

Healthier, more sustainable diets at the Co-op 2024



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NB When we refer to 'children' in this document, we define this as persons under 16 years of age.

Section 1.0: Overview

The key principles of a healthier, more sustainable diet include eating more fruit & vegetables, a wider variety of protein sources and fewer less healthy products. This aligns with the Government Eatwell Guide.

Co-op wants to play its part in helping shift customers to healthier, more sustainable diets in line with the Eatwell Guide.

1.1: Why are healthier, more sustainable diets important to customers?

Our Co-op research shows us that health is one of our customers' key drivers to shifting to a healthier, more sustainable diet. We know customers are eager to reduce their sugar, salt and calories and increase their fruit and vegetable intake.

In Summer 2024, we carried out an online survey with Co-op members to understand their fruit and veg intake and how they thought Co-op could help them eat more. We're continuing to work through their suggestions to implement further activity.

Also in Summer 2024, we carried out an initial piece of research with Co-op members to understand their perception of how Co-op is helping them to make healthier, more sustainable choices and where they thought our barriers and opportunities were. This research will be repeated annually to track our progress and ensure we are putting relevant actions in place for our members to help them make healthier, more sustainable choices.

1.2: Why are healthier, more sustainable diets important to us?

The obesity crisis in the UK is well-documented, and obesity strategies have been published by governments in England, Scotland and Wales, with a further strategy expected in Northern Ireland. As a convenience retailer in every postcode in the UK, we recognise that we play an important role in tackling obesity.

We respond to government consultations on health-related topics such as the restrictions on the placement and promotion of foods high in fat, salt and sugar, either directly or through our trade body, the British Retail Consortium.

Research shows that following the Eatwell Guide could result in around a 30% reduction in environmental impact (Carbon Trust) and a 7% reduction in mortality (BMJ). It is vital that Co-op helps move customers towards this type of diet if we are going to achieve our climate ambitions.

In 2024, Co-op embedded a healthier, more sustainable diets strategy. See section 2.1 for more information.

Section 2.0: Our approach

To ensure that our nutrition targets and commitments are met by the business, we take a cross-functional collaborative approach, working with teams such as Product Development, Marketing, Own Brand Strategy, Commercial and Labelling to ensure we make it easier for customers to choose healthier, more sustainable options.

2.1: Our healthier, more sustainable diets strategy

In 2024, Co-op embedded a healthier, more sustainable diets strategy into the business. We will intentionally, demonstrably and transparently shift the balance towards more healthy and sustainable sales, through making convenient, healthy and sustainable choices easier for our customers and Members. We will do this through

- 1) our product development (see section 3)
- 2) improving accessibility to healthier and more sustainable products (see section 4)
- 3) inspiring healthier, more sustainable behaviours (see section 5)

To measure progress and hold ourselves accountable, we will set targets and guardrails where appropriate.

Our progress is reported on throughout this document.

Section 3.0: Creating healthier, more sustainable products

We are committed to helping customers eat more fruit and vegetables, eat a wider variety of protein and to eat fewer HFSS products. Our Product Development team continue to review how we can develop our products to make this easier for customers.

3.1: Applying Nutrition and 5 a day claims

Since 2009, we have been adding nutrition and 5 a day claims on front of pack to help customers identify healthier options. For Co-op products to carry a nutrition or 5 a day claim, they must be developed to meet strict nutrition criteria, which include the following:

- It must not display a red traffic light* as determined by the UK front of pack labelling scheme (this ensures we are not making claims on products which are high in fat, saturated fat, sugar or salt)
- It must meet our reformulation targets (salt and calories)
- It must meet the requirements for a permitted 5 a day claim or a permitted nutrition claim set out in EC Regulation 1924/2006 on Nutrition and Health Claims Made on Food.

If a product cannot meet these criteria, then it will not carry a claim. These criteria are used across all own brand food and drink categories except for alcohol (alcohol isn't permitted to carry nutrition claims apart from nutrition claims referring to low alcohol levels, or the reduction

of the alcohol content, or the reduction of the energy content for beverages containing more than 1.2 % by volume of alcohol).

*Except for when it's naturally occurring e.g., high sugar in dried fruit.

3.2: Increasing the sales of non-HFSS Co-op brand products

Throughout 2024, 62% of Co-op own-brand products (excluding alcohol and non-food) were non-HFSS i.e. not high in fat, sugar or salt. 78.5% of our Co-op own brand food and drink sales (tonnes) were from non-HFSS products.

While we continue to work on data for branded products, we have set a target that by 2030, 83% of our Co-op own brand food and drink sales (tonnes) will come from non-HFSS products (excluding alcohol and non-food). We will report on progress annually. This target will be updated in line with improved data.

3.3: Helping customers to eat more fruit and vegetables

We signed up to the Peas Please campaign in 2017 to help the nation eat more vegetables and supported the campaign until it finished in 2023. We committed to increasing the vegetable content of our products and inspiring customers to eat more vegetables through our communications. We were held accountable for our progress each year as we had to provide information to Peas Please for their progress reports. We scored 'yellow: on the road to success' in the final Peas Please progress report 2023.

To measure how we are helping customers to eat more fruit and veg, we will track our sales annually. In 2024, 19.4% of total Co-op sales tonnage (excluding alcohol and non-food) came from Co-op fruit & veg sales.

We define fruit and vegetables as the following:

- Includes fruit and vegetables which are whole, chopped, concentrated, pureed, dried, pulped, freeze dried and dehydrated. Also includes juice from/not from concentrate.
- Excludes potatoes, coconut, dried herbs, plant-based proteins and variants of grapes used specifically for wine. Also excludes fruit and vegetables in the following forms; extract, powder, flour, fibre, pectin, kernel, peel, zest, oil, granules, seeds, leaves.

In 2024, we added up to 23% more veg to three of our traditional ready meals, and launched three new vegetarian ready meals, to make it easier for customers to eat more vegetables. We also launched a frozen vegetarian sausage that is 1 of your 5 a day per portion.

In March 2025, we launched a frozen mince product with added veg (70% British beef, 15% onion, 15% carrot). The vegetables are processed with the beef, making it ideal for children who won't eat visible veg, and a convenient ingredient for a speedy family meal.

To help ensure we don't waste fruit and veg, all packaged produce follows a standard price reduction process, starting up to 24 hours before end of life. If it remains unsold it will either go to waste, or to a Caboodle partner. This applies in all stores which sell packaged produce.

3.4: Helping customers to eat more plant-based proteins

To play our part in supporting the WWF's ambition to halve the environmental impact of UK shopping baskets by 2030, we committed to reporting on our sales that come from animal and plant protein sources. In 2024, 26% of total Co-op sales tonnage (excluding alcohol and no-food) came from animal protein and 0.66% from plant protein. We will continue to report annually on our protein sales.

We define animal and plant protein as the following

- Animal protein includes all red meat (beef, pork, lamb), poultry (chicken, turkey), game (duck), fish/seafood food, eggs and dairy (e.g. milk, butter, cheese). It includes any part of the animal used in our Co-op own brand food and drink products e.g. gelatine, rennet.
- Plant protein includes beans, pulses, nuts, seeds, soy (in the following formats: whole, paste, powder, puree, extract, flour, oil). It also includes algae, spirulina and vegetarian suet, rennet and gelatine. It excludes fruit, vegetables and grains.

See section 5.6 for examples of how we have tried to nudge customers towards eating more plant protein. We are continuing to review our opportunities for 2025.

3.5: Improving the nutritional profile of Co-op products

We are committed to improving the nutritional profile of our own brand products through reformulation and new product development.

Co-op products must adhere to the nutrition requirements laid out in our Nutrition Code of Practice. This document contains requirements such as salt reduction targets and calorie reduction targets. Our Product Development team and Technical Managers work closely with our suppliers to ensure that these requirements are met.

During reformulation, our Product Development team will not increase the nutrients of concern (fat, sat fat, sugar, salt, calories) in our products unless it is required for technical or quality reasons. Further, we encourage them to increase the fruit and vegetable content where possible.

Did you know?

In 2005, we were the first retailer to remove a range of commonly used artificial colours and MSG in all own brand food

In 2007, we were the first to remove all artificial flavourings, flavour enhancing additives and benzoate preservatives from all our own label food

3.5.1: Sugar

In 2017, Public Health England (PHE) set a target for the food industry to reduce the amount of sugar sold by 20% between 2015 to 2020 in the top categories contributing sugar to children's diets.

Co-op has been reducing sugar and measuring progress since 2014, with focus on the PHE sugar reduction categories: breakfast cereals, cakes, morning goods, puddings, ice-cream, spreads, dessert toppings, chocolate confectionary, sweet confectionary, yogurts, biscuits.

Co-op ask our suppliers and Product Developers to reduce sugar as far as is possible in our products, without having a negative impact on quality, taste or shelf life and without any increase in total calories or saturated fat.

Between 2014 to 2022, 768 million teaspoons of sugar* were removed from customer baskets. We have stopped reporting on our sugar reduction activity as the Public Health England sugar reduction programme ended in 2020 and we're now focusing on calorie reduction.

*Assuming sales remain flat year on year

The Office for Health Improvement and Disparities (OHID) published the final sugar reduction progress [report](#) in December 2022.

Table showing Co-op progress towards the -20% sales weighted average reduction in sugar per 100g (From December 2015 to September 2020)

Category	Co-op progress
Biscuits	-9%
Chocolate confectionary	-15%
Ice-cream	-5%
Morning goods	-6%
Sweet spreads	0%
Dessert toppings	0%
Yogurts	-21%

Public Health England (PHE) also published sales weighted average [targets](#) for a 5% sugar reduction in juice-based drinks and a 20% sugar reduction in milk-based drinks by 2021 (from a 2017 baseline). Co-op completed a massive piece of work to reduce the sugar in our milk-based drinks in 2016 - before these targets were set - so our reformulation work wasn't captured by PHE. In 2016, Co-op chocolate milk was reduced in sugar by 30%, strawberry milk by nearly 22% and banana milk by 27.5%.

Did you know?

In 2014, we were the first in the market to move our entire own label range of dilutable drinks to no added sugar

In 2015, we were the first in the market to move our entire own label range of chilled juice drinks to no added sugar.

Table showing Co-op's progress towards the PHE targets for milk- and fruit juice-based drinks (From December 2017 to September 2020)

Category	PHE target	Co-op progress
Pre-packed milk-based drinks	-20%	-5%
Pre-packed mono juice drinks	-5%	0%
Pre-packed blended juice	-5%	+3%

Co-op were first in the market to move our entire own brand range of dilutable drinks (2014) and chilled juice drinks (2015) to no added sugar. In April 2018 when the soft drinks industry levy was introduced, Co-op only had a small number of products which were captured by the levy. We have carried out reformulation and currently none of our own brand products are captured by the levy.

3.5.2: Salt

Co-op has been voluntarily signing up to the government salt reduction targets since 2006.

Public Health England published 2024 salt reduction targets in September 2020. Co-op has been working towards the 2024 maximum salt targets for all categories which we sell. By December 2024, 97% of Co-op products met their 2024 maximum target.

We aim to not increase salt in our products during reformulation unless it is required for technical or quality reasons.

3.5.3: Calories

Co-op began managing the calorie content in our products in 2012 when calorie guardrails were put in place for products within our ready meals, pizzas, food to go sandwiches and salads ranges.

To reduce the overall calorie content of more products and more ranges, in July 2019 Co-op set maximum calorie targets for 22 food categories. Targets are based on the calorie content of our products per serve, not sales weighted averages.

Public Health England set their calorie reduction targets in September 2020, with both the maximum per serve and sales weighted average targets to be met by the end of 2025. The Co-op targets are aligned with or lower than these maximum targets.

At the end of 2024, our compliance was 95%. We will continue to work on improving this compliance.

Categories in scope of Co-op calorie targets

- Ready meals (complete meals)
- Pizzas
- Sandwiches
- Food to go salads and sushi

- Meal centres
- Savoury pastries
- Hot Food
- Potato products
- Pasta/noodles/cous cous etc. with additions
- Chilled filled pasta
- Crisps and savoury snacks
- Chilled savoury snacks
- Garlic and Cheesy breads
- Breakfast cereals
- Sweet biscuits and cookies
- Cakes
- Chocolate confectionery
- Ice cream and lollies
- Morning goods
- Puddings
- Sweet confectionery
- Yoghurts

OHID have published their first progress report on the calorie reduction targets from the 2017 baseline to 2021. OHID did not report specifically on Co-op progress, as our data was combined with the other retailers and manufacturers.

We include recommended portion sizes on our labels to help guide our customers. We do not encourage excess consumption or inappropriate portion sizes through on-pack photography.

3.5.4: Trans Fats

In 2007 we removed hydrogenated vegetable oil from all our own Co-op brand products.

The use of hydrogenated fat as a direct ingredient is prohibited in all Co-op own brand products. Use within an additive may be permitted if no suitable alternative is available.

3.5.5: Fibre

The UK Government recommends that adults eat 30g fibre per day, however current intakes are approximately 20g per day.

We are exploring how we help our customers eat more fibre by adding more fibre to our products but also by nudging customers to eat more foods which are a source of fibre such as fruit and veg, plant proteins and wholegrains.

3.5.6: Ultra Processed ingredients

We are keeping close to the science and emerging evidence regarding ultra-processed foods, and our long-term policy which prohibits use of unnecessary additives remains under review.

Section 4: Accessibility of healthier, more sustainable choices

4.1: Offering ranges to suit dietary and lifestyle requirements

At Co-op, we want to ensure we're offering products to suit our customers' dietary requirements as well as affordability. We have several sub-brands and logos on pack to help customers easily identify these products.

4.1.1: Co-op Free From

Co-op Free From is a range of great tasting everyday and seasonal Free From products across key categories that customers diagnosed with food allergies or intolerances can trust to meet their dietary requirements.

Free From products can be found across our store in ambient, chilled, frozen and in Food to Go and we have won Convenience Free From Retailer of the Year in 2022, 2023 & 2024.

As well as having Co-op Free From products, we aim to remove allergens in the formulation of our everyday products where there is no compromise on flavour. These products display Free From icons to help customers identify them.



4.1.2: Co-op Vegan and Vegetarian

Co-op will focus on expanding the availability of vegan and vegetarian products across all stores, online and in more ranges, whilst Gro branded products will move into Co-op's core brand design with clear labelling to ensure our consumers can shop the products easily.

As part of our growth strategy in this area, all future product development will have an emphasis on continually increasing the presence of vegetarian and vegan options across our total Own Brand offer.

We also add vegetarian and vegan icons to front of pack of other products, as well as providing a full list of ingredients on back of pack to ensure customers are confident that the product is suitable for them.

4.1.3: Honest Value range

Co-op launched Co-op Honest Value range at the end of 2020 to offer low-cost items which still meet our values such as Fairtrade Cocoa, British meat, etc. All these products will be cheaper than the Co-op brand alternative and will meet our nutrition criteria, sourcing standards and policies.

Over the past few years, we have improved accessibility by increasing the number of places these products are stocked as well as ensuring a number of meals can be made from the ingredients within this range.

In January 2025, our Honest Value range contained approximately 25 products food and drink items including staples like vegetables, eggs, rice, pasta and bread. 81% of these products were non-HFSS.



4.1.4: Infant food

Co-op does not produce or sell own-label infant food or formula. In 2023, we set a consistent price for Branded infant formula across all of our Co-op stores and online so customers weren't disadvantaged due to their location or if they shopped online, directly with Co-op.

4.2: Clear and Honest Labelling

Co-op is committed to using front of pack traffic light labelling on our own brand products to allow customers to make easy, healthier choices. We provide information on:

- energy, fat, saturated fat, sugar and salt content per 100g and per serving
- the percentage reference intake of these nutrients
- whether the product is high, medium or low in these nutrients through use of the traffic light colours.

For most of our on-pack nutrition information, Co-op uses analysed nutrition carried out by an accredited laboratory. We use data from McCance and Widdowson's The Composition of Foods data for fruit and vegetables and plain protein (meat/fish).

4.2.1: Our history of clear labelling

1985 – We were first to put dental advice on all confectionery

1986 – We introduced HIGH, MEDIUM and LOW nutrient labelling on food products – the first consumer friendly, nutrition labelling system used by any retailer

1987 – We launched our first healthy range known as Good Life

1995 – We became the first retailer to commit to front of pack nutrition labelling for fat and calories (salt was added in 1998)

1997 – We added more dental warnings, this time on to sugary drinks and fruit juices

1998 – We were first to add salt to front of pack, and Guideline Daily Amounts information for calories, fat and salt on back of pack

1999 – We became the first UK retailer to label the ingredients within our own-brand wines. By the end of 2007, all of our own brand alcohol beverages included the ingredients on their labels.

2002 – We were first to add calorie information to own brand alcoholic drinks

2006 – We became one of the first retailers to adopt and support the FSA traffic light labelling scheme

2009 – We introduced a front of pack logo to highlight healthier choices across all ranges

2009 – Co-op started including traffic light nutrition information on recipes on our corporate website, magazine, digital media and recipe cards/point of sale.

2010 – Co-op moved to hybrid scheme combining colour coding and GDAs. Co-op included energy and reference intakes on front of pack panel in line with new Department of Health guidance.

2021 – We launched a new health design to make it easier for customers to identify healthier choices in our stores.

4.2.2: Traffic light labelling

Co-op is committed to adding traffic light labelling to front of pack on all Co-op own brand processed products, apart from the exemptions set out in Annex V of Regulation (EU) 1169/2011 on the provision of food information to consumers, and on gifting products e.g. Christmas chocolates.

Product categories where we do not add traffic light labelling, as per Department of Health guidance:

- In-store bakery items*
- Milk
- Eggs
- Cooks' ingredients such as herbs, spices, oil, vinegar
- Plain meat e.g. chicken breast, lamb leg, steak, mince
- Fresh/frozen unprocessed fish
- Frozen veg
- Dried pasta
- Home baking products such as icing, nuts, seeds, dried fruit, flour, sugar
- Prepped veg/salad
- Lentils/pearl barley/soup mix
- Whole fruit and veg- potatoes, apples etc
- Gifting e.g. Christmas chocolates
- Products where the labels are too small
- Bottled water
- Alcohol
- Coffee/tea

*We provide kcal/kJ info on the shelf edge label. We have implemented any requirements of the out of home calorie labelling regulations.

We also include a full table of nutrition on back of pack with traffic light labelling where space allows.

We provide nutritional information per 100g and per serving (where applicable) for all our own label products, sold through Co-op online delivery. We also include an image of the front of pack so that the traffic lights are visible.

All Co-op own brand products carry a recommended portion size on front of pack. For meat and fish, we provide nutrition information per 100g to allow for easy comparison between products, and for fruit & veg we give a portion of 80g, which is based on Government's 'one of a 5 a day'.

See section 3.1 for information on our nutrition and 5 a day claims on front of pack.

4.2.3: Allergens

On pre-packed food items, any allergens in our Co-op products are highlighted in bold in the ingredients list on the back of pack. We will always try to highlight the allergy update flash on front of pack to highlight changes.

Foods prepared and packed in-store (pre-packed for direct sale) also highlight allergen information on their labelling. Over 2021 we extended this information to include all ingredient information ahead of Natasha's Law coming into effect on 1st October 2021. We did this across the entire estate of our stores in England, Wales, Northern Ireland, Scotland and the Isle of Man.

For foods prepared in-store and sold loose, allergen information is displayed on the shelf edge ticket for the product with notices for customers to ask store colleagues, if necessary, who have access to the full ingredients list of the product on our internal system. A list of all loose bakery items and the allergens they contain is also available on our [Co-op website](#).

4.3: Ranging

As a convenience retailer, we work hard to ensure that our limited range size has a good balance of healthier options, fruit and veg, and products that meet our customers' needs e.g. Free From.

Throughout 2024, 62% of Co-op own-brand products available to buy (excluding alcohol and non-food) were non-HFSS, i.e. not high in fat, sugar or salt. 78.5% of our Co-op brand food and drink sales (in tonnes) were from non-HFSS products. We have set a target that by 2030, 83% of our Co-op own brand food and drink sales (tonnes) will come from non-HFSS products (excluding alcohol and non-food). We will continue to work on data for branded products and this target will be updated in line with improved data.

4.4: Pricing

We know that price is often the biggest barrier to customers choosing healthier products. Therefore, we want to make it easier for customers to afford healthier choices.

In March 2025, Co-op matched Aldi prices on over 100 everyday essentials for its members, including fresh fruit, milk, eggs and bread. The new price commitment is available across all

of Co-op's 2,400 shops, where there is one in every UK postal area and, for the first time for a grocer price match, on Quick-Comm platforms including Shop.coop, Deliveroo and Uber Eats, which reaches 81% of the UK population. 78% of the food and drink products included in the campaign when it launched were non-HFSS, helping customers to afford healthier choices more easily.

4.4.1: Member prices

In 2023, we began to incentivise the sale of healthy products such as fruit & veg through our Member Prices scheme, lowering their prices

At the 2024 Co-op AGM, our members asked the Board to ensure that our Co-op invests in Member Prices on more healthy products and ingredients, and provides inspiration and education around healthier products and ingredients to make quick, fresh, tasty meals at home. We have continued to incentivise the sale of healthier products, such as fruit and vegetables, through our Co-op Member Prices scheme, by lowering their prices for Co-op Member Owners.

We have at least 170 own-brand products in our Member Price campaign, including everyday staples like fruits and vegetables, milk, bread, eggs, pasta, and meat.

4.4.2: Fresh 3 offers

Co-op reintroduced Fresh 3 offers in 2024. These are shorter term promotions for members which change every three weeks.

4.4.3: Membership discount coupons

Each week, Co-op members can choose two discount coupons on the Member app. In 2024, both fruit and vegetable/salad coupons were in the top 5 redeemed coupons showing that this is an important method to help make fruit and veg more affordable for our members.

4.4.4: Membership booster missions

During a 3-month trial (June-August 2024), approximately 55,000 members were selected to earn boosters (e.g. £1 added to their membership card) for shopping a specified number of times or buying certain products on a specified number of occasions within a given time period.

Participating members received two personalised booster offers to complete each month based on their current shopping behaviour. To encourage healthy eating, all members were also set either a fresh fruit booster, or a vegetable and salad booster each month.

Over the trial period, boosters encouraged more members to purchase fresh fruit, vegetables and salad more often, with the fruit and vegetable boosters saw high incremental sales, with a sales unit uplift of 16% for fruit and 14% for vegetables and salad.

By the end of 2024, booster offers were extended to over 200,000 members and we plan to extend further in 2025. We have continued to give participating members a fruit or vegetable booster every month.

4.4.5: Price Parity commitment

Price may be a barrier for some customers to choose a healthy nutritious lifestyle. That is why at the Co-op we are proud that our own brand healthier choices (i.e. 'light' or 'reduced' alternatives) are no more expensive than the standard products. This applies across all our stores and Co-op online delivery.

We report on our compliance with this commitment in our annual [Sustainability report](#) published each April. At the end of 2024, all products met this commitment.

4.4.6: Healthy start vouchers

We increased the value of the Government's Healthy Start vouchers by £1 (£3.10 to £4.10) in Co-op stores in England, Wales and NI throughout 2021. The scheme provides pregnant mothers and families with children under the age of four who are eligible for certain benefits a weekly voucher that can be spent on milk, fresh, frozen, and tinned fruit and vegetables, fresh, dried, and tinned pulses, and infant formula milk. This commitment was part of our work as a founding member of Marcus Rashford MBE's Child Poverty Task Force, which aims to ensure that all children have access to healthy and nutritious food.

We continue to find ways to promote the Healthy Start Scheme to our customers. In 2024, we promoted the Healthy Start scheme on our till screens in England, Wales and N. Ireland.

4.5: Placement

Our aim is to ensure that healthy options are available to customers and that they are clearly visible in store. In our larger convenience stores the layout ensures that fresh produce is the first section customers find when they enter the store.

In July 2020, the Department of Health and Social care published [Tackling Obesity: empowering adults and children to live healthier lives](#). This laid out plans to restrict the placement of HFSS (high fat, sugar, salt) foods and drinks. This legislation was enforced in October 2022. We have incorporated any legal requirements into our policies as applicable. We use the OFCOM nutrient profiling model (2004-2005) to determine if our Co-op products and branded products are HFSS when deciding where they can be merchandised.

4.6: Sweets at checkout

In June 2016, Co-op banned the sale of sweets and chocolate confectionery from checkout stands in all our stores in the UK.

The legislation to restrict the placement of HFSS products includes checkouts and so replaced this commitment in stores in scope of the legislation.

4.7: Promotions

In July 2020, the Department of Health and Social care published [Tackling Obesity: empowering adults and children to live healthier lives](#). This laid out plans to restrict volume promotions of HFSS foods and drinks. These restrictions are due to be enforced in October

2025. We will incorporate any legal requirements into our policies as applicable. We will use the OFCOM nutrient profiling model (2004-2005) to determine if our Co-op products and branded products are HFSS when the legislation is enforced.

In 2024, to encourage customers to choose healthier snacks as part of the lunchtime meal deal, we introduced more fresh fruit options such as bananas and oranges alongside prepared fruit and veg snack options. We also added fruit packs as the main in the meal deal to offer a healthier breakfast solution e.g. a customer could buy a fruit pack, yogurt as a snack and drink.

Through increased marketing and as part of our various meal and dine in deals, we're encouraging members to choose healthier snacks and sides by introducing a broader range of options, such as a Co-op salad bowl as a side option to the Big Night In Big Night Out pizza, sides & drink deal.

We included vegetarian alternatives in the 5 for £5 freezer filler deal, to make it easier to buy meat-free options.

Section 5.0: Inspiring healthier, more sustainable behaviours

Marketing and advertising help us to inform our customers about our business, our products and our Co-op difference.

To ensure we market and advertise in a responsible way, we comply with industry guidance such as the CAP code, BCAP code, Portman Code and the advertising controls put in place on the Transport for London network. These include:

- Broadcast TV
- Digital Display
- Paid Social
- Online Video
- Out of Home advertising (OOH)

5.1: Co-op marketing to children policy

Co-op do not market to children (under 16 years of age), and we don't promote our products in any junior/early teen publications.

- Co-op do not give free samples or promote HFSS products specifically aimed at children
- Co-op do not run in-store promotional campaigns/activities directed at children that involve any HFSS products
- Co-op do not allow own label equity (cartoon type) characters to be developed as a product or on artwork with the exception of seasonal products (Easter, Halloween, Christmas only) and fruit & veg products. This includes any designs that could be interpreted as being aimed at children, for example, images of dinosaurs or unicorns.

- Co-op do not advertise HFSS products in specific children's titles or adjacent to children's pages in newspapers.
- Co-op do not give free samples or promote by demonstration in stores, any high fat, sugar and salt products aimed specifically at children
- Co-op do not advertise HFSS products on TV during children's television hours
- Co-op do not advertise HFSS food and drink products across any on-broadcast media (including print, cinema and online/social media) targeted at under 16's
- Co-op banned the sale of high caffeine soft drinks to under 16's.

5.2: Co-op marketing to parents policy

The Co-op does not market directly to children (under 16 years old) however, we do market products and recipes to parents to give to their children. In 2022, a 'Marketing to Parents' policy was developed.

This policy applies across all comms channels, e.g. magazine, social media, online, in-store POS, advertorials, etc. and applies to Co-op brand and branded products:

Only non-HFSS food products, non-HFSS recipes and no added sugar drinks can be marketed using:

- **phrases related to children or families**, e.g. children's lunchboxes, back to school, recipes for families, half-term recipes, getting kids involved with cooking
- **photography of children or cartoon-type characters/child-friendly images**

HFSS baking recipes are allowed all year round and may refer to children and families e.g. a cake recipe for children to make for Mother's Day.

Co-op use the OFCOM nutrient profiling 2004-2005 model to determine which food and drink products (both Co-op products and branded products) are classed as non-HFSS (non-high fat, sugar or salt) i.e. healthy.

In July 2020, the Government published their [Tackling obesity: empowering adults and children to live healthier lives](#) policy paper. This set out their plans to tackle obesity with measures including banning the advertising of HFSS products being shown on TV and online before 9pm. These restrictions will be implemented in October 2025. The Government will use the OFCOM nutrient profiling model to determine HFSS products. Co-op will incorporate any new legislation into our policies where applicable. We will use the OFCOM nutrient profiling model to determine if our Co-op products and branded products are HFSS when the legislation is enforced.

5.3: How Co-op define 'healthy' products

Co-op use the OFCOM nutrient profiling 2004-2005 model to determine which food and drink products (both Co-op products and branded products) are classed as non-high fat, sugar or salt i.e. healthy. We use the model without any adaptations across all own brand and branded food and drinks when:

- We use the term 'healthy' or imply it on recipes, POS, digital, own brand adverts & advertorials, TV.
- We advertise products during children's television programmes

The OFCOM model applies equally to all food and drink; there are no exemptions or category-specific criteria.

5.4: Inspiring through content

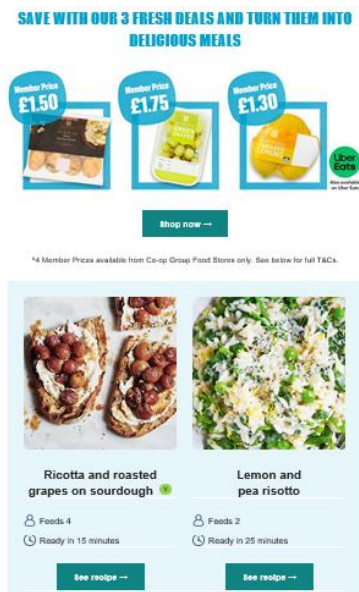
We inspire our customers to choose healthy products and live healthier lifestyles through a variety of channels.

- We provide information on nutrition and healthy lifestyles on our website to support our customers in understanding how to achieve a healthy, balanced diet.
- To help customers choose healthier recipes, Co-op include traffic light nutrition information on recipes on our website and recipe cards in store.
- We apply nutrition claims and 5 a day claims to recipes on our website to make it easier for customers to spot the healthier recipes.
- The focus of our in-store communication and point of sale communications (POS) is to help customers navigate our stores and make their shopping trip easy. Our own brand range has a number of healthy options available, and we supplement this at key times with POS to make these more prominent and visible to our customers, for example in our healthier choices campaigns.



Example of Healthier Choices campaign in Jan 2021

Our Membership emails have become a more important channel for us to promote healthier, more sustainable choices to our members. We regularly promote fruit and veg which are on offer as well as giving recipe inspiration on how to use different fruit and veg. Example below:



In October 2024, we trialled creating four recipe cards and ranging the ingredients for the recipes on a specific fixture in the protein space in store. The objective was to help customers to be inspired and easily find the ingredients they needed for their chosen recipe card. Due to their success, we have continued with this activity in 2025.

Nutritional guardrails are in place to ensure we use healthier choices where possible, limit calorie content, include at least one portion of vegetables in each recipe and aim that at least one of the recipes is vegetarian or vegan.

5.5: Healthy Partnerships

We work with a number of partners to promote and encourage healthier diets.

5.5.1: Peas Please

In October 2017, we signed up to the Peas Please campaign founded by the Food Foundation. Whilst supporting the campaign until it finished in 2023, we committed to increasing the amount of vegetables in our products and to inspire customers to eat more veg through our communication channels.



Examples of our communications

5.5.2: Veg Power

We have co-funded and supported the Veg Power 'Eat them to Defeat them' campaign since its launch in 2019. This campaign aims to inspire children to start eating more vegetables. Some Co-op activity included:

- A joint TV advert with other food retailers on ITV
- Sainsbury's and Co-op took part in a co-ordinated Twitter battle against the veg. Working together we called on our audiences to share photos of them eating veg and to commit to eat more veg so we could take back control of our Twitter accounts
- Worked with Co-op Academies where we captured content of children taking part in sessions at school learning more about vegetables. We used this content to create a blog post and video.
- We part-funded interactive kids' magazines which went to schools in lower demographic areas to encourage the eating of more veg.
- Our Member Pioneer network shared the Veg Power activity books in their local communities.
- We supported the campaign on our social media channels.

5.5.3: Change4life/Better Health

Change4life was the marketing programme set up by Public Health England to provide parents with the information to make simple changes to have a healthier lifestyle for their families.

We partnered with Change4Life since its creation in 2009 and have supported a number of the campaigns in-store via till screens and in-store radio, as well as on our Co-op website and in the Co-op Food magazine.

Change4life has now been replaced with the Government's 'Better Health' campaign which we have supported on our Co-op website since January 2022.

5.5.4: DrinkAware

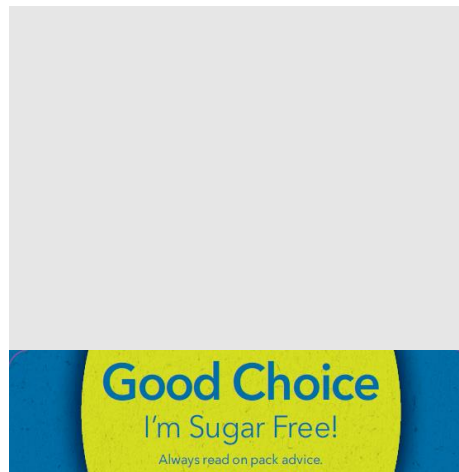
We have been working in partnership with The Drinkaware Trust since 2007 to promote responsible drinking. More information on this can be found in Section 12.1.

5.6: Encouraging healthy behaviours

As a responsible retailer we are always looking for ways to help customers make healthier choices. One way to do this is through behaviour change trials.

5.6.1: Working with the Consumer Goods Forum to encourage sugar free drinks choices

The Consumer Goods Forum (CGF) is an organisation that helps retailers and manufacturers to collaborate and drive positive change and efficiency. While Co-op is not a member of the CGF, we decided to join their Collaboration for Healthier Lives UK programme to play our role as a responsible, collaborative retailer.



In summer 2019, we worked with 22 of our London stores in Lambeth & Southwark, and the Consumer Goods Forum, to run a behaviour change trial to reduce sales of sugary soft drinks and encourage sugar free choices. We created point of sale (POS) materials with our Marketing team which we used around the soft drinks fixtures (chilled and ambient) with the aim of encouraging customers to make sugar free choices.

Co-op's intervention aimed to switch sales of sugary drinks into sugar-free drinks, by highlighting ambient and chilled sugar-free drinks using POS, but unfortunately the [evaluation](#) showed there was no impact. While this was disappointing, the trial adds to the body of knowledge around education and labelling in terms of behaviour change.

5.6.2: Repositioning meat-free products in store

As a convenience retailer with small square footage in stores, optimum use of product placement is essential to meet our customers' needs. Chilled GRO products were formerly positioned together in our Ready Meals fixture to present a 'destination' space for our customers seeking meat-free options.

Research has shown that prominent positioning of meat-free products in the meat aisle can increase sales of meat-free alternatives. Co-op wanted to trial moving our GRO plant-based protein options into our meat aisle to help flexitarian customers shop our protein range more easily and to inspire meat-eaters to try our plant-based protein offering.

In Summer 2022 17 GRO products were moved from their designated space in our Ready Meals fixture to their six 'parent' categories elsewhere in store, for example pizza moved from the GRO space to sit alongside other pizzas.

Six of the products repositioned were meat-free products which moved to a section in the meat aisle: GRO Chick'n Nuggets, GRO Sizzlin' Sausages, GRO Chick'n Pieces, GRO Chunky Fishless Goujons*, GRO The Quarter Pounder, and GRO Tender Mince.

Analysis showed that the repositioning of these six meat-free products was successful. Across the six lines, there was an 18.4% increase in volume sales.

It must be noted that during the period measured**, the number of stores which had the products in their range increased which would have affected the results. However we are confident that the move was a positive one for the volume sales of our meat-free alternatives.

A build for any further trials would be the inclusion of more signage in stores, to direct shoppers to the re-positioned products and create more prominence.

* GRO chunky Fishless Goujons were removed from the range during this trial

**The time periods used for measures are:

- Pre-Move: 18 wks w/e 2nd April (includes Christmas & Veganuary)
- Post Move: 18wks w/e 12th November 2022

During 14 weeks of the period measured, we had some availability issues, which meant some GRO products were not available in all stores. Due to these availability issues, sales during June and early July 2022 have been excluded from the analysis.

5.6.3: Using a price incentive influence customers to try meat free alternatives

Co-op wanted to run a trial to see if we could move the behaviour of meat-eating customers from purchasing animal protein, to trying our GRO plant-based protein range. We focused on using price as the incentive.

In September 2022, over 345,000 customers who had bought meat in the previous month were given a printed coupon for 50p off four selected GRO plant-based proteins, which were stocked in the most stores. The coupons only had a small redemption rate of 2617 customers (0.8%) which shows that customers who purchase meat may need further persuasion than a price incentive to try meat alternatives.

The coupons were mostly redeemed on the GRO sausages (54%), followed by the GRO burger (21%), GRO no Chick'n pieces (16%) and the GRO mince (10%). * The GRO sausages had just been included on another promotional deal (Beer and Sausages for £4) before the coupons went live, so perhaps this influenced their popularity. The end of barbeque season may have also played a role with the GRO sausages and burgers being more popular. Or perhaps customers were more comfortable with knowing how to cook and use the GRO sausages and burgers.

Interestingly 70% of coupons were redeemed by customers who were over 56+ years old (23%) and 66+ years old (47%).

Unfortunately, there was no sustained behaviour change achieved at 8 weeks post the coupons. They had a positive impact on enticing customers to try plant-based products, however, a temporary price reduction was not enough to drive sustained behaviour change.

*Some customers bought more than one of the selected GRO products when redeeming the coupon so these figures exceed 100%.

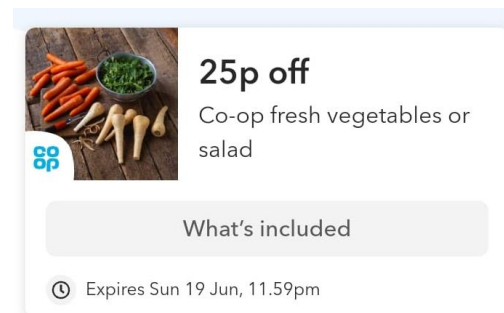
5.6.4: Incentivising the sale of fruit and vegetables through digital discount coupons

Co-op members across the UK can use the Co-op app each week to choose two of eight discount coupons. The coupons are at a category (e.g. bakery) or brand level (e.g. Warburtons products), with each member receiving personalised coupons based on their shopping habits. The discounts vary in size across the eight coupons.

Analysis of the redemption of these coupons from November 2022 to October 2023 revealed that fresh fruit and fresh vegetables & salad were the fourth and fifth most redeemed coupons.

The most redeemed products bought with these coupons tended to be commonly consumed fruit and vegetable lines, so the coupons were helping customers to get these at a cheaper price rather than using the discount to try something new. The top five products bought with the fruit coupons were bananas (two different pack weights), red grapes, green grapes and apples. The top five products bought with vegetables & salad coupons were carrots, whole cucumber, whole broccoli, mushrooms and potatoes.

Unfortunately, the data didn't show any sustained increase in members buying fruit & veg related to the coupon redemptions although this may be impacted by the overall decline in produce sales seen across the market during this period.

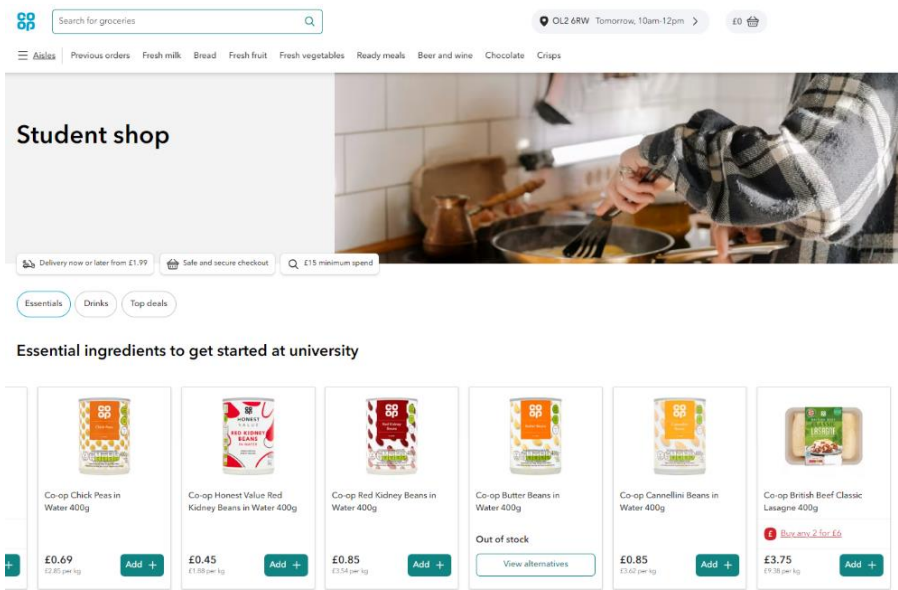


5.6.5: Encouraging students to purchase beans & pulses during Freshers campaign

From 11th September to 22nd October 2024, Co-op ran an online campaign targeting University students with a student shop page on our website where we pulled together 'essentials' for students. It was felt that this would be a good opportunity to explore whether this campaign would nudge the students into buying our ambient beans and pulses i.e. canned chickpeas, bagged lentils etc, and so we included these products on the website page too. [Research \(pg 11\)](#) often shows that this age group are more likely to make changes to their diet to be healthier and more sustainable.

Unfortunately, the beans and pulses didn't see any significant online sales uplift during the six weeks of the campaign. On reviewing the campaign, we felt that it lacked recipe inspiration to encourage the students to buy the beans and pulses and so this was our key learning from the trial.

Health and Wellbeing at the Co-op



5.6.6: Encouraging customers to pick up ambient beans and pulses in store

From 13th November to 3rd December 2024, Co-op ran an instore trial to nudge customers towards picking up ambient beans and pulses. Two methods of communication were used; kiosk screens which showed short videos and pennants (printed communications) at the beans and pulses shelf edge. Inspiration techniques were used on both forms of communication to help customers know how to use the products.

Unfortunately, we didn't see a significant sales uplift in this trial. We recognise that helping customers to become more confident in using these products is a big challenge and will continue to explore ways of educating and inspiring our customers.

BOOST YOUR BOLOGNESE WITH LENTILS, FILL A CHILLI WITH EXTRA KIDNEY BEANS, OR ADD A PROTEIN PUNCH TO CURRY WITH CHICK PEAS



For recipe inspiration, visit www.coop.co.uk/recipes

MAKE YOUR MEALS GO FURTHER WITH OUR NATURAL PLANT PROTEINS*



Scan here for a chickpea and cauliflower curry recipe



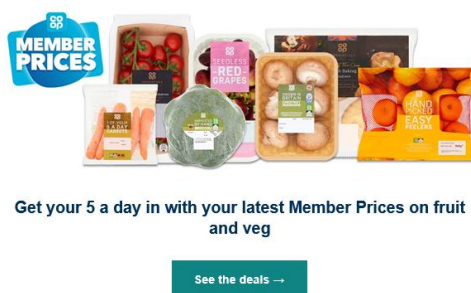
Example of pennant messaging

Example of some of the kiosk screen messaging

5.6.7: Using membership emails to influence customers to buy more fruit and veg

During a 9-week trial in Autumn 2024, Co-op used its weekly member emails to approx. 800,000 members to promote fruit and veg in different ways, to test if the messaging would nudge members towards buying more fruit & veg. We used messaging such as 5 a day, member prices, recipes and food waste ideas.

Unfortunately, the trial did not see any impact on the sales of fruit and veg. We are continuing to explore how we can use this communication method more effectively to help nudge our members towards making healthier, more sustainable choices.



Examples of the messaging included in the member emails during the trial

5.7: Lifestyles

We love encouraging healthy living and healthy eating within our communities and with our colleagues. That's why our partnership with parkrun is so important to us – a community that encourages everyone to get up and go no matter your fitness level.



Section 6: Access to food

We want to build stronger and more resilient communities by offering fairer access to food for everyone, and Co-op has taken great strides to play its part in tackling food poverty.

- Co-op was the first major food retailer to support footballer Marcus Rashford's campaign for free school meals vouchers and provided an additional 6,000 children with free school meal vouchers within our own Co-op Academy schools.
- In 2021, as part of our work as a founding member of the Child Food Poverty Task Force, led by campaigner Marcus Rashford MBE, we topped up the value of the government's

Healthy Start vouchers by adding £1 to every voucher spent, to help families have access to more healthy and nutritious food.

- In 2020 and 2021, we supported the food distribution charity Fareshare.
- We announced an expansion of our partnership with Hubbub on Community Fridges at the end of November 2021, for Co-op to support the launch of 350 Community Fridges and expand the Community Fridge Network to over 500 locations by the end of 2023. Our partnership with Hubbub helps to provide access to food while bringing people together to build skills, improve mental wellbeing and increase their resilience. From 2021-2024, we have helped to double the size of the Hubbub Community Fridge Network, which now has more than 700 locations that were visited over 631,000 times in the last 12 months.
- In September 2022, we partnered with Your Local Pantry, to provide expertise and support to open and develop low-cost pantries. We have supported Your Local Pantry to open 71 new pantries, growing their network to more than 121 pantries. In 2024, 58,614 people across 21,607 households were supported by Your Local Pantry.
- Food hubs are places where local residents come to learn new food and growing skills, access affordable food and connect with their neighbours. The original partnership ambition to develop 60 hubs has been exceeded by developing 164 hubs (2023 figures), working in collaboration with other funders.
- In 2023 and 2024, we redistributed food surplus through the Caboodle platform.
- In September 2024, Co-op and Barnardos launched [A Recipe for Success | Barnardos's \(barnardos.org.uk\)](https://www.barnardos.org.uk). This report highlights the challenges young people are facing in finding food in their communities. As part of our partnership with Barnardo's, we're influencing our new government to help bring about change for young people.
 - The report is co-designed by a team of young people. It features thoughts and opinions of over 45,000 young people aged 9-25 years old from across the UK, including Co-op member-owners aged 16-25. A staggering three-quarters (79%) confessed to having skipped a meal due to money being tight.
 - The report outlines six key recommendations for policymakers, local authorities, and retailers to help overcome these challenges – including establishing local food partnerships, expanding retail discount schemes to young people, and a longer-term commitment to addressing holiday hunger.
- We continue to promote the Healthy Start scheme instore e.g. through till screens and instore radio where possible.

Section 7: Responsible Retailing

As a responsible retailer we have a role to play to make sure that the products that we sell and promote do not have a negative impact on our communities. Some details of the responsible practices we undertake are detailed below.

7.1: Alcohol and Drinkaware Trust

Co-op knows it has a duty to sell alcohol and products containing alcohol responsibly; we share widespread concerns on the impact of alcohol misuse on public health. Back in 1996

we led the way by putting sensible drinking advice on our own-brand wines and spirits, in addition to the alcohol units already on the label.

We have been working in partnership with The Drinkaware Trust since 2007 to promote responsible drinking. The Drinkaware Trust is an independent UK-wide alcohol education charity.

We give our store colleagues the right training and provide our customers, colleagues and members with the information they need to make informed choices.

Since 2007, all our own brand alcoholic drinks have displayed the 'Drinkaware' web address, clear unit content, NHS alcohol consumption guidelines and warnings to pregnant women.

The Co-op has operated and promoted 'Challenge 25' in all its stores since 2009, in order to reduce the likelihood of underage customers attempting to purchase alcohol in our stores.

In 2017 we started amending our labelling on alcohol products with the revised Chief Medical Officer's recommendation of no more than 14 units a week.

Any marketing materials including reference to or an image of alcohol will carry the wording 'bedrinkaware.co.uk'.

7.2: Tobacco

The health impacts of smoking are well documented. We sell e-cigarettes and smoking cessation products in most of our stores to help support those who are trying to give up smoking. In 2022 we adopted our new Responsible Sourcing Policy for E-Cigarettes, to ensure that our vaping products are targeted towards existing adult smokers as a cessation aid. We are currently working with suppliers to ensure that our ongoing range is fully compliant ahead of the new legislation changes that come into effect from 1st June 2025.

7.3: Energy Drinks

In January 2018, the Co-op introduced a voluntary age restriction on sales of high caffeine soft drinks (soft drinks which have a caffeine content in excess of 15mg/100ml). We will not sell such products to any customer who cannot prove that they are aged 16 or over.

For our in-store colleagues a policy on selling age-restricted products is in place and colleagues must follow the instructions for Challenge 25 on the tills for a specified list of high caffeine soft drinks.

More information on our age restricted items can be found [here](#).

Section 8: Engagement

Working collaboratively across the industry and with our supply base is central to our co-operative way of working. Below is a list of all the industry/trade associations that we work with.

Nutrition working groups:

- British Retail Consortium (BRC) - Co-op is a member of the BRC nutrition working group <https://brc.org.uk/>.
- Institute of Grocery Distribution (IGD) – Co-op are a member of IGD's Industry Nutrition Network and Food Systems Change Leaders Forum <https://www.igd.com/>
- Campden BRI - Co-op attend Campden BRI meetings to learn more about their latest research on how to make products healthier through reformulation, fortification etc <https://www.campdenbri.co.uk/>
- British Nutrition Foundation (BNF)- Co-op are a member of the British Nutrition Foundation. They have supported us with internal nutrition projects. Co-op help fund and participate in BNF working groups where relevant to us.
www.nutrition.org.uk - British Nutrition Foundation

Government

Co-op have engaged with both the Office for Health Improvement and Disparities (OHID) and Department of Health & Social Care (DHSC) both directly and through the British Retail Consortium.

Initiatives

- Food Foundation - Co-op signed up to the Food Foundation's Peas Please campaign to help the nation eat more veg from 2017 to 2023. Co-op has been co-funding the Veg Power campaign since 2019, see section 8.2 for more information. We also work with the Food Foundation on their 'Plating up Progress' report which assesses our progress across key themes relating to the transition to a healthy and sustainable food system. <https://foodfoundation.org.uk/>
- Consumer Goods Forum – CGF is an organisation that helps retailers and manufacturers to collaborate and drive positive change and efficiency. While Co-op is not a member of the CGF, we decided to join their Collaboration for Healthier Lives UK programme to play our role as a responsible, collaborative retailer. Information on how we have worked with the Consumer Goods Forum's Collaboration for Healthier Lives UK programme can be found in section 9.1. <https://www.theconsumergoodsforum.com/>
- World Wildlife Fund (WWF) - Co-op has signed up to the WWF basket to work with other UK retailers to halve the environmental impacts of UK baskets by 2030. www.wwf.org.uk/basket-metric
- ShareAction - We engage with ShareAction on the reports they produce in partnership with ATNI ShareAction.org

- Access to Nutrition Initiative (ATNI)- We engage with ATNI on their UK retailer index reports and have participated in their working group to create a consistent definition of healthy [Access to Nutrition](#)

Partnerships

Drinkaware - We have been working in partnership with the Drinkaware Trust since 2007 to promote responsible drinking. More information on how we work with Drinkaware can be found in section 12.1. <https://www.drinkaware.co.uk/>

Non-Government organisations

Over the years, Co-op have engaged with [Action on Salt](#) and [Action on Sugar](#) by giving updates on our progress and attending Salt Awareness week events in the past.

Section 9: Co-op healthier, more sustainable diets reporting

We report on our progress on our targets and commitments in the [Co-op sustainability report](#) on an annual basis.

In addition, we share great information about our activities and customer facing information on our webpages which can be found [here](#).

Co-op's annual, interim and sustainability reports can be found [here](#).