



# 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

### CAFES/RESTAURANTS.

#### ➔ Make half your specials full of fruit and veg (at least 1 cup).

- You can use these specials to cook with cheaper, in-season fruit and veg.
- If you're already at this level, kick it up a notch and see what other meals you can give a nutrient boost.

#### ➔ Promote current menu items that contain at least 1 cup of veg.

- You probably already have a few meals with at least 1 cup of fruit or veg, try promoting them and see how sales go.

#### ➔ Promote healthier meals on social media and in-house.

- Your feed might be full of delicious fluffy pancakes, but a lot of potential customers want a visual taste of the whole menu. Promote healthier items at point of sale.

#### ➔ Promote that you are a Refill Canberra site.

- If you're happy for people to fill up their water bottles, then you meet all the criteria to promote yourself using Refill Canberra resources.

#### ➔ Display healthier items more prominently.

- You can shelve water at eye level, use packaging that enhances fresh produce's natural colours, and display healthier items at the front of your space.

#### ➔ See if any menu items can include more fruit and veg.

- If you're already making seasonal menu changes, see if you can add or substitute some more fruit or veg.

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

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