what can be achieved when organisations from across the food system work together to devise innovative solutions to age-old problems.

This year Veg Power once again partnered with ITV, a Peas Please pledger, to launch the second Eat Them to Defeat Them (ETDT) advertising campaign. The 2020 campaign was both larger and more ambitious than before. Sky Media and Channel 4 joined the partnership, contributing additional advertising space, and a bold school campaign reaching 1,500 schools was rolled out by the Veg Power team. The campaign was a resounding success, reaching 46 million people through advertising and 425,000 pupils directly through the nationwide schools' campaign. 81% of schools surveyed agreed that it was more popular than other healthy eating initiatives, with both families and schools reporting that children tried new veg as a result. **An additional 517 million portions of veg are estimated to have been eaten by children as a result of the Veg Power activities between February 2019 and July 2020, adding £63 million in vegetable sales value during the course of the campaign.**

As well as advertising, Veg Power have expanded their reach this year, running a Defra-funded social media campaign to promote seasonal vegetables and prevent British produce from going to waste following the closure of much of the Out of Home sector in the early summer. The first edition of the ETDT kids' activity book was also released in September 2020, in partnership with ITV, Channel 4, Sky, Co-op, Sainsbury's, Asda and Public Health England.







# CASE STUDY

HC3S CATERING  
REDUCING FOOD WASTE WHILE INCREASING ENGAGEMENT WITH VEG IN SCHOOLS



This year, Hampshire County Council Catering Services (HC3S) supported 246 schools in Hampshire, Dorset and Wiltshire to implement Veg Power's Eat Them to Defeat Them (ETDT) campaign working with both teaching and catering staff. The programme started on 24th February and was due to run until 3rd April, but by 20th March schools were forced to close due to COVID-19. To capture the impact of the ETDT programme on HC3S's schools despite the closures, an online survey was circulated to all the participating schools, receiving responses from 75% of the schools.

The survey found that the majority of participating schools had showcased the ETDT campaign video during assemblies, using wall charts for a whole school challenge and stickers to incentivise pupils. In particular, they found that stickers proved to be a strong trigger in persuading children to eat more veg at the point of it being presented to them. School catering teams also set up fun-inspired tasting tables to encourage children to try new vegetables which were often presented in different ways, or pupils were offered different vegetables



from the new menu. The tasting tables and stickers often went hand in hand to create a buzz.

HC3S created lesson plans for all participating schools to use with pupils, reaching 425,000 pupils across the UK. They also promoted Veg Power's poster competition and colouring-in resources for their schools and their own colouring-in sheets for local libraries to use, with 90% of schools stating they used at least two of these assets. Much of the schools' feedback suggested the lesson plans were valuable, but they did not have enough time to integrate them into the curriculum. Instead, some schools sent the lesson plans home to try to encourage families to use the resources.

The majority of schools understood the concept of 'eating them to defeat them' and took on the fun elements of the campaign to engage the whole school community, extending it to the home environment. However, a small

minority of schools stated it was difficult to understand the concept of ETDT and questioned the use of vegetables as enemies.

HC3S also asked families to complete a survey, receiving 287 responses. Overall, parents supported their children in eating their veg and liked the joint approach taken with the school. Following the campaign, 68% of parents believed their child was willing to try a wider variety of veg and 39% agreed that their child has since wanted to eat a wider variety.

During HC3S's Eat Them to Defeat Them campaign, a pilot in several schools was also carried out to measure any change in plated waste as a result of the campaign. HC3S were excited to see that results were better than expected, with an average of 25% reduction of waste, suggesting that by encouraging children to eat more veg there can be a knock-on impact in reducing food waste in school canteens.

HC3S saw a 25% reduction in food waste in pilot schools during the course of this year's Veg Power campaign



## OUR IMPACT ON POLICY BEYOND PLEDGERS

Food and health policy related issues are firmly on the political agenda in the wake of COVID-19. Yet while the devolved nations grapple with the fallout from the pandemic, it is important that previous commitments to health, nutrition and prevention do not fall off the agenda. The Peas Please initiative focuses on four specific policy areas, selected due to their impact in supporting access to veg – particularly for vulnerable and low income groups – and in safeguarding the future vegetable supply chain in the UK. They are:

1

### HEALTHY START

Healthy Start is a statutory scheme in England, Wales and Northern Ireland, providing low income families with vouchers to spend on fruit, vegetables and pulses (among other products). Peas Please supports the recommendation in the National Food Strategy calling for an expansion of eligibility to the scheme, and welcomed the recent announcement that the value of the vouchers will be increasing from £3.10 to £4.25 in 2021 which will help thousands of families to access veg. We also work with our retailers to ensure the successful implementation of the planned digitisation of the scheme and explore ways in which they can support increased uptake of the scheme.

2

### BEST START FOODS

In Scotland, the Best Start Foods scheme provides low income families with children aged under 3 with funds to pay for healthy foods delivered via a pre-paid card. Discussions are under way with several retailers about how they can add value to the scheme in Scotland and test approaches which can be adapted and extended to the rest of the UK once the Healthy Start scheme is digitised.

3

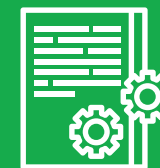
### SCHOOL FOOD

Peas Please would like to see two portions of veg in every school meal as part of new school food standards, with a renewed focus on making the wider school environment more veg friendly, encouraging children to like and eat vegetables from a young age. Scotland and Northern Ireland are now proposing that two portions of veg are included in every school meal as part of new school food standards. England and Wales should follow suit. In 2021, we plan on publishing a briefing note exploring access to vegetables in the school environment, with comparison of the differing regulations across the devolved nations.

4

### BRITISH HORTICULTURE

Peas Please supports the case for investing in the UK's efficient yet historically underfunded edible horticultural sector. In the wake of Brexit agricultural policy should support a commitment to develop a thriving horticulture sector across the devolved nations. Each nation should push for national fruit and vegetable action plans to support both production and consumption of veg.







Peas Please has continued to support the Fruit and Vegetable Alliance, which provides input for Defra, throughout the pandemic

Peas Please has continued to support the Fruit and Vegetable Alliance, which regularly provides input for Defra and the Farming Minister through the Edible Horticulture Roundtable. The group advises the government on how to best support the horticulture industry, particularly as it considers the policies that will replace the EU's Common Agricultural Policy. This year the Alliance co-produced a new vision for the sector and has established working groups, including one on increasing veg consumption – which Peas Please is leading on.

In Scotland, Peas Please was



active in supporting the fruit, vegetable and potato action plan. However, implementation of the recommendations has been limited to date. Currently, Scottish Government is starting to develop a cross-cutting food policy and, as part of that, Peas Please will make the case for a strong focus

on vegetable production and consumption.

In Northern Ireland, Peas Please has been engaging with Ulster Farmers' Union to convene a group of stakeholders to establish next steps on how to support and develop the sector.

In Wales, Peas Please has presented evidence on production and consumption to horticulture stakeholders and has fed into the development of the Tyfu Cymru action plan. Peas Please has also been asked to work alongside industry stakeholders to help develop a new vision for the sector.



## CASE STUDY

LANTRA  
SUPPORTING WELSH HORTICULTURE



Horticulture is a key growth sector for Welsh Government. It is essential to delivering the objectives of the Rural Development Plan for Wales and has contributed to meeting the ambition to grow the food and a multi drinks sector by 30% in 2020, increasing industry turnover to £7 billion. But this is not about growth at any cost. Access to natural and finite resources, such as land, energy and water, are vital to growing edible and ornamental produce. Management of these natural resources will be prioritised in Wales through the Sustainable Farming Scheme, with farm payments aligned with sustainable land practices that respond to the climate emergency and reverse biodiversity decline. Furthermore, the new Strategic Plan for the Food & Drink Industry in Wales proposes to take forward a commitment to developing the skills of the workforce, using resources sustainably and addressing public health, as well as meeting sustainable brand values that aim to enhance Brand Wales.

The current pandemic has highlighted a reliance on global supply chains and placed more emphasis on an already significant and growing consumer demand for provenance, and the need for shorter supply chains and increasing resilience in primary production and rural communities. Boosting horticulture

farming is key to the Welsh Government's plans to emerge from the COVID-19 pandemic and has been identified by their Green Recovery Taskforce as a route to accelerating Wales' transition to a low-carbon economy and a healthier, more equal nation.

Lead by Tyfu Cymru, a project managed by Lantra, and with funding from the Welsh Government Cooperation and Supply Chain Development scheme, this Commercial Horticulture Action Plan for Wales outlines a **multi-stakeholder, whole-supply-chain approach to develop and sustain the commercial production of edible and ornamental horticulture produce in Wales for the long term.**

It draws on Lantra's experience of building the skills necessary to enhance the capacity and capability of the industry. It aims to scale-up proven achievements that will continue to benefit Welsh horticulture businesses. It responds to both immediate needs and provides leadership to equip businesses with the knowledge and practical skills for green and inclusive growth supported by applied research and appropriate use of technology.

To achieve this, it is crucial that the horticulture industry in Wales can

demonstrate how it delivers on the goals of the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016 and by **ensuring the industry adopts practices that support natural resource management, biodiversity, circular economy and public health, and contribute to the economic regeneration of rural Wales.**

### LANTRA AIMS TO:

1. Identify skills needs of Welsh commercial horticulture businesses and then provide training and skills development for the sector to enable businesses to be more productive, profitable and prepared for challenges ahead.
2. Prepare growers and producer-owned horticulture companies across Wales to adapt to commercial challenges and position them to capitalise on market opportunities for business development and growth.
3. Ensure existing markets are protected and emerging markets can be capitalised upon.







## OUR IMPACT EXTERNALLY

Notable references to Peas Please



Peas Please was used as an example of a voluntary scheme with the potential to encourage healthier grocery retailing in **an article** published in the British Medical Journal this year: *What role should the commercial food system play in promoting health through better diet?*



*Veg Facts 2020: in brief* was cited by the House of Lord's Select Committee on Food, Poverty, Health and Environment in their **report**, *Hungry for Change: fixing the failures of food*.



Peas Please is included as a case study as part of a **report** by the Global Alliance for the Future of Food recommending ways in which governments can support healthy food systems.



The rationale for Peas Please and the progress we have achieved to date were featured in a 'news and views' **article** published in the British Nutrition Foundation's Nutrition Bulletin journal.



A May **article** in Food Navigator cited Peas Please as an example of an initiative looking *Beyond sugar and salt reformulation: the case for 'positive nutrition' targets to help curb obesity*.



The Grocer **covered the results** of last year's progress report in January 2020, describing the report as a big step forward for the scheme.

Peas Please is gradually building a reputation as a model for multi-stakeholder initiatives working to improve health and nutrition outcomes. A few notable references to Peas Please have been highlighted above. We were also delighted to be invited by the Global Alliance for the Future of Food to speak at a partner event of the FAO's Committee on World Food Security (CFS) high-level special event in October 2020. The

event focused on strengthening global governance of food security and nutrition, with Peas Please selected as an example to show how government leaders and other stakeholders can design policies and practices around a positive vision of healthy and sustainable food systems. Many thanks to Sainsbury's for speaking on the panel about their experiences as a Peas Please pledging business.

## Key lessons and next steps

The precise impact of COVID-19 on UK vegetable consumption is yet to be determined, with evidence still emerging as the pandemic continues to unfold. Yet it is probably safe to say that different groups have experienced COVID-19 and associated social distancing measures in very different ways. While, for some, lockdown provided additional time with which to cook and shop (with sales of veg boxes increasing by 111% in the six weeks between March and mid-April) (Wheeler 2020), for others the pandemic has further compounded issues in accessing vegetables with rates of food insecurity continuing to rise. The absence of an uplift for the percentage share of retail shopping baskets that are veg this year despite the closure of the Out of Home sector is a concerning indictment of the current situation in the UK. We are simply not selling, serving or eating enough vegetables.

Yet this period has also provided us with an unprecedented opportunity for change, with many talking of the need to build back better with a greener, more just economy. The Peas Please community of pledgers wield a significant amount of influence and have already demonstrated what can be achieved through a concerted effort to tackle the UK's endemic levels of low vegetable consumption. We

**We will need updated pledge commitments, more transparent reporting on sales of veg, and a strengthening of relevant horticultural and food policies if we are to achieve our goals**

must not lose sight of our ambition to support the UK in its journey to become a veg-eating nation, nor let COVID-19 stall our progress. Although the pandemic continues to impact on many of our pledgers, particularly those in the Out of Home sector, there is a real opportunity to rebuild the food economy so that it is both environmentally greener and more veg focused.

We would encourage all our pledgers to maintain their focus on mainstreaming vegetables as a core part of their business models. We will need updated pledge commitments, more transparent and accountable reporting on sales of veg, and a strengthening of relevant horticultural and food policies if we are to achieve our goals as a programme. But as we have already demonstrated, system change is possible. The going may be tough and the challenges great but they are by no means insurmountable.





# Thank you

A massive thank you to our pledgers for the progress they have made, their honesty in laying out the struggles they might be having, and for coming along with us on this monitoring journey! 2020 has been an extraordinary year and challenging for everyone working in the food sector. The efforts of our pledgers in continuing to support Peas Please and provide us with data have been particularly appreciated this year.

Thank you to our Peas Please Strategy Board and Advisory Board for their help and guidance with this report and all things Peas Please.

And lastly, a huge thank you to The National Lottery Community Fund for funding the Peas Please initiative for 2019–2023.



# Annex 1

## A DETAILED BREAKDOWN OF PLEDGER PROGRESS

We’ve grouped our pledgers by sector, in line with our commitments framework (page 6), with the actions organisations sign up to as part of their pledges varying depending on an organisation’s business model and sector.

A detailed breakdown of pledges can be found in the Annex report on our website or accessed via the Peas Please microsite.

### Traffic light rating key:

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- ⦿ **COVID-19:** Unable to report back this year due to capacity issues caused by COVID-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments

## SYSTEM INFLUENCERS

5.9% (the proportion of our cumulative portion total contributed by our system influencer pledgers)

**The sector during COVID-19:** Organisations classed as ‘system influencers’ by the Peas Please initiative include a wide variety of different types of organisation, and so as a result experienced COVID-19 very differently

to one another. Many refocused their activities towards monitoring the impact of COVID-19 on the food system, with others directly supporting the emergency food response effort.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
ACS	●	N/A
Chefs@School	Funding came to an end – no longer a pledger	
Lantra	●	N/A
Saffron		⦿
Social Farms and Gardens	●	N/A
Soil Association	●	N/A
Sustainable Food Places (SFC)	●	●
Sustainable Restaurant Association (SRA)		⦿
TUCO		⦿
WRAP	●	N/A
Community Supported Agriculture	●	●
Horticulture Forum NI	●	●
Ulster Farmers’ Union (UFU)	●	●



## RETAILERS

47% (the proportion of our cumulative portion total contributed by our retailer pledgers)

**The sector during COVID-19:** Grocery sales rose sharply following the abrupt closure of the Out of Home sector and advice to stay and work at home. The UK grocery retail sector saw a 13.7% growth in food sales in the 12 weeks leading up to mid-June compared to the same period of time the year before (Ingram 2020). Although

sales have slowed as some aspects of pre-COVID-19 life have resumed, take-home grocery sales remain up compared to 2019. Challenges for the retail sector during COVID-19 have come from increased operational costs and the need to maintain supply chains in the face of increased demand.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Aldi		Does not currently report
Asda		
Co-op		Does not currently report
Lidl		
Sainsbury's		New baseline data reported this year
SimplyFresh		
Tesco		 (new baseline data reported this year)
Waitrose		Does not currently report
Henderson Group/SPAR NI		

## OUT OF HOME – CONTRACT CATERERS

31.3% (the proportion of our cumulative portion total contributed by our contract caterer pledgers)

**The sector during COVID-19:** With offices and schools closed during lockdown and group gatherings such as corporate events and weddings severely limited in numbers, caterers have borne the brunt of COVID-19's impact on the service economy. While some sites such as hospitals have remained open throughout 2020 and others (such as schools) have gradually reopened following the easing of lockdown measures, business

remains down. Many of our pledgers were unable to report back this year, or were able to report back on their progress only up until the end of February 2020, when many of their sites were forced to close. Catering companies contributed almost half of last year's portion total, so the challenges COVID-19 has posed for companies in this sector have undoubtedly been felt by Peas Please this year.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Albacore		
Autograph Education (Interserve)		

Bartlett Mitchell		
BaxterStorey		
Caterlink		
CEC Catering		
Compass Group		
Goals Soccer Centre		
Hampshire County Council Catering Services (HC3S)		
Havering Catering Services (HES)		
ISS		
Olive Catering		
Sodexo		
Vacherin		
Vertas		

## OUT OF HOME – HIGH STREET RESTAURANT CHAINS

6% (the proportion of our cumulative portion total contributed by our high street restaurant chain pledgers)

**The sector during COVID-19:** Much like those pledgers in catering, COVID-19 has had a hard-hitting impact on the casual dining sector. Most pubs and restaurants remained closed between March 23rd and 4th July, with the hospitality sector experiencing a 90% loss in revenues during the lockdown. Although some have

been able to open or partially reopen from July onwards, the outlook remains uncertain. This was the first year of reporting for the majority of our restaurant pledgers, but it has been encouraging to see work continue to redevelop menus even if the pandemic has delayed the planned launches of veg-initiatives for many.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Greggs		
S A Brains		
Ask Italian		
Brewers Fayre (Whitbread)		
Giraffe		
Harvester (Mitchells & Butlers)		
Hungry Horse (Greene King)		
Ikea		
JD Wetherspoon		



Leon	<div></div>	<div></div>
Prezzo	<div></div>	<div></div>
Zizzi	<div></div>	<div></div>

### EVENT SPACES, WORKPLACES AND PUBLIC PROCURERS

0.1% (the proportion of our cumulative portion total contributed by our event spaces, workplace and public procurer pledgers)

**The sector during COVID-19:** The closure of many offices, canteens and event spaces has affected many of our pledgers in this sector. The shift to online teaching methods in universities and the low uptake of school meals by children as schools and universities resumed

teaching in the autumn is likely to be hampering canteens getting back to normal with hot meal provision, with the challenges looking set to continue into 2021.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Cardiff and Vale University Health Board	<div></div>	<div></div>
Dynamic Earth		<div></div>
PwC/BaxterStorey	<div></div>	<div></div>
University of West London (UWL)	<div></div>	Does not currently report
Aramark Robert Gordon University	<div></div>	<div></div>
Aramark University of Westminster	<div></div>	<div></div>
Edinburgh School of Food & Wine	<div></div>	<div></div>
Twickenham Stadium	<div></div>	<div></div>
University of South Wales (USW)	<div></div>	<div></div>

### MANUFACTURERS & WHOLESALERS

9.6% (the proportion of our cumulative portion total contributed by our manufacturer and wholesaler pledgers)

**The sector during COVID-19:** A mixed picture. While the closure of the Out of Home sector and concurrent rise in take-home grocery sales benefitted many manufacturers (with sales of frozen veg particularly

strong during the pandemic), many wholesalers saw demand from school, restaurant and catering contracts collapse virtually overnight, having to furlough many staff as a result.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Birds Eye	<div></div>	<div></div>
Mars	<div></div>	Does not currently report
Nestle UK	<div></div>	Does not currently report
Bidfood		<div></div>
Castell Howell	<div></div>	<div></div>
GroentenFruit Huis	<div></div>	N/A
Puffin Produce	<div></div>	N/A
Mash Direct	<div></div>	<div></div>

### BROADCASTER

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
ITV	<div></div>	N/A



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