

RESPONSIBLE BUSINESS FACTSHEET

Our series of factsheets provides detailed insights and key highlights from the past year, focusing on the issues that could impact our business performance, as well as the areas where we can make the greatest difference and drive meaningful, change.

HEALTHY AND SUSTAINABLE DIETS

WHY IT MATTERS

We want our products to taste great, but also be better for people and the planet too. As a food business, our products are central to everything that we do.

Our goal is to be recognised for tasty, healthy and nutritious food that is also more sustainable. We believe that the size of our product range, and the amount of our food enjoyed by people every day, means we're in a great position to positively influence the health of People and Planet.

We have set targets and plans for disclosure in order to facilitate a shift towards healthier and more sustainable diets within our food system. However, we recognise that delivering against these targets will also require us to think and behave differently in terms of how we create products, work with our customers and our supplier partners.

Our Healthy & Sustainable Diets Policy provides clear objectives, actionable guidelines, and alignment across our organisation.

Delivering action on the UN Sustainable Development Goals (SDGs):



OUR COMMITMENTS

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

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.

OUR APPROACH

To make sure we're moving in the right direction, we need a health metric that can be applied to all our products. Like others in our industry, we use the UK Government's Nutrient Profiling Model (NPM). This is underpinned by UK policy, regulations and scientific evidence. Our aim is that an increasing proportion of our product portfolio is classed as healthier under the NPM.

We are also keen to showcase all the healthier nudges that are achieved through the innovative work of our development teams. To this end, we measure and report the sales weighted average nutrient profile model score of our portfolio and have set a target to improve this by 2030. This approach is endorsed by Nesta (the UK's innovation agency for social good).

We measure our progress through a range of key performance indicators, such as increasing the proportion of our portfolio that's considered 'Good for You' (score 3 or less on the NPM) also described as 'non-HFSS' (non-high fat, sugar or salt). We're also developing systems that make it easier to monitor and report on our progress. One of our data priorities is protein disclosure, for which we intend to use the WWF's recommendations and measure and disclose the split between animal and plant-based protein.

OUR PERFORMANCE

The focus of our work on healthy & sustainable diets has been on data availability, to build our visibility of performance metrics across our portfolio.

In 2024, our proportion of healthy sales (<4 NPM score) has remained flat, with 55% of our products by sales volume having an NPM score of 3 or less. We recognise we need to maintain our focus on health, and we are keeping close to the wider industry and government agenda on health.

During 2024, we advanced the carbon footprinting of our own brand products, working with Mondra to build available data into product footprints. In 2025, our product footprinting programme will expand with Mondra, and will see the release of product data into a shared platform for use by our teams in new product development.

MEASURE		TARGET	2022	2023	2024
Percentage of volume sales from products with a 'healthier' health score	Average nutrient profiling of portfolio (Nutrient Profiling Model (NPM) score)	By 2030, we will improve our sales weighted average Nutrient Profile Model Score to 5.2 (-9%) from 2024 baseline of 5.7	5.5	5.4	5.7
	Good for You products that score 3 or less on NPM	By 2030, we will increase the sales weighted proportion of our products categorised as good for you to 60% (+9%) from the 2024 baseline of 55%	54%	56%	55%
	Better for You products that score between 4 and 10 on NPM		12%	9%	11%
	Treat for You products that score 11 or more on NPM		34%	35%	34%
Enabling sustainable diets	Portfolio split plant protein vs animal protein	Maintain our split of plant protein vs animal protein	N/A	1.8% 98.2%	1.4% 98.6%

Methodologies:

- Our health score is based on the FSA 2004/5 NPM. The UK NPM was developed to review the composition of foods, balancing the value of nutrients that are important to the diet versus those deemed not to be. Whilst the UK Government's approach is specifically linked to certain categories, we have applied this against our total portfolio of products and have classified products with an NPM <4 as "healthier".
- Protein disclosure: the figure is calculated at ingredient level, where the volume of protein in a component is multiplied by purchased volume (tonnes). For 3rd party manufactured products, protein volume is estimated using ingredient declarations.

Definitions:

- Animal protein: refers to protein ingredients from meat, poultry and game, fish & seafood, dairy and eggs.
- Plant protein: refers to legumes, beans & pulses, meat & dairy alternatives, nuts & seeds, and algae.