

# Healthy and Sustainable Diets

**Food is what we do, and it is vital that we do it responsibly. We are committed to improving the health and nutrition of our products for the benefit of both people and planet.**

## Key targets

- 85% products classified as 'healthier' <4 Nutrient Profiling Model (NPM) rating by 2030.
- 60% products with no red traffic light on-pack by 2030.
- We have disclosed our overall protein volume and are scoping the feasibility of setting an animal protein reduction target to determine the market acceptance with key customers. We continue to explore protein reduction levers as an active workstream with our food and supply chain.



## Progress highlights

We have developed a Healthy and Sustainable Diets Strategy and are in the process of business sign off to confirm our high-level delivery roadmap to 2030. This will be covering the three key pillars of Scope 3 carbon, health and food waste.

We prioritised this topic within the broader strategy as one of four business priorities and allocated clear leadership and accountability through the new Plan Ownership Model.

We became members of the Mondra-British Retail Consortium (BRC) Coalition, a collaborative industry project to address Scope 3 reduction and the broader environmental impact of food.

197 tonnes of beef saved annually through our new reduced-meat Lasagne and Spaghetti Bolognese products.

	KPIs	FY22	FY23
Protein disclosure	Tonnes of animal protein sold	78,555	82,852
	Tonnes of plant-based protein sold	422	535
% sales from animal and plant-based protein sources	SKU level – % products meat/veggie/plant	Following additional review of our product data this year, we have decided not to report against these KPIs this year whilst we build a robust database and reporting tool in this relatively new area of focus for us. We are committed to resolving this in FY24 so we can report against these important health metrics going forward.	
	Volume – % products meat/veggie/plant		
Percentage of volume sales from products with a 'healthier' health score	% SKUs with NPM score <4 by SKU count		
	NPM <4 by total sales volume, worked out as a % of total volume		
	% SKUs with zero red traffic lights by SKU		
	% SKUs with zero red traffic lights by volume		

Delivering on the UN SDGs



## What's next in FY24

- We will be rolling-out our updated Healthy and Sustainable Diets Strategy and 2030 delivery roadmap, using data to build a deep understanding of our protein, health and broader environmental footprints at portfolio and then category level.
- Evolving our data maturity and consistency to ensure we are tracking the right metrics to improve our decision making.
- We will be moving into trial phase of the Mondra project, partnering with retailers to use the tool on a selection of products and then moving into category level changes later in the year.
- We will continue our internal review of products in line with the NOVA classification system (descriptive criteria used to assign foods to one of four groups based on processing-related criteria), mapping opportunities to change product composition where feasible to influence positive health outcomes. And working alongside industry experts to understand the best approach and classification for ultra-processed food (UPF).
- We will explore the feasibility of developing targets for reducing animal protein in our products and levers we can use across product and supply chain to deliver this.