



Terms of Reference

Workstream 1: Veg in Everything

Background

Peas Please is an initiative being led by the Food Foundation, Nourish Scotland and WWF to tackle supply side barriers to vegetable consumption in Britain and thereby make it easier for everyone, particularly children and people living on a low income, to eat more veg.

We should be eating at least 3.5 portions of veg every day but almost no-one eats this much. A quarter of teenagers are eating less than 1 portion a day. Our levels of consumption are the same as they were in the 1970s despite 5 a day. There is a major socio-economic gradient in veg consumption. The bottom 20% of households by income consume on average half a portion less than the top 20%. Tackling low levels of veg consumption in the UK will save 20,000 premature deaths in the UK and if we eat one more portion of veg and a little less meat we could reduce diet related GHGE by 17%.

The initiative began by convening 20 experts working in businesses and organisations working along the supply chain to witness our food system and food environment in a real life setting (Birmingham city) and to develop a shared vision for the project. You can see a short video of this 2-day event [here](#).

We then launched [Veg Facts](#) which provides a whole range of new statistics on consumption and production of veg and the ways in which our food system makes it difficult for us to consume enough. The Storify on our launch is [here](#). The report received coverage from the Sunday Times, Mail Online, BBC Wales online The Grocer and other online sources.

Since then we have secured interest from more than a 100 individuals including representatives from more than 30 businesses (including major retailers, restaurant chains and producers) to get involved in the project. We will now convene these businesses, government representatives, city authorities, civil society organisations within 8 workstreams. These are described [here](#). Each of these workstreams will over the next 6 months co-create a set of commitments/targets which will be used as the basis for advocacy to major businesses and government bodies in the run up to a summit in London on June 7th. The summit will be hosted by the London Produce Show in Grosvenor Hotel in Park Lane, London and then will be convened subsequently at the Highland Show in Scotland and Royal Welsh Show. The summit will be a pledging moment, when we expect businesses and others to make commitments in line with those developed by the workstreams.

These terms of reference apply to Workstream 1: Veg in everything. This workstream will tackle the challenge of how we increase the vegetable content in prepared and processed foods which are

widely consumed. The two principle product categories which will be discussed are ready meals and sandwiches.

Objectives

1. To explore the barriers to increasing the vegetable content of ready meals and sandwiches and identify case study examples of when and how these barriers have been overcome.
2. To co-create a commitment which could be made by ready-meal and sandwich manufacturers and retailers to increase the vegetable content of these foods at the summit in June.
3. To identify any longer term actions which need to be made beyond June.
4. To contribute to a Briefing paper on the workstream which will be published in advance of the summit.

Chairs

The workstream will be chaired by: Pete Ritchie (Nourish Scotland) and Stephen Elliot, (Tesco Plc.)

Ways of working

1. A draft briefing paper will be prepared by the project team and circulated in mid-January. The paper will provide evidence on the nature of the challenge, identify examples of innovation and provide tentative language on a commitment for the summit.
2. The workstream members will meet on January 26th where they will discuss the challenge in detail, identify critical barriers to action, consider and refine / revise the draft language on commitments. They will specifically consider the potential impact of the commitment and specifically its impact on children and people living on a low income. The discussion will take place under Chatham House Rules (membership of the group is known but comments are not attributed to any specific member). The notes of the workstream meeting will be published on the Peas Please website by end February. All discussions will be at the pre-competitive level.
3. The workstream could commission additional fact-finding from the project team, or agree they need another face to face meeting or agree other actions necessary to refine the commitment before end March.
4. The workstream members will provide comments on the draft briefing paper produced by the project team so this can be finalised in advance of the summit.
5. Workstream members will be encouraged, where relevant to discuss the commitment within their own business / organisation with a view to committing at the summit. They will also be asked to help build support from other similar businesses or provide advice to the project team on this.