Becoming a Veg City: experience from Brighton & Hove

2nd May 2018

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What we do

Food growing

Reducing waste

Healthy eating

Cookery skills

Supporting local producers

Food access
Yes please to Peas Please

- Invited to attend workshops / feed into Commitments Framework
- Excited by project / impressed by Food Foundation
- “Yes please” to Peas Please
- Met with key local partners – City Council, Public Health, Children’s Centres, Universities
- Looked at existing projects to add veg into
Our pledge to become a Veg City

• October 2017 made joint pledge with BHCC
• Joint press release / blog / social media
• Commitments framework – pledges under no.6

TOWNS AND CITIES 6. Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste
Our citywide commitments

• Ensure Peas Please is key part of new **citywide food strategy**
• Develop **new guidance for planners/developers re food growing /access to healthy food**
• Ensure **Caterers sign up to “2 x 2020” pledge to serve 2 portions of veg with each main meal**
• **Veg-themed training** for chefs/caterers
• Increase uptake of **Healthy Start Vouchers Cookery classes** for veg-centred meals
• **Support for local growers** – PR / events
• Integrate Peas Please into **current policy / award schemes**
Our Veg City pledge: embed Peas Please into citywide food strategy

- **Series of themed roundtables/stakeholder workshops** (e.g. Healthy & sustainable food; Tackling food poverty; Catering and food procurement; Land use/food producers)

1. **How can you contribute to get everyone eating an extra portion of veg per day?**
2. **What barriers do you think need overcoming?**
- Peas Please one of key themes for strategy - launched in Nov 2018
- Consultation process included online survey – 400 responses
  - Public
  - Food businesses – restaurants, cafes, hotels, caterers, retailers
Public online survey responses

What might help you eat an extra portion of veg or eat more healthily?

- Cheaper veg in supermarkets / special offers on veg
- More/cheaper veg in local convenience stores
- More/cheaper veg on menus
Public survey: what might help you eat an extra portion of veg?

- Healthier convenience food
- I want supermarkets to push veg that is in season and local
- I want plastic-free veg!
- Seasonal, local veg recipe ideas – particularly packed lunch ideas
- Better quality veg in local shops
- Veg recipe ideas alongside special offers on veg
- More interesting veg options on menus and for shop-bought sandwiches
- An affordable grocer / market
Caterers / restaurants / cafes: what can you do to help everyone eat an extra portion of veg per day?

- We’ll have a free fruit stand
- We’ll add veg to our fruit smoothies
- We’ll add high fibre veg in all our cakes and sweet bakes
- We’ll look at different cooking methods for veg
- We’ll trial raw as well as cooked veg (primary school lunches)
- We’ll offer a vegetable snack pot with 3 different veg in it
- We’ll re-engineer every recipe to include a portion of veg
Food retailers: what can you do to help everyone eat an extra portion of veg per day?

We regularly promote our fruit and veg on social media.

We can include veg snack pots at the till points.

Maybe we can copy Tesco and give free fruit to kids? (Store Manager for major retailer)

Business rate relief if we sell/promote only healthy products.
Our Veg City pledge: work with caterers
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✓ Online survey
✓ Workshop for GFPG members - ‘Making Veg the Star of the Plate’ – inspirational chef speaker / shared ideas re veg recipes/ promotions
  ➢ Downward trend in veg consumption as children age – nurseries had high veg consumption, primary lower, secondary lowest...but then picked up a bit at Uni as students keen to be more healthy

✓ “2 x 2020” pledge to serve 2 portions of veg with each main meal – 45% already doing / 45% have pledged to
  • Inspiring veg cookery courses in Community Kitchen
Our Veg City pledge: work with caterers

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

• Almost **11,500 meals** served in 90 mins every day across **64 primary schools**
• Children choose from **2 hot options daily** which are then **cooked from scratch**
• Already serve **two 35g portions per meal** – so **already meeting ‘Peas Please’ target**
Food waste audit to better understand:

1. The **quantity** of food waste produced
2. The **composition** of food waste produced
3. The range of **reasons why** food waste is produced
Most wasted foods....?
Vegetables!
Most common reasons for leaving the veg?

"I just don’t like it"

"Too dry"

"Prefer raw veg"

"Too soggy"

"Too much veg"

"I only like carrot sticks, not rounds"
Favourite vegetables
Recommendations - BHCC Primary School Meals Service pledge

- Committed to trialling raw veg
- Promoting “Eat a Rainbow” message
- Training to reinvigorate salad bars
- Commitment to increase consumption of vegetables by children, rather than just increase number of portions available, with a target to reduce food waste
Our Veg City pledge: research with Lidl

- 1 of 2 pilot areas (B’ham & B’ton)
- Qualitative research – behavioural insights
- 2 x focus groups + stakeholder interviews
- How and why people in Lidl catchment currently choose, store, cook, serve, eat and waste veg (fresh and frozen)
- This will include those using Healthy Start Vouchers
- What might encourage them to eat extra portion
- **What are the barriers to buying veg in East Brighton**
Any questions?