

## **Council Motion – Economic Value – Member Prices on Healthy Products**

We ask the Board to ensure that our Co-op invests in Member Prices on more healthy products and ingredients.

At a time when household budgets are stretched and we all have busy lives, it can sometimes be hard to make healthy meal choices. It can also be difficult to find good value household basics and personal care items in local shops.

We would like our Co-op to invest in Member Prices on more healthy foods and provide inspiration and education around healthier products and ingredients so we can make quick, fresh, tasty meals at home. We would also like to see Member Prices on more everyday essential personal care items and household basics in our local Co-op stores.

## **Board Response**

Our Co-op recognises that while we wouldn't want to tell our Member Owners what to do or how to live, we can play an important role to help make healthy food sustainable, more easily available and accessible to our members through the products we sell, our campaigns and by inspiring healthy, sustainable behaviours in communities.

Whilst most of us aspire to eat a healthy diet, we recognise that sometimes many may need a little support in making healthier choices the norm. So, last year we made sure we included a wider choice of vegetable sides in meal deal, giving inspiration on how to complete their meals with vegetables through front of pack photography and through social media activities.

At different stages throughout 2023 we promoted the Healthy Start and Best Start schemes including in our in-store radio channel and on till and TV screen in store and supported the Veg Power 'Eat Them To Defeat Them' campaign encouraging children and their parents to eat more vegetables. We are an official partner of Parkrun, using the partnership to promote health and wellbeing.

We firmly believe that price should not be a barrier to healthy choices and we are committed to ensuring that our Reduced and Light alternatives are no more expensive than standard equivalents. It is also why we work hard to ensure that fruit and vegetables remain keenly priced every day and are strongly promoted to offer even greater value to our customers and Member Owners. Our Lunch Time Meal Deal now includes a choice of Apples, Satsumas and Bananas with their main and drink.

We know our Co-op Member Owners are concerned to support their communities have access to food and other household essentials. Our ongoing support for the Hubbub Community Fridge Network has seen 8.1 million meals redistributed in over 650 community organisations over the last year. Our partnership with Your Local Pantry, working in communities most challenged by cost-of-living increases, has so far seen the pantry network double in size. We have added additional value through our commercial partners, such as Kimberley Clarke, who donated 270,000 toilet rolls through Your Local Pantry and community organisations supported by our independent co-op partners.

We have achieved much but recognise that there is still much more we can do and welcome the opportunity to work closely with our Member Owners to make healthier choices and household and personal care basics even more accessible.

The Board recommends supporting this motion.