

DIET AND HEALTH

Background

Consumers are presented with a choice of foods and products unimaginable a century ago. While the majority welcome this improvement in choice, many consumers are concerned about food production methods and their impact on health. Nearly a quarter of children are either overweight or obese when they enter primary school; by the time they leave this rises to one in three¹. The production and promotion of healthy diets, in combination with a greater uptake of exercise, is considered key to reversing this trend².

Materiality and strategy

As a major community retailer, with customers representing a wide cross-section of society, The Co-operative recognises its role in the drive to improve the health of the nation. Diet and health is most relevant to the provision of food products within Food stores, and the provision of dispensing services and health advice within Pharmacy branches.

Commitment to this issue can be traced back to the beginning of the co-operative movement, when the Rochdale Pioneers sought to sell good-quality produce at a time when items such as milk, flour and bread were regularly adulterated.

Over 100,000 members endorsed The Co-operative Food's focus on diet and health, and 'Responsible Retailing' is a major area in the new Ethical Operating Plan (page 13). The Co-operative plays a proactive role in working with government to support policy development such as the Public Health Responsibility Deal, which challenges the food and drinks industry to support a range of measures aimed at improving the nation's health.

Community investment

International development and human rights

Animal welfare

Diet and health

Ethical finance

Social inclusion

Inspiring young people

Targets 2010	Progress	Targets 2011
Indicator: Additives prohibited		
Indicator: Nutritional content: salt, fats and sugar (Performance benchmark page 38)		
Achieve an average overall reduction in salt and saturated fat levels in crisps and snacks range.	✓ Average reductions achieved of 11.6% in salt and 48% in saturated fat (page 38).	EOP Continue to target salt, saturated fat and sugar reductions in key products whilst maintaining food safety and product quality.
		EOP Continue to ensure that Healthier Choice products are no more expensive than standard equivalent lines.
		EOP Continue to ensure that Simply Value nutritional content is at least as good as standard equivalent lines.
Indicator: Nutritional labelling		
Launch a new front-of-pack nutrition labelling scheme.	✓ A new labelling scheme has been launched, integrating traffic-light and Guideline Daily Amount (GDA) information (page 38).	
Roll out traffic-light labelling to all relevant corporate website and magazine recipes.	✓ The integrated labelling appears against all relevant corporate website and magazine recipes (page 38).	
Indicator: Promotions, marketing and information (Performance recognition page 39)		
Use in-store digital media to support key public health targets every week throughout 2010.	✓ At least one governmental public health initiative supported in every store, every week (page 39).	EOP Ensure 30% of food promotions are for healthy offerings.
Extend The Co-operative Pharmacy Weight Management service to a total of 240 branches.	← The weight management service was extended to 224 branches (page 40).	

DIET AND HEALTH

Product ranges

The Co-operative Food has some 3,000 own-brand products which account for 47% of sales by value (2009: 46%). These fall into three main ranges: Simply Value, The Co-operative, and Truly Irresistible; along with cross-range sub-brands, such as Healthier Choice, Grown by us, Taste the Seasons, Fairtrade and Organic.

All products in the Simply Value range have nutritional levels at least as good as those of standard equivalents³, and Healthier Choice products are no more expensive than standard equivalent lines⁴. During 2010, the reformulation and rebranding of 140 former Somerfield products was completed, bringing these products in line with The Co-operative's higher nutritional standards. The healthy range underwent a successful relaunch, becoming 'Healthier Choice'.



Additives prohibited

Additives are used as little as possible, whilst recognising benefits in areas such as food safety. An Additives Policy has been in place since 1985, and a number of additives have been removed from own-brand products. The removal of additives will continue to be guided by new research and recommendations. At present no further additives have been identified for removal.

Salt reduction

100% of the original 2010 FSA salt reduction targets met

Nutritional content: salt

Salt reduction is an important focus of product development, and reductions are sought in specific own-brand products and ranges as they are reformulated. In 2009, The Co-operative was one of the first retailers to meet all the original 2010 targets for salt reductions set by the Food Standards Agency (FSA) in 2006⁵. Further salt reductions are on-going, and specific product reformulations during 2010 included the own-brand crisps and snacks range, which achieved an average of 11.6% reduction in salt.

Performance benchmark

The Co-operative is listed as one of five retailers to have met the original 2010 FSA salt reduction targets across all relevant products by August 2010.

Nutritional content: fats and sugar

The Co-operative seeks to reduce the fat (primarily saturated fat) and sugar levels within own-brand products. Where possible, saturated fat reductions are made in products as they are reformulated, resourced or rebranded, in particular those which have been highlighted by the FSA as making a significant saturated fat contribution to the diet, such as cakes and buns, biscuits, sausages and savoury pastry products⁶. A maximum sugar level of 5% is in place for all savoury products in the Healthier Choice range.

Reducing saturated fat in products

The reduction of saturated fat is challenging, and may involve not only the use of alternative ingredients and recipes, but new technology and methods of production.

Examples of work to reduce the saturated fat content during 2010 include:

- an average 48% reduction in the crisps and snacks range, via a move to high oleic sunflower oil;
- an average 12% saturated fat reduction in Food to Go sausage rolls and savoury slices, through measures including the use of leaner cuts of meat, and a lower

fat alternative to cream and cheese; and

- an average 34% saturated fat reduction in the standard sponge cake range, via a reduction of fat in the sponge base, and a reduced amount of buttercream.



Nutritional labelling

The approach to labelling is to be as open and honest as possible, and to provide information in a way that allows customers to make informed purchasing decisions about food products.

Traffic-light labelling

In 2008, The Co-operative introduced front-of-pack traffic-light labelling, and in 2010, launched a new labelling scheme, integrating traffic-light and Guideline Daily Amount (GDA) information. The use of integrated labels enables customers to quickly discern whether the food has high, medium or low amounts of fat, saturated fat, salt and sugars, to compare products at a glance, and to understand how the food contributes to their recommended daily intake of nutrients.

approx. per pack							Microwave in 12 mins	Oven in 25 mins	Medium	400g e
Calories 530	Fat 21.6g High	Saturated 5.6g Low	Sugars 6.0g Low	Salt 2.2g Med	Serves 1					
	31%	28%	7%	36%	of your guideline daily amount					

The new scheme has been applied to all relevant new and relaunched own-brand products⁷, of which there have been 250 to date. Integrated labelling appears against all relevant corporate website and magazine recipes.

Social responsibility

Ecological sustainability

Delivering value

Assurance

Green Dot labelling 2010

938 Green Dot products on sale
2009: **840**

Green Dot labelling

Since 2009, 'Green Dot' labelling has been used to identify own-brand products with a range of healthy nutritional criteria, including 'high fibre', 'low saturated fat', and 'rich in omega 3'. It is applied to all products that do not carry any 'red' traffic lights, and that fulfil the relevant nutritional criteria. At the end of 2010, 938 (2009: 840) Green Dot products were on sale, making up 27% (2009: 24%) of the own-brand product range, and accounting for 35% (2009: 33%) of own-brand sales. Green Dot products are promoted through in-store media, further enabling customers to make healthy eating choices.



Green Dot labelling 2010

35% of own-brand sales feature Green Dot symbol
2009: **33%**

Promotions, marketing and information

Food

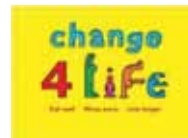
Healthy eating options are promoted in store, via shelf-edge labelling, till screens and radio, as well as on the website and through the Customer Relations phoneline. During 2010, at least one governmental public health initiative was supported in every store, every week. Initiatives supported were the Department of Health's Change4Life programme, the FSA's salt and saturated fat reduction campaigns, the Waste and Resources Action Programme's Love Food Hate Waste campaign and the charity Drinkaware.

A responsible approach to promotional activity is taken, and from 2011, a minimum of 30%⁹ of all promotions will be for healthier products, an increase on the existing guideline of 25%. Monitoring is in place, and, during 2010, 31% of promotions were for healthier products.

Healthier product promotions 2010

31% of promotions for healthier products
2009: **32%**

Products that are high in fat, sugar or salt are not marketed or advertised to children. This extends to free samples at in-store demonstrations and promotions; the use of cartoon characters on own-brand packaging; and products high in fat, sugar or salt and aimed specifically at children being placed on certain fixtures.



The Co-operative is a national partner in the Department of Health's Change4Life movement, which encourages people to make changes to their diet and activity levels, by highlighting the links between poor diet, sedentary lifestyles and certain preventable illnesses.

Alcohol

The Co-operative is committed to selling alcohol responsibly, and shares the concerns of the public health community about the impact of alcohol misuse on individuals and on society as a whole. A wide range of initiatives is in place to promote responsible drinking, the most significant of which is support for the charity Drinkaware, which aims to improve the UK's drinking habits through public education. The Co-operative, along with other large retailers in the UK, has pledged to fund Drinkaware until 2013.

The Co-operative also supports the development of Community Alcohol Partnerships (CAPs) throughout the UK. The CAP model was developed by the Retail of Alcohol Standards Group and aims to tackle public underage drinking through co-operation between alcohol retailers and local stakeholders, such as Trading Standards, the police, local authority licensing teams, schools and health networks. Based on the success of the first CAP scheme in St Neots, Cambridgeshire, The Co-operative is currently involved in 15 CAP schemes in England, as well as one in Scotland¹⁰, and has plans to become involved in further schemes in 2011.

Performance recognition

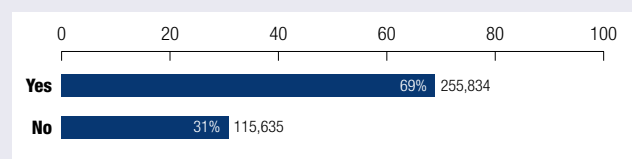


In 2010, The Co-operative won the Responsible Drinks Retailing 'Extra Mile Award' for support of the Drinkaware 'Why let good times go bad?' campaign.

InSight customer feedback

Chip and pin terminal survey of Food customers, October 2010

Question: Have you heard of the campaign 'Drinkaware'?
(total responses 371,469)



Community investment

International development and human rights

Animal welfare

Diet and health


Ethical finance

Social inclusion

Inspiring young people

DIET AND HEALTH

Pharmacy

The Co-operative Pharmacy provides healthy living, smoking cessation, allergy, and weight management advice.  In 2010, its weight management service was extended from 85 to 224 branches (29%), and its Healthy Heart initiative and allergy checking service, both launched in 2009, are now available in 20 branches (3%). Selected branches offer free NHS services to customers on other health issues, including smoking cessation, which is available in 287 branches (37%).


No sun cream is sold with a Sun Protection Factor of less than 15, and, since 2008, The Co-operative Pharmacy has worked with the Sunwise initiative to distribute bottles of sun cream to more than 2,000 homeless people across 14 UK cities.

Influence and action

GovNet event

In 2010, The Co-operative Food continued to sponsor the GovNet Obesity Conference. This brings together over 400 health, education and local government professionals and central and local government speakers from across the UK, as well as other stakeholder groups, to discuss the latest and most effective strategies in dealing with the obesity crisis.

Accompanying notes

- | | |
|---|--|
| <p>1 NHS (2010) National Child Measurement Programme for England.</p> <p>2 Ibid.</p> <p>3 The Simply Value range accounted for 1.9% of own-brand product sales in 2010. Of the 93 products that make up the range, 85% have comparable equivalents in the standard ranges. Achieved within the tolerances accepted for nutritional analytical variation; or where the sugar content of an economy-range product (eg, own-brand value cheese and tomato pizza) is slightly higher than the standard equivalent, owing to an increased proportion of fruit/veg, and consequently naturally occurring sugars.</p> <p>4 The Healthier Choices range accounted for 3.8% of own-brand product sales in 2010. Of the products that make up the range, 48% have comparable equivalents in the standard ranges.</p> <p>5 Other retailers meeting the targets in a similar time frame were Asda and Waitrose.</p> | <p>6 Based on recommendations made in the FSA Saturated Fat and Energy intake programme.</p> <p>7 Except those of negligible nutritional value (eg, tea and coffee), some 'assorted' products (eg, seasonal tins of biscuits) and fruit and vegetables, fresh meat and cooking aids.</p> <p>8 'Green Dot' messages are based on approved nutrition claims under the Nutrition and Health Claims Regulation (EC) 1924/2006 plus wholegrain and five-a-day claims.</p> <p>9 25% of promotions, by number. Healthier products are defined as: produce, products passing through the FSA nutrient profiling model used by OFCOM, or any products from the Healthier Choice range. Food promotions exclude non-food grocery and beers, wines and spirits.</p> <p>10 A list of the CAPs with which The Co-operative is involved can be found in the online version of this Report .</p> |
|---|--|