

Healthy and sustainable diets



We want our products to taste great, but also be better for people and the planet. This means taking proactive steps to make sure our meals form part of a healthy balanced diet as well as ensuring our processes and products contribute to a sustainable future.

Key targets

- We have decided to disclose our overall protein volume, but we are reviewing our target setting for animal protein reduction to determine the market acceptance with key customers. We continue to explore protein reduction as an active workstream with our food teams.
- By 2030, 85% products <4 NPM rating.
- By 2030, 60% of products (by volume) have zero red traffic lights on-pack.

Progress highlights

We have made great progress on our nutrition database, which is based on the UK Government’s Nutrient Profiling Model ('NPM'), to help us to track the health of our products based on nutritional macros such as fat, sugar and salt.

This year for the first time we were able to report on animal and plant-based protein, in line with the WWF protein disclosure guide.

We are currently trialling product footprinting technology with one of our customers, enabling us to conduct eco-accounting at scale through the footprinting of a large number of products at pace.

We’re taking an active approach to eco-labelling by sitting on the steering group for the IGD-led programme to create a harmonised approach to environmental labelling for the UK food industry.

We have relaunched a number of reformulated products which we are monitoring for customer sentiment, and we have been working with suppliers to identify opportunities for dairy reduction through alternative ingredients.

Performance tables

Goal	KPIs	FY22
Percentage of volume sales from products with a 'healthier' health score	NPM <4 by SKU count	73% have NPM <4
	NPM <4 by total sales volume, worked out as a % of total volume	70% have NPM <4
	% SKUs with zero red traffic lights by SKU	2022: 52%
	% SKUs with zero red traffic lights by volume	2022: 46%
Protein disclosure	Absolute volume (tonnes) sales of animal-based and plant-based products	Animal-based: 14,818 Plant-based: 116

Methodologies:

- Our health score is based on the UK NPM. The UK NPM was developed to review the composition of foods, balancing the value of nutrients that are important to the diet versus those deemed not to be. Whilst the UK Government’s approach is specifically linked to certain categories, we have applied this against our total portfolio of products and have classified products with an NPM <4 as 'healthier'.
- Protein disclosure: the figure is calculated at ingredient level, where the volume of protein in a product is multiplied by sales volume (tonnes).

What’s next in FY23

- We’re focused on engagement with key audiences – internally across our product development chain, with our senior leaders and also with customers via the development of joint category plans.
- We’ll continue working closely with our IT and food colleagues on our data management platform and reporting, using the reporting insight to drive change and accountability throughout the business.
- We’ll continue the focus on developing a product footprinting tool, an exciting space in which we're expecting to move quickly.