

High Level Steering Group 15 May: Item 2

Update on the draft fruit and vegetable pledge

1. In March 2011 HLSG asked officials to establish a small group to work up proposals for a fruit and vegetable pledge. These proposals and a pledging architecture were discussed by HLSG in June 2011. Further HLSG meetings in September 2011, November 2011, and February 2012 discussed draft pledge wording, the position of and possible criteria for composite foods, data modelling for composite food options, and the draft monitoring template.
2. The draft overarching pledge '**We will do more to create a positive environment that enables and encourages people to increase their consumption of fruit and vegetables**' will be delivered through activities reflecting the diversity of the different sectors and the range of products that can contribute to this initiative. Information supporting activity of the pledge outlines what action businesses might take, and there will be a requirement for these activities to be monitored annually.
3. The draft wording of the pledge has largely remained unchanged since early discussions. One key element that has been amended since the draft pledge provided in September 2011 is to present 4 rather than 3 areas of supportive activity, namely:
 - Access
 - Reformulation
 - Incentives
 - Information
4. This change was considered useful in simplifying descriptions for possible areas of activity.
5. To date, there has been considerable interest from the food industry for the fruit and vegetable pledge. Officials have met, and continue to meet, with individual potential partners including retailers, manufacturers, the hospitality industry and other interested parties. Through this approach, officials have ensured engagement and received feedback on draft pledge wording, fact sheets and monitoring templates. The food industry are therefore aware of the approach and monitoring suggestions for the pledge, save the expansion of the simplified activity descriptors.
6. The pledge package is attached at **Annex A** for information.

Composite foods containing fruit and vegetables

7. Taking forward pledge activity was deferred while awaiting a decision on the extension of the 5 A DAY logo licensing scheme to include composite foods. While discussions continue, a decision not to extend the 5 A DAY logo scheme at this time has now been taken.

Next steps

8. We believe that the time is right to take forward the fruit and vegetable pledge. Officials will re-engage interested parties to develop a timeline and early signatures for

announcement of the fruit and vegetables pledge. Precise windows of opportunity for an announcement have not yet been identified.

Action required

9. HLSC is invited to:

- **note that the 5 DAY logo scheme will not be extended at this time to include composite foods;**
- **confirm that they are content with the wording of the fruit and vegetable package; and**
- **agree next steps for issuing the pledge package and announcing first signatories.**

Annex A – FXXX Fruit and Vegetable Pledge

Food Network Core Commitment

We will encourage and enable people to adopt a healthier diet

FXXX Fruit and Vegetable Pledge

We will do more to create a positive environment that enables and encourages people to increase their consumption of fruit and vegetables

The following provides background and supporting information to help organisations understand what this pledge sets out to achieve and how, by becoming a Responsibility Deal partner, you can help deliver this pledge.

What this pledge sets out to achieve and why it is important.

This pledge is designed to mobilise action across the breadth of the food industry to help people to eat more fruit and vegetables, aiming for at least 5 portions of fruit and vegetables every day. This includes fresh, frozen, canned, dried, and juiced products.

The pledge reflects and encompasses the diversity of the food manufacturing, retailing, and catering sectors. It is purposely broad to ensure that partners across the sectors have the opportunity to pledge activities most relevant to their business to help increase fruit and vegetable consumption.

Sustained action by partners as part of this pledge can help to make fruit and vegetables a more desirable proposition for consumers and improve access and availability of these products across all food outlets. Taken together with a range of action by other partners, including government, primarily through the 5 A DAY work and Change4Life, this should help people eat more fruit and vegetables.

Eating more fruit and vegetables will help people to increase consumption of micronutrients, dietary fibre and non-nutrient substances, which together have benefits for our health. In particular, it will help prevent heart disease and some cancers.

Current consumption levels of fruit and vegetables

Consumption of fruit and vegetables is slowly increasing, but data from the latest National and Diet and Nutrition survey (NDNS) remind us that we need more action to help people eat more fruit and vegetables. The NDNS found that the average consumption of fruit and vegetables was 3.1 and 3.0 portions for women and men respectively – comparative data from 2001 found that women consumed 2.9 and men 2.7 portions. The latest NDNS survey collected information on composite foods i.e. tomatoes in a lasagne and when included the consumption levels increased by about one portion to 4.1 and 4.2 for women and men. The range of fruit and vegetable consumption is very large and only about a third of women and men are achieving the 'at least 5 A DAY guideline.

Annex A – FXXX Fruit and Vegetable Pledge

Benefits to Public health

People who consume more fruit and vegetables tend to have a reduced risk of heart disease and some cancers, better bowel health and better micronutrient intakes and status.

Increasing the proportion of fruit and vegetables in the diet can also help to decrease the energy density of the diet. Through reformulation and/or substitution of other foods, it may contribute to efforts to reduce the intake of saturated fat, sugar or salt. If people sustain such behaviour over a long time, it may help to reduce weight gain.

How you can deliver this pledge

You can deliver this pledge by implementing a range of activities to help encourage people to consume more fruit and vegetables. What follows are examples of activities differing sectors may wish to consider as part of their delivery plans in signing this pledge. These cover broad areas relating to:

- (i) making fruit and vegetables more widely available across all food outlets,
- (ii) making it easier for consumers to achieve their 5 A DAY target, for example, by incorporating fruit and vegetables into dishes or meals
- (iii) encouraging people to increase fruit and vegetables through incentives or other marketing activities
- (iv) providing information to encourage consumption and advice to develop practical skills relevant to fruit and vegetable consumption.

For example:-

Any sector	<ul style="list-style-type: none">• Providing advice to consumers on how to cook fruit and vegetables, and incorporate them into meals prepared at home e.g. tip cards• Promoting the 5 a day message at point of sale, on menus and on packs
Food manufacturer/supplier	<ul style="list-style-type: none">• Reformulating products to increase fruit and vegetable content, e.g. ready meals• Providing recipe suggestions that incorporate fruit and or vegetable on/in product packs• Developing new fruit and vegetable based products
Food retailer	<ul style="list-style-type: none">• Taking action to make fruit and or vegetables (including frozen, canned, dried) more affordable, for example through promotions or value ranges• Promoting fruit and or vegetables more prominently in-store and in communications with customers• Increasing the range of “ready to cook” and pre-

Annex A – FXXX Fruit and Vegetable Pledge

prepared vegetables available in retail settings

- | | |
|---------|--|
| Caterer | <ul style="list-style-type: none">• Increasing fruit and or vegetable content in appropriate dishes• Providing more prominence to vegetable or salad side dishes on menus, actively up selling these at point of sale or including as integral part of main menu item• Improving availability of fruit and or vegetables through promotions, for example meal deals in workplace restaurants |
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Monitoring progress on your pledge

There are two stages to monitoring the progress made on the Responsibility Deal's pledges.

Partners are expected to set out how they intend to meet their pledges, in their pledge delivery plans, within 6 weeks of signing up to the Deal.

Partners will be asked to provide annual updates on their progress by the end of April each year. For some pledges, partners will be asked to provide information against a series of pre-defined quantitative measures, while for others they will be asked to provide a qualitative update supported by quantitative data where this is easily available. Further information on the measures for each pledge is [available](#). We will publish the first annual updates in the summer of 2012.

Annex A – Fruit and Vegetable Pledge – Delivery Plan

Pledge Delivery Plan
Partners are asked to set out their plans to meet this pledge.

Fruit & veg
We will do more to create a positive environment that enables and encourages people to increase their consumption of fruit and vegetables.

Further information [\[insert hyperlink to pledge factsheet\]](#) on this pledge and how it might be delivered is available.

Partner Organisation:	
Contact for further information:	
Email:	
Telephone number:	

Please indicate how you intend to meet this pledge.

For example, describe the steps/activity you intend to undertake to deliver this pledge; when and where this will be taking place; and details of your rollout/implementation timetable etc.

For all sectors activity could include:

- *Providing advice to consumers and customers on how to cook fruit and vegetables, and how they can incorporate them into meals prepared at home, eg, tip cards*
- *Promoting the 5 a day message at point of sale, on menus and on packs*

For food manufacturers/suppliers activity could include:

- *Reformulating products to increase fruit and or vegetable content, eg, ready meals*
- *Providing recipe suggestions that incorporate fruit and or vegetable on/in product packs*
- *Developing new fruit and vegetable based products*

For food retailers activity could include:

- *Taking action to make fruit and or vegetables (including frozen, canned, dried) more affordable, for example through promotions or value ranges*
- *Promoting fruit and or vegetables more prominently in-store and in communications with customers*
- *Increasing the range of “ready to cook” and pre-prepared vegetables available in retail settings*

For caterers activity could include:

Annex A – Fruit and Vegetable Pledge – Delivery Plan

- *Increasing fruit and or vegetable content in appropriate dishes*
- *Providing more prominence to vegetable or salad side dishes on menus and actively up selling these at point of sale, or including as part of main menu item*
- *Improving availability of fruit and or vegetables through promotions, for example meal deals in workplace restaurants*

You may wish to describe how your pledge activity builds upon any existing activity you are undertaking to encourage consumers to eat more fruit and vegetables. You may cross-refer to other documents or reports. Please provide web-links where appropriate.

There is a 500-word limit when completing this section. All of the information provided here will be published on the Responsibility Deal website.

Annex A - FRUIT & VEG – ANNUAL UPDATE

Annual Update
Partners are asked to report their progress on delivering against the pledge by the end of April each year.
The annual update is divided into two sections – quantitative and qualitative. The quantitative section includes a series of measures that are intended to map partners' progress on delivering against the pledge. Completion of the qualitative section is optional.

Fruit & Vegetables
We will do more to create a positive environment that enables and encourages people to increase their consumption of fruit and vegetables.

Annual update: Quantitative Section

All of the information provided here will be published on the Responsibility Deal website.

1. Within your pledge activity did you include action on fruit and/or vegetables? Please tick as appropriate.

Fruit Yes ☐ No ☐

Vegetables Yes ☐ No ☐

If you wish, you may provide additional quantitative information on your pledge activity here.

2. Did your fruit and/or vegetable pledge activity involve any of the following? Please tick all those that apply.

[Responses will enable us to build a picture of the ways in which partners have created a positive environment for customers purchasing fruit and vegetable products and where activities were aimed at the workforce.]

(i) Reformulating products or modifying recipes Yes ☐ No ☐

(ii) Creating new products or recipes Yes ☐ No ☐

(iii) Offering price promotions or offers to customers Yes ☐ No ☐

(iv) Promotions at point of sale - on pack, in aisle, on menu, upselling Yes ☐ No ☐

(v) Providing recipes or tip cards Yes ☐ No ☐

(vi) Providing factual information on leaflets or posters or on pack e.g. logos indicating fruit and vegetable content Yes ☐ No ☐

(vii) Providing web based information Yes ☐ No ☐

(viii) Employee training or well being initiatives to encourage intake Yes ☐ No ☐

Annex A - FRUIT & VEG – ANNUAL UPDATE

If you wish, you may provide additional quantitative information on your pledge activity here.

3. How many stores or outlets (food manufacturers should state product lines) were involved in your pledge activity?

Number of stores or outlets

Number of product lines

If you wish, you may provide additional quantitative information on your pledge activity here.

Commentary

If you wish, you may provide a short commentary on the data provided in this section. There is a 200-word limit when completing this section

Annual update: Qualitative Section (completion of this section is optional)

All of the information provided here will be published on the Responsibility Deal website.

Please set out the progress you have made this year on delivering this pledge.

This section provides you with an opportunity to describe the progress you have made on delivering against this pledge and the changes you have implemented in order to deliver this commitment. You may wish to indicate if your delivery plans for this pledge had to be modified and whether there were any unintended consequences that arose from your delivery of the pledge.

You may wish to direct interested observers to company documents or reports where you have already given details of progress on your Responsibility Deal pledges. If appropriate, please provide a web-link. You may also include information about consumer research or changes in product sales following implementation.

There is a 500-word limit when completing this section.

Please set out how you intend to make further progress on delivering this pledge.