

Policy Extract

[Veg Cities Handbook](#)

Veg Cities is a feature campaign of Sustainable Food Cities, led by food and farming charity Sustain in partnership with the wider Peas Please initiative.

The aim of Veg Cities is to increase availability and consumption of vegetables. Food partnerships and local authorities can achieve this by working with a range of local businesses and organisations, from convenience stores to schools and local markets, in six different areas:

- **Promote veg** through marketing work, public facing campaigns, challenges and competitions
- **Improve access to veg** through an increase in the lines available in retail, in out of school activities and to those particularly in need
- **Promote growing, cooking and eating** through support to food growing and investment in training and skills;
- **Support local businesses to increase veg on offer** through access to land, planning, business rate relief or other policy tools
- **Transform catering and procurement** by getting at least two portions of veg in every meal served by local restaurants and caterers
- **Reduce veg waste** through monitoring, redistribution of surplus, and roadshows, workshops and city-wide campaigns

Get Involved – The steps to become a Veg City

- **Step 1 – Register your interest in running a campaign at www.vegcities.org**
- **Step 2 – Gather support and identify priorities**
- **Step 3 – Make a public announcement and celebrate!**
- **Step 4 – Keep going!**

The campaign proposes action across six key areas and seven sectors to encourage growing and eating more veg. Under each sector there is a proposed menu or 'shopping list' of actions that participants, e.g. businesses or organisations can choose from. This menu of actions will be refined over time but it will give you an idea of the sort of commitment we are inviting participants to make.

- Key area 1 – Promote veg
- Key area 2 – Improve access to veg
- Key area 3 – Growing, cooking and eating
- Key area 4 – Support local businesses
- Key area 5 – Transform catering and procurement
- Key area 6 – Reduce waste