

# The **co-operative** good with food

## The Industry's Contribution in Salt Prevention Strategies

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30<sup>th</sup> June 2010

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# Vital statistics

The worlds **largest** consumer co-operative

**3000** UK food stores

**8%** market share

**£8bn** turnover

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17m  
customers

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# Food Ethical Policy

In 2008 we launched our Food Ethical Policy

Based on results of worlds largest poll on ethics.

Over 100,000 of our customers/members responded to the poll

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## The **co-operative** food Ethical Policy

Our Ethical Policy aims to maintain and strengthen our position as the UK's leading responsible retailer. What makes this policy unique is that it's based on member consultation and customer feedback. It's also a measure of our commitment to responsible retailing, the development of quality own-brand products and our careful selection of suppliers.

### Ethical trading

We are committed to support the Universal Declaration of Human Rights and improve conditions in our supply chains. In line with this, we will look to be the UK's leading retailer, and will:

- continue to promote Fairtrade and develop long term, sustainable relationships and offer the widest range and availability of Fairtrade products; and
- continue to apply our Sourcing Code of Conduct across our suppliers, and in particular, secure progress in developing countries in relation to living wages, trade union recognition (where lawful), the end of child labour, and reasonable working hours and overtime.

### Animal welfare

We will seek to promote animal welfare and will work towards progressively improving standards of well-being. We commit to:

- continue to extend the range of products that meets higher animal welfare standards, eg all eggs sold to be at least free range and all own brand fresh chicken to be reared to Co-operative defined higher standards;
- ensure all fresh products comply, as a minimum, with relevant UK farm assurance standards;
- continue to take the lead on the opposition to the use of animals for the testing of own-brand toiletries, cosmetics or household cleaning products (or ingredients thereof); and
- continue to exclude fur from all products.

### Environmental impact

We recognise nature's limited capacity to generate resources and absorb waste and commit to:

- continue to be the UK's leading retailer on climate change, be this via our support for renewable electricity (eg solar power, wind power), on-site renewables generation, energy efficiency or investment in quality carbon offset schemes;
- seek to reduce the carbon footprint of our products, but never at the expense of the poorest producers in the developing world;
- reduce the waste arising from our operations and increase recycling;
- reduce our own-brand packaging, but never with recourse to materials where toxicity is a concern, or if opportunities to switch to recycled and biodegradable materials are neglected; and
- increase the use of products from sustainable sources, particularly in relation to fish, wood, paper, palm oil and soy.

### Food quality, diet and health

Consumers should have access to high quality food that is produced and offered in a way that they can trust. We commit to:

- continue to be the UK's leading retailer in the removal of substances of concern, particularly additives and pesticides;
- ensure that our food range includes an increasing proportion of healthy offerings;
- continue to ensure that own-brand products carry clear and honest labelling;
- continue to support the development of progressive standards, eg traffic light labelling, Fairtrade, Humane Cosmetics Standard, and Freedom Food; and
- continue to oppose the adoption of genetically modified organisms or nanotechnology in circumstances which risk damaging the environment or compromising human health.

### Community retailing

We are committed to play a full and constructive part in the communities in which we trade, but that in terms of our investment, involvement or volunteering. We commit to be the UK's leading community retailer, and will:

- continue to offer the most diverse spread of stores of any UK retailer;
- continue to source regionally where there are proven sustainability benefits; and
- promote produce from our own farms.

### Open and honest

For each of the issues identified in the Policy, we commit to measure our performance, set targets and provide a full account of our progress in our annual, independently assured Sustainability Report.

### Member consultation

We will regularly reappraise members' views on these and other issues and develop our Ethical Policy accordingly.

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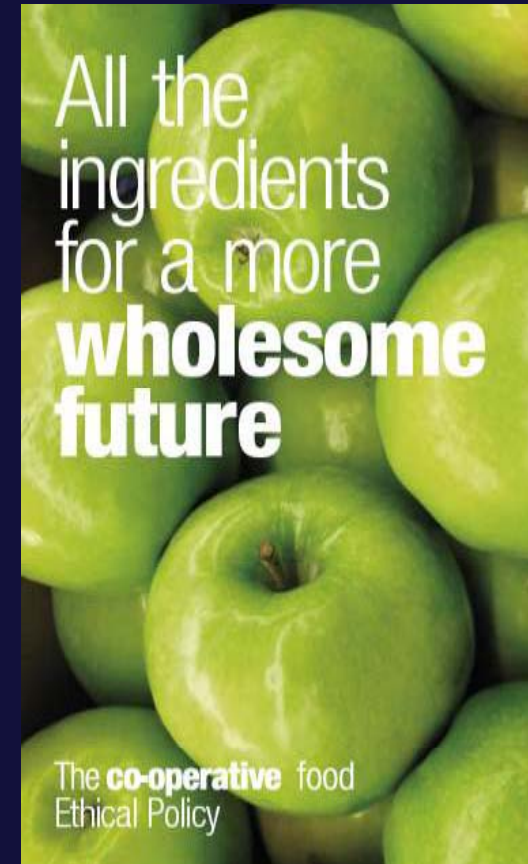
# Food Ethical Policy

## Food quality, diet and health

Consumers should have access to high quality food that is produced and offered in a way that they can trust. We commit to:

- **continue to be the UK's leading retailer in the removal of substances of concern, particularly additives and pesticides (98%)**
- **ensure that our food range includes an increasing proportion of healthy offerings (98%)**
- **continue to ensure that own-brand products carry clear and honest labelling (99%)**
- continue to support the development of progressive standards, eg traffic light labelling, Fairtrade, Humane Cosmetics Standard, and Freedom Food **(97%)**
- continue to oppose the adoption of genetically modified organisms or nanotechnology in circumstances which risk damaging the environment or compromising human health **(95%)**

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# Drivers

Public Health Crisis

Government/FSA Targets

NGO Action

Customers & Members

Competitors

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# Healthier Products

## Product Improvement Policies

- Reductions or no increases in fat, sat fat, salt or sugar in resourced/ rebranded products
- Compliance with original FSA salt targets
- New Products benchmarked for salt
- Roll out of FSA traffic light labelling
- Healthier Choice products no more expensive than *equivalent* standard lines
- Value products not worse nutritionally than *equivalent* standard lines

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# Salt Reduction

- Reducing Salt since 1995
- Met FSA original 2010 targets well before the deadline.
- Using the 2012 targets to inform our NPD process.
  - Comply in 34 categories out of the 66 categories relevant to us
  - Over 70% products comply
  - Difficult categories include:
    - Bacon, Ham, Cooked Meat – shelf life
    - Canned Salmon – controlled by US and Canadian Canneries



# 2012 Targets

- Very challenging
- Not just a case of removing salt as a single ingredient
- Removing salt from composite ingredients
- Exploring new innovations in ingredients
- New packaging formats
- Product safety

# Reformulations

Because of our commitment towards salt reduction :

We met the original 2010 targets in key categories e.g. bread, cereals, ready meals, soup and sandwiches by the end of 2007.

# Reformulation

Pressures to reformulate for other reasons:

- Customer acceptance
- Fewer additives/cleaner products
- Sugar
- Saturated fat
- Change of supplier

May not be possible to make all changes simultaneously

# Limitations to Product Reformulation

Can achieve fantastic results **BUT:-**

- Slow
- Challenging
- Costly
- Consumer acceptance
- Safety
- Shelf Life
- Food Waste

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# Public Awareness

Supporting Government Salt Campaign on:

- In-store till screen
- In- store radio
- Websites
- Staff magazines
- Customer magazines
- Leaflets

# Government Campaigns

Over 8,000  
till screens

In-store radio  
in over 2,300  
stores



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## Future Actions:

- Address out of home eating
- **Manufacturers to share best practice**
- Innovation – new ingredients/technology
- **Campaigns/education – children**
- Global Strategy
- **Better monitoring /measurement**