

Healthy and sustainable diets

Why it's important to us

We want our products to not only taste great, but to be better for people and the planet too. As well as ensuring that our products contribute to a sustainable food system, we will take steps to make sure they form part of a healthy balanced diet.

The National Food Strategy has made clear the consequences of a 'business as usual' approach to the existing global food system. While solving the challenges of food poverty, obesity and climate change is beyond the scope of any individual business in the food industry, we recognise that Greencore has an important role to play in driving meaningful change throughout the supply chain.

Progress highlight

We are part of a pioneering eco-labelling trial that will enable consumers to make more environmentally friendly choices through the use of at-a-glance colour coding food labels.

What we are doing about it

- We have developed our Health and Sustainable Diets Policy to define how we measure and act on improving the health of our products, as well as working towards our ambition of halving the environmental impact of our products, in support of our science based climate reduction targets.
- We use the World Wildlife Fund ("WWF") Livewell Plate to inform and guide our activities. The Livewell Plate is a policy tool that illustrates key principles of a healthy and sustainable diet, including that it is affordable, meets healthy nutritional requirements and aligns with sustainable carbon, water and land use principles.
- Our healthy and sustainable diets roadmap aims to help us achieve our ambition of halving the environmental impact of our products. The shift to a more plant-based diet is key to this. Our team of Subject Matter Experts ("SMEs") work with our New Product Development teams to source the best no-compromise meat alternative ingredients. Transitioning towards a more plant-based food system is a key focus for Greencore, and we are committed to achieving parity on animal protein vs plant-rich alternatives.
- We have created our own nutrition database for our products, based on the UK Government's nutrient profiling model. This helps us to minimise ingredients of concern, such as salt, fat and sugar, while maximising the use of healthy ingredients, such as fruit, fibre and vegetables.
- With the support of non-profit organisation, Foundation Earth, we have been involved in trials for on-pack traffic light eco-labelling. This gives products a colour-coded traffic light score from A to G, allowing customers to see at-a-glance the environmental impact of individual food items.

Our focus for the next 12 months

- Following our involvement with Foundation Earth's eco-labelling programme, we are working on a broader strategy for product footprinting going forward, assessing how we believe this type of consumer guidance can be developed and the role it can play in engaging shoppers in the sustainability conversation.
- We also intend to build a new 'Live Well' tool to support our New Product Development teams in embedding sustainability considerations in the creation of new products.
- We will explore a path to communicate our product portfolio intentions to customers and design joint roadmaps with key customers. In order to deliver sustainable diets as an own brand supplier, we will engage with our customers to agree how our policy can be put into practice.
- We will disclose data to enable transparent reporting on sustainable diets, helping us meet the ambition laid out within the National Food Strategy. We recognise that the ultimate aim of transparent reporting is to change sales and consumption patterns for the foods for which reporting is required.



“Our nutrition database allows us to see the full picture of our products’ nutrient profile score and traffic lights, enabling us to make decisions on how to improve our recipes and product ranges, to ensure health for all through more sustainable diets.

Jo Elsdon, Head of Food, Prepared Meals Division



Goal	KPIs	FY19	FY20	FY21
By 2030, we will achieve parity on our product development of animal protein vs plant-rich alternatives	Percentage total product development of plant-based / vegan / vegetarian products	n/a	n/a	25%
	Protein – amount of protein sold	n/a	n/a	Published FY22
	Salt	n/a	n/a	Published FY22
	Saturated Fat	n/a	n/a	Published FY22
	Fibre	n/a	n/a	Published FY22
	Percentage of volume sales from products with a 'healthy' health score	n/a	n/a	Published FY22
	Total revenue from the sales of products that are labelled and/or marketed to promote health and nutrition attributes	n/a	n/a	Published FY22

Delivering action on the UN Sustainable Development Goals

