

## Sainsbury's Healthy & Sustainable Diets – Memberships, Collaborations and Research Initiatives

At Sainsbury's we understand the importance of working in collaboration with key organisations to move forward the health agenda and tackle complex challenges that require a systems approach. We take part in relevant government consultations and always make our responses open access on gov.uk.

We also support key charities, academic institutions and organisations that are advancing the scientific knowledge, communication and education around healthy and sustainable diets. Below provides an overview of the key associations we hold in this area:

### Memberships

#### **The British Nutrition Foundation (BNF)**

A registered charity, that provide impartial, evidence-based information on food and nutrition. Their purpose is to make nutrition science accessible to all including the general public, the media, schools, health professionals, government, food and beverage companies and the primary producers of food.

Sainsbury's are a founding industry member and also sit on the Industrial Scientist's Advisory Committee.



<https://www.nutrition.org.uk/>

#### **Industry Grocery Distribution (IGD)**

The IGD is a research and training charity as well as having a trading subsidiary that provides commercial services. The profits from these commercial services fund the charity.

One of the key activities is their work on healthy eating, the work of the Industry Nutrition Strategy Group (INSG) (of which Sainsbury's is a member), provides expertise and input on developing information and resources to support these activities. Sainsbury's has played an active role in many of these initiatives including healthy eating in the workplace and best practice for front of pack nutritional labelling.



<https://www.igd.com/charitable-impact/healthy-eating>

#### **Consumer Goods Forum (CGF) – Collaboration for Healthier Lives**

The CGF brings together consumer goods retailers and manufacturers at a global level, working to help the world's retailers and manufacturers to collaborate, alongside other key stakeholders, to secure consumer trust and drive positive change. One of the initiatives as part of the 'Health and Wellness' pillar is 'collaboration for healthier lives'. An initiative aimed at trialing different interventions to help make baskets healthier.



<https://www.theconsumergoodsforum.com/initiatives/health-wellness/key-projects/collaboration-for-healthier-lives/chl-uk>

## British Retail Consortium (BRC)

A trade association for British retailers, it has a number of 'communities' including the BRC Nutrition Working Group which Sainsbury's actively participate in. The aim of the group is to ensure a positive approach to tackling obesity and co-ordinating industry responses, including giving evidence to Government and Select Committees.



<https://brc.org.uk/making-a-difference/communities/food>

## Collaborations/ Research Initiatives

### Diet and Health Research Industry Nutrition Club (DRINC)

DRINC is a partnership between the UK research councils\*, and a consortium of leading food and drink companies. It was first established in 2008 to support pre-



competitive research that investigates the link between diet and health. In 2011, an independent evaluation found that DRINC has generated novel underpinning knowledge and improved skills in a research community that provides valuable pre-competitive outputs for the UK food and drink industry. Sainsbury's has been a member since 2012, providing funding to support the research objectives as well as providing guidance and expertise as part of being on the DRINC Steering Group.

<https://bbsrc.ukri.org/innovation/sharing-challenges/drinc/>

\*Biotechnology and Biological Sciences Research Council (BBSRC), the Engineering and Physical Sciences Research Council (EPSRC), the Economic and Social Research Council (ESRC), the Medical Research Council (MRC)

### Food Insecurity in people living with Obesity (FIO Food)

The National Food Strategy team extensively reviewed the UK food system and discussed the key issues of obesity, reducing diet-related inequality, and the environmental



Food Insecurity in people living with Obesity

Improving sustainable and healthier food choices in the retail FOOD environment

impact of the food system. The links between food insecurity and development of obesity, and the potential effectiveness of interventions to prevent and reduce the impact of diet-induced health harms, are not well evidenced in the UK retail food environment. We need new ways of collaboration to effectively transform the food system into promoting healthy, environmentally sustainable, and equitable diets.

FIO Food addresses this call for evidence through a novel and multi-disciplinary collaborative approach through four inter-linked work packages, with co-development as a key feature. Funded by the Biotechnology and Biological Sciences Research Council (BBSRC) Strategic Priorities Fund (SPF), part of UK Research and Innovation (UKRI), we aim to research how the world can make healthy and environmentally sustainable changes to food choices for those living with obesity and facing food insecurity. The project aims to combine our knowledge of large-scale population data with an understanding of lived experiences of food shopping for people living with obesity and food insecurity, and to develop solutions to improve sustainable and healthier food choices.

The multi-disciplinary collaboration is led by the University of Aberdeen, and includes the University of Liverpool, University of Leeds, Leeds Beckett University, University College London, Robert Gordon University and Sainsbury's.

<https://www.abdn.ac.uk/rowett/research/fio-food/index.php>

### **Oxford University – Livestock Environment and People (LEAP) Project**

Sainsbury's have partnered with Oxford University and The Wellcome Trust on a world leading four-year research project looking at all aspects of diet, health and the environment. Sainsbury's role is to support research on practical interventions and positive ways to help people who want to make healthier and more sustainable choices to do so.



<https://www.leap.ox.ac.uk/home>

### **Leeds Institute of Data Analytics (LIDA)**

Sainsbury's is collaborating with LIDA to understand how purchasing patterns compare to the UK dietary guidelines, namely the 'Eatwell Guide'. This information will be used to help inform future interventions on healthy eating at Sainsbury's.



<https://app.oxfordabstracts.com/events/696/program-app/submission/139470>

### **World Resources Institute (WRI) – Better Buying Lab.**

Launched in August 2016, the Lab brings together the experts in consumer research, behavioral economics and marketing strategy – along with companies in the food industry – to research, test and scale new strategies and plans that help consumers select sustainable foods. Sainsbury's has been part of a wider collaboration to test different ways in which to describe plant-rich foods on menus that appeals to broad swaths of the British population.



<https://www.wri.org/news/its-all-name-how-boost-sales-plant-based-menu-items>

## The Food Foundation, Peas Please

Sainsbury's continues to support the Food Foundation's Peas Please initiative, which encourages people to eat more vegetables. Pledges include promoting the benefits of vegetables to customers, increasing the number of products that feature the 'one of five a day' message and prioritising vegetables as part of our new product development. By developing innovative ranges, it is easier for customers to incorporate vegetables into their diets. Examples include the *Sainsbury's Love your Veg* range and the veg-based *Little Ones First Tastes* range.



<https://foodfoundation.org.uk/peasplease/>

## WBCSD

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net-zero, nature positive, and more equitable future.



Sainsbury's is involved in the WBCSD Food Reform for Sustainability and Health (FRéSH) project which aims to drive food system transformation by developing solutions that support healthy people on a healthy planet. FRéSH is a unique coalition of leading companies across the value chain and beyond, which are collaborating on a pre-competitive level to support healthy people on a healthy planet. WBCSD are the leading global business initiative developing ambitious, action-oriented solutions delivering healthy and sustainable diets to all, produced responsibly and within Planetary boundaries.

<https://www.wbcasd.org/Programs/Food-and-Nature/Food-Land-Use/FRéSH>

## WWF

Sainsbury's is also a signatory to WWF's Retailer's Commitment for Nature. In 2021, we came together to commit to halving the environmental impact of UK baskets by 2030 through taking action across our most material impact areas: climate, deforestation, diet, agriculture, marine, food waste and packaging. Specific to diet, the WWF Basket ambition is for retailers to work towards a fifty-fifty split between sales of plant and animal proteins by 2030, and tracks data to measure the shift towards increased consumption of plant-based proteins.



<https://www.wwf.org.uk/sites/default/files/2022-11/WWFs-Retailers-Commitment-for-Nature-Climate-Ambition-2022-v1.pdf>

## Veg Power

Sainsbury's is a corporate supporter of Veg Power, a not-for-profit nationwide alliance with a mission to inspire and support kids to have veggie loving habits they will share with their family today and their own children tomorrow. The alliance includes a wide range of businesses, government, schools, community groups and individuals.



Veg Power have created award winning campaigns, including 'Eat Them to Defeat Them', a TV advertising campaign which linked with school, local government and catering companies. The 2022 schools'

programme was the biggest and most successful yet, reaching over 1 million children in primary and special schools. Current campaigns include a continuation of Eat Them to Defeat Them, encouraging children to grown vegetables, highlighting seasonal veg, a campaign to improve school lunchboxes in association with DreamWorks animation using the Kung Fu Panda characters, and 'Simply Veg' which aims to help families to use vegetables and pulses to navigate the current cost-of-living crisis and the perennial struggle many face to get their kids to eat more vegetables.

<https://vegpower.org.uk/>