





Sustainable Product Development

As a business we want to help facilitate the shift to healthier, more sustainable lifestyles by producing a wide range of healthy, innovative and great value products that suit vegan, vegetarian and flexitarian diets, including for the dedicated plant-based product ranges for our strategic customers.

Our targets and commitments:

- Work with customers to meet their nutrition targets on salt, sugar, saturated fat and overall calories through reformulation.
- Enable sustainable diets through our product portfolio by continuing to lead and drive plant-based fresh prepared product ranges.

Our approach

We monitor the latest consumer trends and this insight is used to inform our new product development. In 2021, consumers focus on the environment and desire for more sustainable food options has heightened, with the COP26 climate conference in November 2021 bringing this to the front of mind. We have a cross-functional team that is focused on product sustainability criteria; establishing how it can be measured and managed.

In China, we have also seen increased demand for meat alternatives and sustainable diets. To support this, we have collaborated with well-known plant-based specialists to launch several new products for our retail and foodservice customers. In the US, retailers are increasingly looking to provide products that promote healthier lifestyles, reduce food waste and offer alternatives to animal proteins. Our product developers have a particular focus on reducing food waste, for example, by using different edible parts of fruits and vegetables which have in the past been discarded and we have also developed a low-carbohydrate range of fresh meals for one of our strategic customers.

We have also continued to focus on improving the nutritional profile of our ranges, working with our customers to adapt recipes which meet nutrition targets in line with the UK Government's updated obesity strategy. We do this both by adapting existing recipes to lower levels of fat, sugar and salt, and also through developing new alternative products.

Progress in 2021

In 2021, of our UK product portfolio:

- 50% of our product ranges are vegetarian and almost one in five, 19%, are vegan
- 83% of our products are already compliant with the Food Standard Agency's salt reduction targets for 2024
- More than 60% of our products are healthier options as defined by the UK's Department of Health UK Nutrient Profiling Model.
- Over 400 of our products contain at least one of the recommended five portions of veg portion and we're working hard to increase the veg content in our product ranges.

Also read about how we ensure [product safety, quality and ingredient integrity](#).