

Healthy living

We have an important role to play in helping our members, colleagues and customers lead healthy lives. We do this through the products we sell, our campaigns, and by inspiring healthy, sustainable behaviours in communities.

As laid out in the [Government's Obesity Strategy](#), legislation to restrict the promotion and placement of high fat, sugar and salt (HFSS) food and drinks will come into force in October 2022 and has been an important focus for us during 2021.

Our [Future of Food](#) ambition sets out our commitment to designing products with quality, health and sustainability at front-of-mind.

We've led the way in improving the health of the communities we serve in several areas for over 30 years, from introducing HIGH, MEDIUM and LOW nutrient labelling on food products in 1986 - the first consumer friendly, nutrition labelling system used by any retailer, to being the first in the market to move our entire own-label range of dilutable and chilled juice drinks to no added sugar in 2014/15. Read more on how we continue to make it easier for customers to make healthier choices [here](#).

Healthy, sustainable diets

In 2021, we joined [WWF's Retailers' Commitment for Nature](#), committing to play our part in supporting WWF's ambition to halve the environmental impact of UK shopping baskets by 2030. As part of this, in 2022, we will review our data on the split between animal and plant-based protein sales.

At the end of 2021, our plant-based brand, GRO (launched in 2020), comprised 49 products, which included seven Christmas products and two new plant-based milks. A further nine new lines were added in January 2022. GRO won the Own-Label Range of the Year in the Grocer Gold Awards and the Q Awards in 2021.

In May 2021, we made the commitment to price-match our GRO range to our meat and dairy-based counterparts, making plant-based choices more affordable. Two products were found to be in exception to this commitment and are currently being rectified as reported [here](#).

Healthier products

Our Future of Food ambition commits us to increase the amount of fruit and vegetables as ingredients in our Co-op brand products and continue to take a responsible approach to reducing the amount of salt, sugar and calories in our Co-op brand products.

In 2021, we introduced the Public Health England maximum 2024 salt targets to our product development policy.

By the end of 2021, 94% of our Co-op own-brand products already met the PHE 2024 maximum salt targets (2020: 98% of our Co-op brand products met the Department of Health 2017 maximum salt targets).

In 2021 we removed over 7 billion calories, over 480 tonnes of fat (of which 129 tonnes of saturated fat), over 44 million teaspoons of sugar and over 1.5 million teaspoons of salt, through product reformulation across our Co-op range (based on annual sales).

In April, we published calorie reduction targets for 22 food categories, in line with Public Health England's reformulation programmes and will report on progress annually from 2022.



Over 7 billion calories removed from our own-brand products in 2021

Accessibility

We help our customers to identify healthy products in store and make healthier and more informed choices.

Our traffic light labelling provides front-of-pack, colour-coded nutritional information at a glance. At the end of 2021, 46% of our Co-op branded food and drink recipe products carried no red traffic light (2020: 46%).

In 2021, we launched a new health design to make it easier for customers to identify healthier choices in our stores.

We make healthier options more affordable through promotions such as our 'Fresh 3' and we use our communication channels to promote healthier lifestyle choices.

National Food Strategy

We're committed to playing our part in helping to tackle food inequality. [The National Food Strategy Independent Review: The Plan](#), published in July, set out recommendations to drive changes to our diets and reduce diet-related inequality. To support families tied to the most limited budgets, we topped up each Healthy Start voucher redeemed in our stores by £1, throughout 2021.

Price Parity

A key commitment to our customers is that 100% of our Co-op brand products which are 'reduced' or 'light' alternatives to a standard product will be no more expensive (based on price/kg). One product was found to be an exception to this commitment in 2021 and is being rectified, as reported [here](#).

Inspiring healthy behaviour change

We made a commitment in Future of Food to work with partners to inspire healthy, sustainable behaviour change in communities. In 2021, we ran a campaign to highlight healthier choices by calling out the nutritional benefits of products, such as 'low in saturated fat'. We supported the Veg Power campaign again in 2021 and provided Veg Power activity packs to our Co-op Academy students. We are an official partner of parkrun, using the partnership to reach and engage with a passionate community to promote health and wellbeing.

As part of our support for the [Peas Please](#) campaign, we used our product labels to inspire customers to eat more vegetables through the photography on front of pack and messaging on back of pack. Peas Please scored us 'orange' against our new 2023 commitments, meaning that we have made 'a good start' (we were previously scored against our 2021 commitments). We have increased the presence of vegetables in our Co-op Food Magazine recipes, and on social media through activity such as promoting seasonal produce.

In January 2022, we updated our website to promote the Government's ['Better Health'](#) campaign.

Alcohol and tobacco

We sell e-cigarettes and smoking cessation products in most of our stores. We're also committed to selling alcohol responsibly. We work in partnership with the Drinkaware Trust, and provided £248,742 of funding to them in 2021.



🎯 2022 targets



Co-op brand products which are 'reduced' or 'light' alternatives to a standard line will continue to be no more expensive, based on price per kg.

Our Co-op GRO products will continue to be no more expensive than their meat and dairy-based equivalent.

Healthy living data

✔ Target Achieved
 = On Track
 ✔ Close to Target
 ⬅ Behind Schedule
 ✘ Target not Achieved
 R Restatement
 A In-depth assurance

Key Performance data icons

Issue	2021 Target	Performance against target	KPIs	2018	2019	2020	2021	2022 Target	SDGs
Healthy living			% Co-op branded recipe products carrying traffic light labelling that are healthy (i.e. carry no red traffic lights)	45	46	46	46		
			Sugar removed from own-brand categories (based on annual sales) (million teaspoons)	253	74	18	44		
			Data fluctuates year on year depending on categories targeted.						
			Since 2014, we've removed 718m teaspoons of sugar across our Co-op range. 2021 will be the last year that we report on our sugar reduction activity as the Public Health England sugar reduction programme ended in 2020 and we're now focusing on calorie reduction.						
				% Co-op branded products that meet the Public Health England 2024 maximum salt target	-	-	-	94	
				98% of our Co-op products met the Department for Health 2017 salt targets 2018-2020. We are now working towards the Public Health England 2024 maximum salt targets, and will report this data going forward.					
	Co-op brand products which are 'reduced' or 'light' alternatives to a standard line will continue to be no more expensive (based on price/kg).	= One product was in exception to this commitment in 2021, but we expect to be fully compliant by Summer 2022.	Number of Co-op brand products that are 'reduced' or 'light' alternatives to a standard line that do not meet our commitment to be no more expensive (based on price per g/ml)	-	1	1	1	Co-op brand products which are 'reduced' or 'light' alternatives to a standard line will continue to be no more expensive (based on price/kg).	
			Data not collated prior to 2019						
			A Low Fat Chicken Tikka was found to be an exception to this commitment in 2021. However, we expect to be fully compliant by Summer 2022.						
			Number of Co-op brand products in our GRO range that do not meet our commitment to be no more expensive than their meat and dairy-based equivalent (based in most instances on price per g/ml)	-	-	-	2	Our Co-op GRO products will continue to be no more expensive than their meat and dairy-based equivalent.	
			Data not collated prior to 2021.						
			At the end of 2021, the following products did not meet our commitment: Co-op Gro Nuggets 200g; and Co-op GRO Sizzling Sausage 300g. We're working to address these in the first part of 2022.						