Health and food waste through the eyes of a retailer
Depending on what you read. Health is all Beyoncé’s fault....
...or the food industry’s fault
Should supermarkets?
- Improve labelling
- Offer healthy choices
- Health recipes
- Get people to exercise
- Nudge
- Await legislation
Price, product reformulation and promotions
We are the only retailer to voluntarily set a target to guarantee that a minimum of 30% of all our promotions will be on healthier options
Our colour coded front of pack traffic light labelling system is intended to provide at-a-glance nutrition information, helping shoppers make healthier choices quickly and easily when shopping.
Some have gone further...
To ban or not to ban?...That is the question

The Co-op places ban on alcopops

The Co-op said: "As a responsible retailer, we feel the time has come to act. We believe these drinks are designed specifically to appeal to young people and are, in fact, consumed by under-18s who cannot legally buy them."
Food waste…now that’s definitely supermarkets fault. Isn’t it?

Tesco’s tonnes of waste: Supermarket threw away equivalent of 119million meals last year despite initiatives to tackle the problem.
Tesco aims to eradicate all food waste at its stores and distribution centres by 2017.
Product life
Labelling storage advice
Cosmetic specifications
Is this playing around the edges?

50 years ago 23% of our income went on food now it's 11%

Our relationship with food has changed

Home cooking in decline as consumers turn to ready meals

Use by and best before dates – what’s ‘safe’ to eat?
Education, education, education

How do we encourage healthy eating and manage food waste from farm to home?