Peas Please
Making a pledge for more veg
1. We all know about 5 a day, we just don’t do it.

2. Veg protect against diabetes, cancer and heart disease.

3. People on low incomes are spending more on fruit and veg in the austerity years, but getting less for their money.

4. Scottish horticulture is a success story but the EU referendum brings uncertainties in the labour market.
Are we making progress?

Vegetable purchases g/pp/per day, 1974-2014
1 more portion please

We should be eating about 3.5 portions of veg a day.

People on low incomes eat about 20% less.

80% of adults 95% of older children 80% of younger children eat too little.

We need to eat at least one more portion a day.

Much of our veg is highly processed.
Pleasure in our veg
Prices

- High fat sugar and salt foods are 2.5 times cheaper per calorie than veg
- Some families cannot afford as much veg as they would like
- Prices are likely to start rising
Placement and promotion

Not much veg in ready meals, carry outs and sandwiches

1.2% of food advertising spend goes on veg
We import lots of exotic veg to Scotland
But also lots that we can grow ourselves

The horticulture industry has doubled in Scotland in the last 30 years
But still uses less than 4% of our arable land

If we eat one more portion a day with the same proportion of home grown we’ll need to grow another 100,000t (not counting potatoes)
• Eating more veg is part of shifting to a diet which generates less greenhouse gas emissions
• If we adopted the Eat Well diet our food emissions would be 28% lower
• Scotland’s a great place for growing grass-fed meat, but if we eat less we can export more
Some good stuff happening..

• Scottish Grocers Federation ‘Eat Better, Feel Better’ campaign to make veg more available
• Soil Association’s Food for Life campaign is getting more fresh veg into school meals

But we are nowhere near the ‘Ubiquitous Veg’
So what **could** we do?

As growers, manufacturers, retailers, cooks, caterers, event organisers, local councils, NHS, employers, train companies, sports venues, procurement people, care providers, housing associations, government..

To make it **easy peasy** to eat veg
Sign up to get involved at:
www.foodfoundation.org.uk/PeasPlease

Save the Date: Peas Please Summit 7 June 2017