

# Healthy & Sustainable Diets Policy

**SAMWORTH**  
BROTHERS

## **CONTENTS**

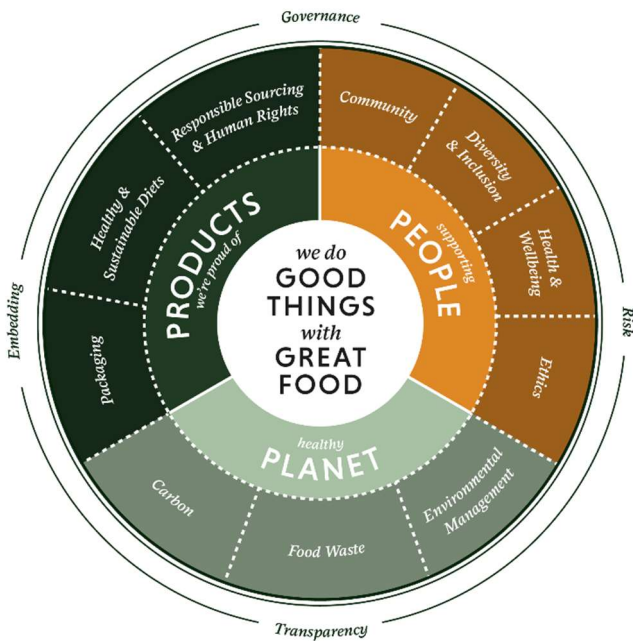
<b>SCOPE</b>	<b>3</b>
<b>PURPOSE</b>	<b>3</b>
<b>THE FUTURE OF DIETS</b>	<b>4</b>
What is a “healthy & sustainable diet”?	4
The Eatwell Guide	4
<b>OUR HEALTHY &amp; SUSTAINABLE DIETS POLICY</b>	<b>5</b>

## SCOPE

This policy applies to all Samworth Brothers categories and brands.

## PURPOSE

At Samworth Brothers, we are committed to addressing the fast-moving social and environmental challenges facing the food industry. By aligning our actions with our purpose – *‘We do good things with great food’* – we aim to create meaningful, positive change for people, the planet, and the products we produce.



We think of our Responsible Business approach as a pie, with Samworth Brothers' purpose at the heart and three connected pillars: people, planet, and products. These pillars frame how we will achieve our goals and guide us in embedding health and sustainability into everything we do.

Our Healthy & Sustainable Diets Strategy is our long-term plan designed to achieve our objectives. We are committed to transparency and innovation to facilitate a shift towards healthier and more sustainable diets within our food system. We recognise that delivering against our commitments will require us to think and behave differently in creating products, collaborating with our customers, and working with our supplier partners.

This policy provides clear objectives, actionable guidelines, and alignment across our organisation to ensure we succeed in delivering our commitments. By taking these steps, we actively contribute to the United Nations Sustainable Development Goals and build a better future for everyone:



## THE FUTURE OF DIETS

The global food system is at the heart of two major crises: health and climate. Poor diets contribute to 1 in 5 deaths globally, and obesity costs the NHS £6.5 billion annually. By 2030, half of the UK population could be obese, leading to rising healthcare costs and non-communicable diseases such as diabetes and cancer.

At the same time, food production accounts for over one-third of global greenhouse gas (GHG) emissions, with up to 40% of food produced going to waste. As the global population grows, the demand for food is expected to increase by 50–60% by 2050, while climate change threatens to reduce crop yields by 3–12%.

These challenges demand urgent action, and we are determined to lead the way by creating healthier products, sourcing ingredients responsibly, and reducing waste.

### What is a “healthy & sustainable diet”?

Dietary choices impact both individual health and the health of the planet. We align with the United Nations Food and Agriculture Organisation’s (FAO) definition of a healthy and sustainable diet:

“Dietary patterns that promote all dimensions of individuals’ health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe, and equitable; and are culturally acceptable.”

This definition resonates with our values, inspiring us to create food that is good for both people and the planet.

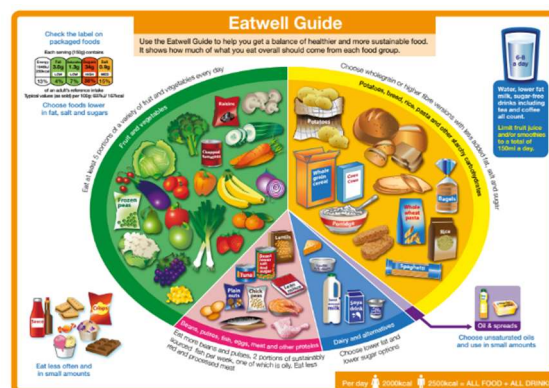
### The Eatwell Guide

The Eatwell Guide (EWG) is the UK’s official guide to healthy diets. It focuses primarily on nutrition while also highlighting synergies with sustainability. Currently, less than 1% of the UK population adheres to the EWG.

The UK population under-consumes key food groups such as fruit, vegetables, starchy carbohydrates, fish, and plant-based proteins, while over-consuming red and processed meats, high-fat and high-sugar foods, and dairy. Aligning UK diets more closely with the EWG could lead to the following:

- A 7% reduction in diet-related deaths.
- A 30% reduction in greenhouse gas emissions.

By promoting the principles of the Eatwell Guide, we can drive positive change for health and sustainability.



## OUR HEALTHY & SUSTAINABLE DIETS POLICY

Our ambition is to be recognised for producing tasty, healthy, nutritious and sustainable food. We believe the size of our product range and the volume of food we produce every day gives us a unique opportunity to positively influence the health of people and planet. We will support our Samworth Brothers' owned Brands and retailer customers in delivering healthier and more sustainable diets by:

- using an evidence-based approach to assess and improve ingredient choices
- ensuring that healthy and sustainable diets are a key topic at innovation days
- presenting healthier and more sustainable options to customers where feasible

### Health and Nutrition:

We are committed to making our portfolio healthier over time and meeting Government targets for salt, sugar, and calorie reduction wherever viable. We will review and challenge nutritional profiles to identify opportunities for improvement. To support this, we have categorised our portfolio as follows:

- **Good for You:** Products with an NPM score of 3 or less.
- **Better for You:** Products with an NPM score of 4 to 10.
- **Treat for You:** Products with an NPM score of 11 or more.

Our key commitments are:

- By 2030, we will increase the sales weighted proportion of our products that are categorised as good for you to 60% (+9%) from the 2024 baseline of 55%.
- By 2030, we will improve our sales weighted average Nutrient Profile Model Score to 5.2 (-9%) from the 2024 baseline of 5.7.
- We will improve the sales weighted proportion of our products that are categorised as better for you.

### Sustainability:

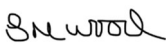

We are committed to supporting our development teams in designing carbon out of our products, and therefore we have invested in Mondra, the eco-footprinting platform, which will calculate product carbon intensity scores.

Our key commitments are:

- By 2030, we will reduce our scope 3 carbon footprint by 30% from the 2022 baseline.
- We will implement carbon footprinting across our portfolio by the end of 2025.
- We will disclose the percentage volume sales (tonnage) of plant based protein and animal based protein, using the WWF protein disclosure methodology, by the end of 2025. We will aim to maintain this position.

### Supporting Policy Implementation:

- By the end of 2025, health and sustainability will be included in our Commercial Excellence Programme.
- We will publish annual reports that disclose our progress against our commitments.
- Supporting policies: Responsible Marketing Policy, Responsible Sourcing Policy.
- This policy will be reviewed at least annually.

Version	Issue Date	Approval		Revision Notes
1	April 2025	 Technical Director	 Responsible Business Director	New policy