

# FRUIT 'N' VEG PLEDGE

## COMMITMENT FRAMEWORK

### BUSINESSES MIGHT PLEDGE TO...

#### PRODUCT

Selling products that encourage customers to consume more fruit, vegetables and water.

#### PROMOTION

Promoting products and services that encourage fruit, vegetable and water consumption.

#### PLACEMENT

Creating an environment that prioritises where fruit, vegetable and water products appear.

#### PRESENTATION

Increasing visibility and appeal of fruit, vegetable and water products through visually enticing strategies.

#### PRICING

Reviewing pricing so customers are encouraged to consume fruit, vegetables and water and reduce consumption of discretionary foods/treats.

#### POLICY

Establishing a statement of intent, a policy or guidelines to promote health and wellbeing for customers.

### WHY SHOULD BUSINESSES PLEDGE?

- ✔ Their customers feel heard and supported when looking for healthier choices.
- ✔ Their staff feel a shared sense of purpose, problem-solving and pride.
- ✔ They are contributing to the health and wellbeing of our community.
- ✔ They receive free promotion through our social media and other channels.
- ✔ They receive free personalised support from our Program Manager and qualified nutritionists.
- ✔ They can receive public recognition through awards and events.

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