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**Motion from Independent Society  
Members - Ethical Retailing**

## **10**

This meeting congratulates the Board and Management on the successful launch of the GRO range of vegan products which positions our Co-op as leaders in this new area of ethical retailing recognising the importance customers and members attach to the positive climate impact of a plant-based diet, animal welfare, and healthy eating. Building, as it does, on the success of the Society's leadership in the area of Fairtrade, the launch of the GRO range consolidates the Group's position at the forefront of ethical retailing.

This meeting believes that this is the right positioning for our Co-op and urges the Board to incorporate this thinking into its long term planning so that appealing to consumers on ethical grounds remains firmly at the core of our strategy.

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**More information on our motion:**

### **Motion 10 - Ethical Retailing**

We are committed to providing our customers and members with a wide range of dietary options. In line with this, and in recognition of the consumer move to eating more plant-based foods, in January 2020, we launched 35 lines in the vibrant new GRO brand.

All products in the range are vegan, but are designed to appeal to non-vegans or vegetarians, providing greater choice to those that are reducing or avoiding meat and dairy in their diet. Early feedback is extremely encouraging and initial sales have exceeded expectations.

Our strategy means that we will ensure vegetarian and vegan choices and meat and dairy alternatives are always available and will continue to offer strong promotions on fresh seasonal fruit and vegetables.

We plan to develop the GRO brand to stay at the forefront of this consumer trend and champion plant-based eating in the convenience channel.

Fifteen new lines will be launched in summer 2020 and plans are already being laid for further range extensions for Veganuary 2021.