

Motion 11

Council Motion: Supporting member-owners with the cost of living and responsible consumption.

- We ask the Board to further support easing the cost-of-living crisis for our member-owners, alongside taking action on food waste and giving those who shop with us the tools to have a decent, healthy and sustainable diet. This includes introducing increased options for member-owners to assemble healthier, more sustainable home cooked meals.
- We ask the Board to also support sharing hints and tips for using up leftovers and exploring options to provide inspiration via the app as well as on recipe cards and shelf-front QR codes in stores. This could also include providing information on recipes which are easily scalable, for use by families and those bringing communities together, including community kitchens, friends, family and neighbours.

We are proud of our Co-op for putting Member Prices on everyday essentials to support our member-owners with the cost of living and want to build on that to support them by making good quality, healthy and sustainable food choices simple. We would also like our Co-op to provide ways to help member-owners to take action to reduce their food waste and environmental impact, make healthy and nutritious choices and help them save both the planet and the pounds in their pocket.

When our Co-op was founded in 1844, a major consideration for the original Rochdale Pioneers was to provide good quality, unadulterated food at a price their members could afford amidst the pressures of the industrial revolution. Likewise today, in the era of the digital revolution, we are looking to support our member-owners with healthy, affordable choices. Unlike most businesses, our Co-op doesn't prioritise offers on luxury goods to tempt customers to spend a little bit more in the midst of an extended cost-of-living crisis, rather we choose to support our member-owners by lowering prices on the essentials they buy every day such as milk, bread and eggs. At the same time, we look to support our member-owners by finding ways to help them get the best nutritional value out of their shop, and to address the climate and sustainability crisis.

Board Response:

We recognise the value we can offer in supporting our member-owners during the cost-of-living crisis and with helping them to make healthier and more sustainable choices.

We strive to offer healthier meal inspiration at a great price and have extended our member deal offering across meal solutions and fresh ingredients, as well as trialling recipe cards with ingredients in one place to make it easier to shop. We are also exploring opportunities to bolster our semi-scratch cook meal proposition.

Our app continues to offer opportunities for us to engage with, and offer value to, our member-owners. During our app rewards trial, member-owners have been able to

earn booster offers based on how many times they've shopped with us and what they're buying, and in addition, all were offered a fruit and veg booster.

Since 2021, Co-op's Partnerships with Hubbub and Your Local Pantry have doubled the network of Community Fridges and Local Pantries across the UK to provide access to food, to prevent waste, and save money. Since June 2021 we have funded over 370 new Community Fridges across the UK. In 2024, 787,251 individuals visited their local fridge, with over 3.1 million visits, saving 24 million meals from going to waste. We've supported Your Local Pantry to open 71 new Pantries since July 2022, growing their network to more than 121 Pantries and in 2024, 58,614 people were support by YLP.

In addition to this, in 2024 we worked with partners like Caboodle, FareShare, The Bread and Butter Thing, City Harvest and Company Shop to redistribute 6,111 tonnes of edible surplus food from our stores and depots in 2024, providing over 14.5m meals to adults and children in local communities.

We are proud to have so many passionate and supportive member-owners, and last year we worked closely with many of them to help us shape our 2025 Join In plan. They told us that healthy and sustainable diets and food waste were important to them, and that our Co-op has a role to play in supporting and inspiring our member-owners across these topics. You will have already seen some of this engagement brought to life during Food Waste Action week in March where we inspired our member-owners to limit their food waste, and we encourage all our member-owners to take part in the activity we have planned across the rest of the year.

The Board recommends supporting this motion.