

# Peas Please

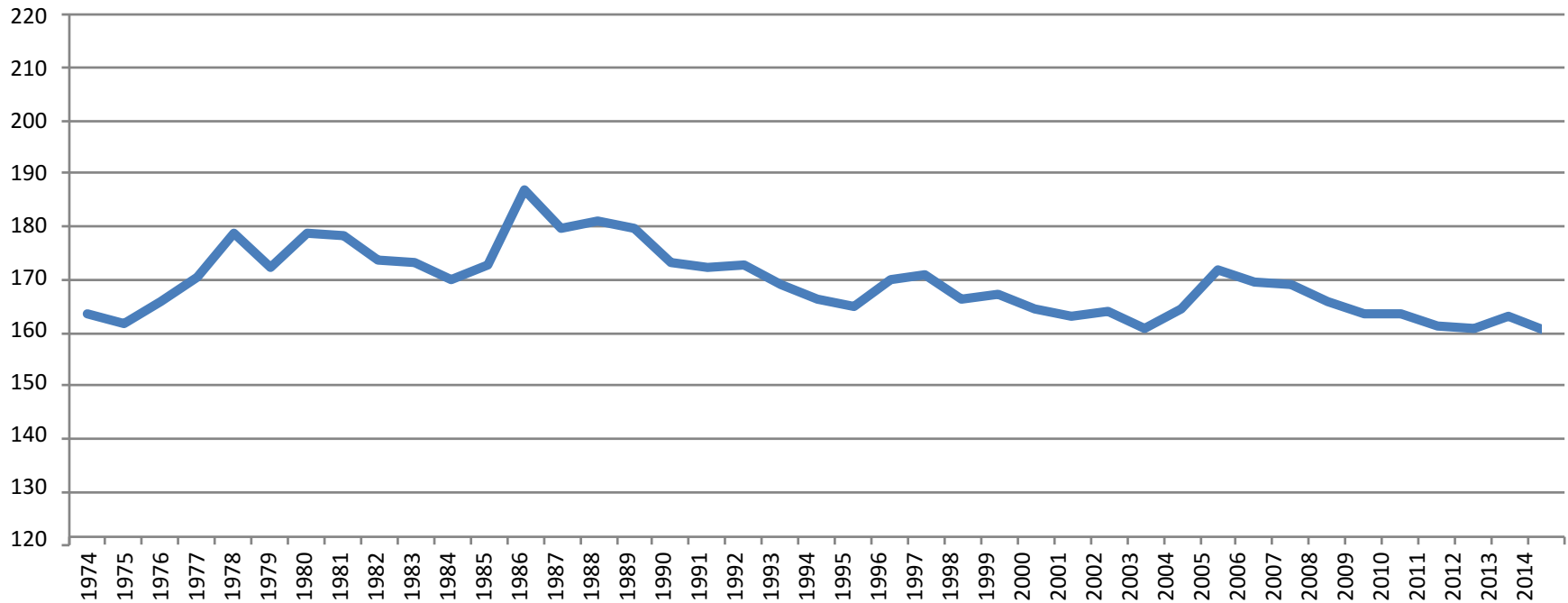
Making a pledge  
for more veg

# Why now?

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?

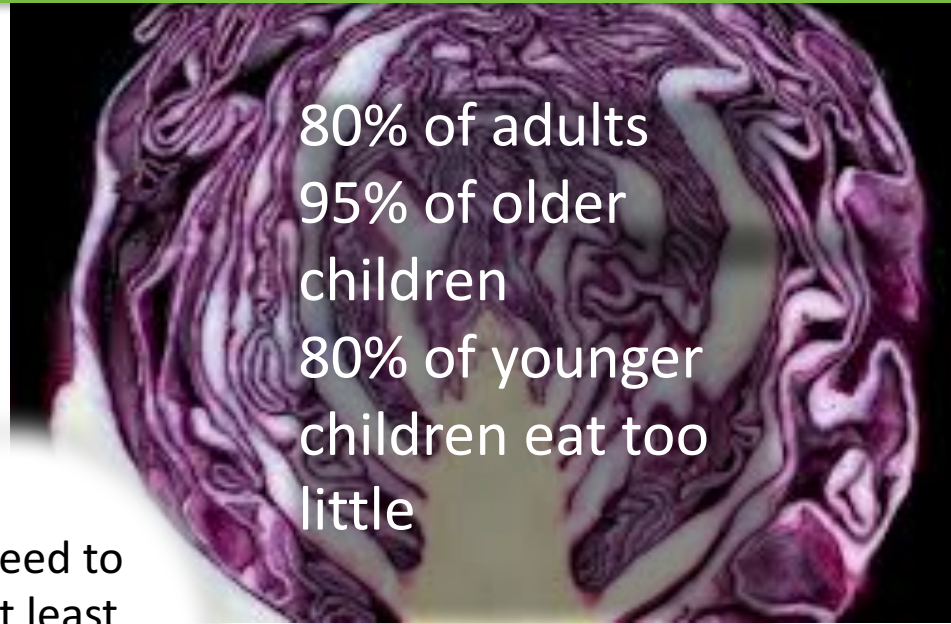
## Vegetable purchases g/pp/per day, 1974-2014



# 1 more portion please



We should be eating about 3.5 portions of veg a day



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



People on low incomes eat about 20% less



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

# Production

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)



# Planet

- 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

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But we are nowhere near the 'Ubiquitous Veg'



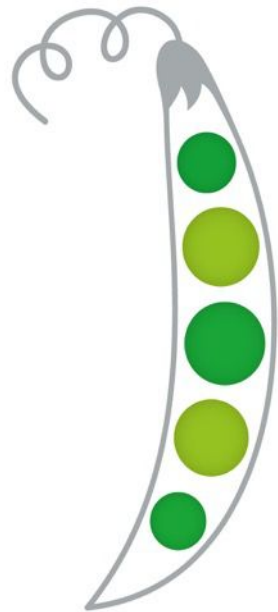
So what **could** we do?



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](http://www.foodfoundation.org.uk/PeasPlease)



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Save the Date: Peas Please Summit 7 June 2017