

HLSG 6 - Update on the Fruit and Vegetable Workstream

Fruit and vegetable pledge

A pledge to promote consumption of fruit and vegetables has been developed following discussions with industry representatives. This takes into account the outcome of wider Government initiatives such as the Defra fruit and vegetable task force (which includes promoting healthy frozen and canned fruit and vegetables, and inclusion of composite foods in the 5 a day scheme) and Change4Life (which incorporates 5 a day messaging, and encourages partners to include messaging in its own communications).

The draft overarching pledge **‘To do more to create the right environment to enable and encourage people to increase their consumption of fruit and vegetables’** will be delivered through a menu of options reflecting the diversity of the different sectors and the range of products that can contribute to this initiative. The menu of options will also be specific so that it is clear what is expected and that the implementation of these actions can be measured and assessed. The menu of options which underpin the pledge is presented at annex 1.

We have previously held discussions with retailers and food manufacturers on how they might contribute to the pledge. In advance of launching the pledge, we are holding a series of meetings with the catering sector, including workplace caterers, to increase awareness of this work and to encourage sign up at launch. A launch date will be agreed shortly.

Composite foods and licensed 5 A DAY logo

Separately Department of Health has been considering criteria for applying the licensed 5 A DAY logo to composite foods e.g. lasagne and coleslaw. This includes, for example, the minimum portion size of fruit and vegetables that would be required for the logo to be used, and the cut offs for nutrients (saturated fat, sugar and salt) above which the logo couldn't be applied. The reformulation of foods to contain increased levels of fruit and vegetables is potentially one action that businesses may wish to pursue as its contribution to the pledge. Before we finalise the criteria for the logo to be applied to composite foods we would like to seek views from the HLSG and will shortly forward a paper for your views and comments.

Annex 1 - Draft Responsibility Deal Food Network – Fruit and Vegetables pledge

To do more to create the right environment to enable and encourage people to increase their consumption of fruit and vegetables

Delivered through a menu of options selected and reported by industry reflecting the diversity of the food manufacturing, retailing, and catering sectors and the range of products that contribute towards assisting consumers in achieving Government recommendations for fruit and vegetables. This includes fresh, frozen, canned, dried and juiced products.

This could include activity in 3 areas:

Making fruit and vegetables more accessible

- Action to make fruit and vegetables more affordable e.g. promotions, value ranges, pricing
- Promoting fruit and vegetables, including that in the frozen aisle, more prominently
- Placement of fruit and vegetables to support impulse purchases
- Ensuring products are available to support the Healthy Start scheme
- Ensuring availability of fruit and vegetables in the workplace - in canteens, meetings, vending machines including, for example, serving extra portions as part of the meal
- Ensuring availability of fruit and vegetables in convenience stores
- Including fruit and vegetable choices on menus

Making it easier for consumers to achieve their 5 a day target

- Reformulating products and recipe development to increase the content of fruit and vegetables, e.g. ready meals; sharing/mentoring with smaller companies
- Choosing to stock products with greater fruit and vegetable content
- Illustrating serving suggestions, which include fruit or vegetables
- Ensuring meals served out of the home contain/include fruit and vegetables in meaningful quantities
- Ensuring a range of “ready to cook” and pre-prepared vegetables available in retail settings
- Developing new fruit and vegetable based products and recipes
- Ensuring availability of products that meets the needs of Government Buying Standards

Encouraging people to increase fruit and vegetables intake through incentives and information

- Promoting the 5 a day message on pack, including composite foods
- Developing targeted and personalised advice on increasing fruit and vegetables consumption (e.g. using websites, till receipts, customer mailings)
- Providing advice on how to cook fruit and vegetables, and incorporate them into meals
- Promoting the 5 a day message in store and in communications, for example, any reformulated products, including any linked to Change4Life retail guidance
- Sharing and promoting best practice for whole category marketing campaigns

Reporting and Monitoring

We will contribute to the monitoring and evaluation of progress against the pledges.