

# OFFICIAL FEEDBACK FORM

<b>DIALOGUE DATE</b>	Tuesday, 25 May 2021 10:00 GMT +01:00
<b>DIALOGUE TITLE</b>	More veg – UK citizens, civil society and manufacturers working together on upping veg content of diets
<b>CONVENED BY</b>	Amber Wheeler, People's Engagement Manager – Peas Please
<b>DIALOGUE EVENT PAGE</b>	<a href="https://summitdialogues.org/dialogue/13374/">https://summitdialogues.org/dialogue/13374/</a>
<b>DIALOGUE TYPE</b>	Independent
<b>GEOGRAPHICAL FOCUS</b>	United Kingdom of Great Britain and Northern Ireland

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

# 1. PARTICIPATION

## TOTAL NUMBER OF PARTICIPANTS

34

## PARTICIPATION BY AGE RANGE

0-18

1

19-30

26

31-50

7

51-65

66-80

80+

## PARTICIPATION BY GENDER

6 Male

28 Female

Prefer not to say or Other

## NUMBER OF PARTICIPANTS IN EACH SECTOR

Agriculture/crops

Fish and aquaculture

Livestock

Agro-forestry

Environment and ecology

Trade and commerce

1 Education

Communication

Food processing

1 Food retail, markets

5 Food industry

Financial Services

Health care

Nutrition

2 National or local government

Utilities

Industrial

25 Other

## NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

Small/medium enterprise/artisan

1 Large national business

4 Multi-national corporation

Small-scale farmer

Medium-scale farmer

Large-scale farmer

Local Non-Governmental Organization

International Non-Governmental Organization

0 Indigenous People

1 Science and academia

Workers and trade union

Member of Parliament

Local authority

2 Government and national institution

Regional economic community

United Nations

International financial institution

1 Private Foundation / Partnership / Alliance

14 Consumer group

11 Other

## 2. PRINCIPLES OF ENGAGEMENT

### HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

Peas Please is a collaborative initiative that brings together multiple stakeholders across the food system to drive up veg consumption. It already works along the lines of the summit principles of engagement to act with urgency, to respect people and environment, recognise complexity, work with multiple stakeholders, complement the work of others and build trust between stakeholders and in doing the dialogue we committed to the summit. In this dialogue Peas Please convened a discussion between multiple stakeholders – citizens, food manufacturers, retail, government, researchers and civil society organisations – to explore current opportunities and barriers for food manufacturing to deliver increased veg consumption. The dialogue sat within existing work to improve the food system and got manufacturers and citizens and civil society groups exploring what had been done so far and what more was possible. We designed the principles into the dialogue in that the participants were briefed where possible in advance and the principles of the engagement were explained. On the day of the dialogue the chair also made note of the principles and the facilitators of the break out rooms were trained in the principles. The findings were shared with all subsequently.

### HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The manufacturers involved in the Dialogue had committed, through working with Peas Please for a few years, to driving up the amount of veg either in their products or recommendations in their on pack recipes and social media. However Peas Please and the Dialogue recognised that a lot more needs to be done to get the UK nation eat 5-a-day and it was in this spirit of urgency that the discussion was held. Because the issues are complex this dialogue focussed on one specific area ie manufacturing in the hope that this focus would tease out some of the issues and help to make progress. Multiple stakeholders were involved, particularly citizens who had looked carefully at what the manufacturers had committed to do and then discussed what more could be done. Manufacturers and citizens were all briefed before hand so that the Dialogue would be as rigorous and inclusive as possible. There were four break out rooms with different manufacturers talking to civil society and citizens, this enabled a good discussion. Each breakout room was chaired by a member of Peas Please who aimed to keep the discussion positive and focused to build trust between stakeholders.

### DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

# 3. METHOD

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The outcomes of a Dialogue are influenced by the method that is used.

**DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?**

**Yes**

**No**

# 4. DIALOGUE FOCUS & OUTCOMES

## MAJOR FOCUS

This Independent Dialogue had a specific focus on one area of the food system – making manufactured foods more veg filled. It brought together citizens, representatives from food manufacturers, government, researchers, retail and civil society, to explore current opportunities and barriers for food manufacturing to increase veg consumption.

### ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

- Finance
- Innovation
- Human rights
- Women & Youth Empowerment
- Policy
- Data & Evidence
- Governance
- Trade-offs
- Environment and Climate

## MAIN FINDINGS

### What's going well?

• Many commitments to up veg sales have been achieved – and manufacturers are already looking to do better. Achievements includes:

- o Eatwell guide and fruit and veg consumption targets being used to inform development of products
- o Millions more portions of veg sold
- o Promotion of veg on websites good and good visibility of veg online
- o Transformations across social media channels with the inclusion of veg and bright colours. A positive amount of veg and conversation on national veg week
- o More recipes on packs including veg
- o Recipe recommendations on pack and online being driven by 2 portions of veg
- o One manufacturer working with schools
- o Promotion of mealtimes by manufacturers
- o Increased % of veg in a number of ready meal ranges
- o One manufacturer sourcing 100% of one of their veg lines from the UK

However there was agreement that:

• We need to do more to increase consumption the of veg and there is a willingness to trial new ideas

Opportunities discussed were:

- Customers are looking for a solution – though they don't necessarily know what it looks like. In a competitive market, the one who comes up with the solution at a competitive price gets the business
- Schools are customers too – all school food standards should include 2 portions of veg and these standards should be monitored for compliance. This could be an opportunity, with suppliers, to drive up demand in schools. If suppliers could demonstrate how their offering meets the regulations, they could increase the likelihood of getting business at the same time as contributing healthy products. Manufacturers and catering suppliers can engage with children in schools to help drive up demand, e.g. activities, gardening, veg growing, taste testing of healthy products, competitions to design a new product which have to be healthy, sustainable and work commercially
- More pre-prepared meals in catering due to reducing chefs in kitchens – this could be a challenge or an opportunity. There is an opportunity for more healthy manufactured products to be designed and made for food service
- There are some great marketing campaigns to increase veg consumption which could be pushed more and also links made to Veg Power. Lot going on in this space but always room for improvement. Push the message about seasonality and UK produce. The discussion identified an enormous amount of work being done by Manufacturers, that wasn't always visible. There could be an opportunity for suppliers and manufacturers to shout a bit louder what they are doing on veg
- Heathy start vouchers have gone up in value for food that is fresh, frozen or tin vegetables for families in low income. This is a good opportunity for Manufacturers to work with supermarkets to promote their fresh or frozen veg
- More recipes including veg as the star: e.g. a recipe attached to frozen mix veg package range
- Look to the Netherlands – Healthy Generation Initiative. Looks at people born today with the ambition that when they are 18 years old they are eating enough vegetables
- Veg snacking – opportunity to not just focus on mealtimes but expand veg ranges into snacking – think about all the in between moments
- Make veg more inspiring, interesting, appealing – bring in seasoning, sauces and other products that complement different types of veg
- More World cuisine Veg dishes - people are enjoying a greater diversity of food e.g. Japanese, Vietnamese etc. Create a range of ready meals, recipes, vegetable mixes that would help put veg at the heart of different cuisines
- Sustainable farming of veg – some manufacturers showing gold standards for sustainable farming of their produce. Celebrate this good practice and inspire others

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## OUTCOMES FOR EACH DISCUSSION TOPIC

Specific citizen suggestions to manufacturers:

1. More veg and more meat free products – some manufacturers are moving into meat free product lines so visions for increasing veg sit beside increasing consumption of meat free. These two visions should go hand in hand – increasing veg consumption shouldn't lose out to the expansion of meat free plant-based products
2. Veg based ready meals not to include unsustainably produced products e.g. unsustainably sourced soya and palm oil
3. Veg content in some products good but reduce sugar content – need to look at the big picture and nutritional guidance in the round – not just increasing veg
4. Make more recipes to have veg as star of the meal – many recipe suggestions are still meat based and more could be done to suggest veg
5. Amount of veg in recipes should be less prescriptive – instead of specific grammes say whole or half a vegetable e.g. 1 carrot, 1 courgette rather than grammes. Agreement from manufacturers but an acknowledgement that tech issues mean grammes simpler to put in recipe than whole veg amounts
6. Website recipes could include tray bakes/batch cooking which uses veg. This might encourage caterers/development chefs from wholesalers; supply chain; public services. They could be taught how to use the products and how to add more veg
7. Versatile recipe suggestions – veg recipe suggestions and narratives should cater for range of diets - flexitarian, meat-eater, vegetarian and vegan. e.g. chicken is prevalent as an ingredient. This could be made more flexible with other suggestions such as veg/coconut milk/tofu
8. More clarity in recipe suggestions on how many people and how many portions of veg are included
9. Recipe suggestions on jar/online – jar limited by space and competing demands, often the recipes are replaced by competitions etc. Websites not necessarily a go to but good for more information. In store placement of veg near products suggested but this is retailer dependent not manufacturer
10. Serving size images should reflect portions of veg. Limited amount of on pack space for Information/ pictures of serving sizes so manufacturers aware this means websites needs to be very clear and correct as people are being directed there
11. Make visuals more consistent of what the plate/dish would look like help Images of meals sometimes not mirrored in the recipe. Could the image show a smaller portion of meat with 2 portions of veg? This could make the dish more accessible/more in line with sustainable diets. Manufacturers keen that the recipe images reflect the actual recipe and will check their images for distortion and check they are in line with their healthy diet principles
12. Add in a 'veg hint/suggestion' to recipes to help show how easy it could be to use and add veg
13. Add a prompt on provenance – include a hint to ask people to stretch to what their budget allows for more UK or sustainably produced meals
14. More positive veg comms – demo videos, Blog articles and thought leadership for the industries
15. More veg dishes/recipes from around the world – There's an appetite for the development of new ready meals. Manufacturers could do more by looking at the new opportunities offered by new trends that happen to be healthier and include more veg e.g. Vietnamese food
16. More products with more veg for convenience stores – can only stock a small/limited range of products. In order to reach these customers it is important that more veg is in more products. Can manufacturers add more veg to main ranges rather than a limited few?
17. Convenience stores would benefit from more meal kit ranges with more veg and is there an opportunity for convenience stores to link with local caterers?
18. More veg competitions/ challenges – competitions for customers to showcase veg, linking in with talking about the recipes on the website
19. More celebrating of mealtimes – more of this recommended as people tend to eat more veg of they're sitting around a table
20. Sharing good practice on manufacturer own canteen veg – some positive impacts on veg sales seen in some manufacturers canteens that could be built on

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## AREAS OF DIVERGENCE

- Increasing availability and demand simultaneously – how do manufacturers take consumers with them and vice versa? One of the challenges with pre-prepared meals is a large element of needing to be demand-driven. Manufacturers are developing products with higher proportions of veg, but it can be a challenge presenting it to customers. If you don't present a "quality" offering of what the customer wants, then you lose the business. 'All veg ready meals' don't always sell, there's a need to try to innovate on increasing veg content rather than all veg
- Consumers may want new products but new product development process is expensive and risky for manufacturers – it requires time, development process, allergens, lab testing etc. Where successes have happened there have been economies of scale to enable companies to manufacture specific products. Taste profiles of main brands are hard to change, manufacturers rare reluctant to change the taste of these but there might be opportunities for new product lines to be more experimental with veg
- More promotions and work between manufacturers and retailers needed to increase promotion in store and TV advertising. Manufacturers can't control placement in store and amount of promotions – this is all led by retailers. Manufacturers need to work more closely with retailers
- Collaboration – opportunity for governments to bring food system stakeholders together – to co-create policy and help inspire innovation

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