Veg Cities webinar: Powered By Veg Pilot

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

• **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**
• Two **35g portions** of **veg** served, plus salad bar
• Successful **pilot of food waste collections** from 10 schools
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
Food waste audit – June 2017

- 2 Primary Schools
- **Every day** of 3-week menu cycle
- Pupils involved – recording tally of **WHAT** was being wasted
- Asked as many pupils as possible re **WHY** they were wasting food
- Bags of waste weighed
  - Total plate waste
  - Total leftovers (food that was cooked but not served)
- **Other data** – e.g. what sitting, floor, weather
- A **paper survey** sent home in book bags
Most wasted foods....?
Vegetables!
Most common reasons for leaving the veg?

“I just don’t like it”

“I prefer raw veg”

“Too dry”

“Too soggy”

“Too much veg”

“I only like carrot sticks, not rounds”
Favourite vegetables
BHCC Primary School Meals Service pledge

➢ Committed to trialling raw veg
➢ Promoting “Eat a Rainbow” message
➢ Commitment to increase consumption of vegetables by children, rather than just increase number of portions available, with a target to reduce food waste
Powered By Veg pilot

- Pilot in 1 school
- Increase veg consumption
- Reduce quantity of food waste
- Veg Power – most appealing to kids
- Veg Power posters put up week before pilot – act as ‘nudge’
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- Power Pots – 70g raw veg
- Week 1 – single veg
- Week 2 & 3 – mixed veg
- Pupils reactions observed
- Sticker rewards
- Food waste weighed
Powered by veg: Pupil engagement

- Focus group
- Different stickers
- Paper survey
- Veg Power photobooth
Powered by veg: results

“Power Pots are easy to grab”

“I don’t eat that much veg normally, but I like the Power Pots. I like crunchy veg”

“I want to see Power Pots on the menu again – I love peppers!”

“My friends are eating veg now and running faster at playtime!”
Powered by veg pilot: results

• Most children tried a Power Pot
• Largely positive feedback – “super delicious”, “very tasty and healthy”
• Over 2/3 preferred raw to cooked
• Most preferred single veg, or choice between single and mixed
• Most popular veg for pots – sugar snap peas and carrots
• Only slight reduction in waste
Recommendations & next steps

- Repeat pilot - review methodology to reduce waste
- Trial different portion sizes
- Work with caterer re feasibility of veg prep – by hand/machine
- Playground tasting sessions – with parents
- Power Pots on specific menu days – finger foods, e.g. pizza, burgers
- Roll out across 64 primary schools
Any questions?