

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

CLUBS.

➔ 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 fruit and veg boost.

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

- You might find this is one of the cheapest and easiest strategies.

➔ Offer the option of a fruit and veggie box, not just a meat tray, for raffle prizes.

- You can be part of customers' #MeatFreeMonday and welcome all types of family diets.

- You will be clearly signalling that every customer is invited to take part in events.

➔ Offer some minimally processed sides at the top of the list.

- When you go broader than a side of chips, you can become a regular part of someone's week. Not just a treat meal.

➔ Use QR menus to highlight healthier choices.

- You can create an easily-updated and targeted menu online, connected by a QR code in-store. It reduces printing costs and clutter from your main menu.

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

Klarisa Cengic | Program Lead
klarisa@healthierchoicescanberra.com.au
health.act.gov.au/hcc

