

FRUIT 'N' VEG PLEDGE



QUICK WINS

These pledge ideas will help your customers choose fruit, vegetables and water more often.

PLEDGES SHOULD BE:

- ✓ Easy to implement
- ✓ Mostly zero or low cost
- ✓ Easy to communicate
- ✓ Mostly evidence-based

SUPERMARKETS.

➔ Set up healthy end-of-aisle displays.

- You could collaborate with our qualified nutritionists for themed activations such as Healthy Lunchbox Week (including their handy activation pack!).

➔ Promote healthier items at check outs.

- You can mix-and-match with, or simply replace, existing items to encourage those last-minute buys. Parents are a primary customer here.

➔ Promote price reductions on seasonal fruit and veg.

- You might already have discounts, but are you promoting them?
- You could pair the promotion with a simple in-season recipe (which means more shopping).

➔ Offer and promote free fruit for kids.

- You can promote this to encourage uptake and build a grateful connection with your brand. This includes signage, social media and keeping the fruit topped up, of course.

➔ Create seasonal fruit and veg boxes, or odd-boxes (imperfect-looking produce).

- You can reduce your product wastage by branding imperfect produce as an affordable tasty option.

Got an EVEN BETTER IDEA?
We're all ears! We'd love to work
together to make it a reality.

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