



Healthy, sustainable diets: making the business case

Social Impact from IGD

Our diet impacts on our health and the planet

Changing what we eat and drink, is the **most impactful way** to improve our health and that of the planet¹



- ▲ Obesity is one of the biggest health problems this country faces
- ▲ 2/3 of UK adults are above a healthy weight²
- ▲ We produce, eat and waste more food than ever
- ▲ Up to 1/3 of carbon emissions and 70% of freshwater use is for agriculture¹

Most people aren't eating a healthy diet

- There are several models illustrating a healthy, sustainable diet
- UK government guidance **The Eatwell Guide**¹, sets a good direction of travel, by being better for our health and better for the planet
- Currently less than 1% of the UK population meet these targets



Benefits of following The Eatwell Guide

- 31% GHG emissions
- 34% Land use
- 17% Water use
- 17.9m Years of healthy life

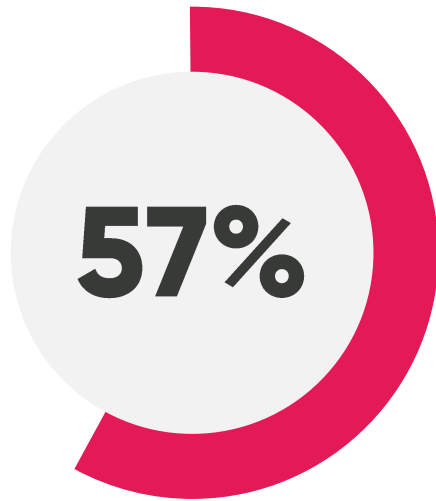
Improving what we eat is a priority for government

Healthy, sustainable and affordable food is central to UK government policy

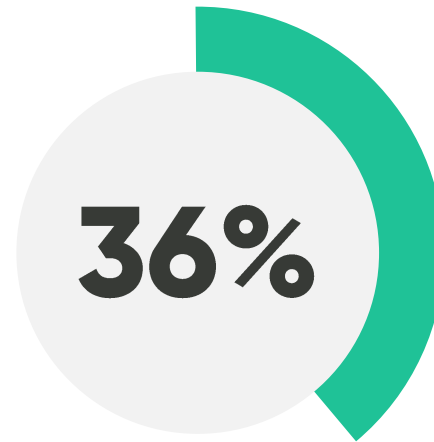
- ▶ Reformulation targets aim to make food and drink healthier
- ▶ Restrictions on promoting foods high in fat, salt and sugar will come into force **April 2022**. A 9pm watershed will also prevent these foods being advertised on TV
- ▶ A system wide, independent review – The National Food Strategy – is due **Summer 2021**. Government will respond within 6 months
- ▶ The Department of Health and Social Care, with Sir Keith Mills, is exploring how incentivisation can promote healthier diets



Increasingly shoppers want help to eat healthily and sustainably



of consumers have an appetite for healthy, sustainable diets



of British shoppers claim to be following or are interested in following a flexitarian diet



ate fruit and veg more often during lockdown highlighting an opportunity to continue healthy habits

Cost is a barrier to changing diets



- ▲ 71% of shoppers believe eating healthily is more expensive than eating unhealthily¹
- ▲ 38% say cost stops them eating a healthy, sustainable diet²

Co-op has recently reduced the price of plant-based meat alternatives, to match the price of meat, and tackle the cost barrier³

There is an opportunity for businesses to make healthy sustainable diets easier and more affordable for all

Promoting health can drive sales and loyalty

There's an opportunity to drive sales and **improve brand reputation**.

Taking action on health and sustainability **builds trust** with shoppers and wider stakeholders.



Need proof?

- ▲ 57% of consumers want to follow healthy, sustainable diets¹
- ▲ Sales of **meat-free products increased 40%** between 2014 and 2019²
- ▲ Sainsbury's inspired a **387% rise in sales** of fruit by partnering with Disney³
- ▲ Tesco found two-thirds of shoppers purchased more fruit and veg when offered free fruit in store⁴
- ▲ Pret-A-Manger show that plant-based is 'not just for veggies' as **80% of their products** are vegetarian or vegan⁵

Many businesses are already taking action



- ▲ In 2020 school, hospital, university and care home caterers across the UK pledged to cut meat by 20%
- ▲ Tesco will boost sales of meat alternatives 300%, by 2025
- ▲ Asda has committed to growing plant-based sales by 100% by 2023
- ▲ Mindful Chef became the UK's bestselling recipe box by championing health and sustainability

There are many more working to make their products and supply chains better for the planet.

Let's work together to drive tangible change and make healthy, sustainable diets easier for everyone.

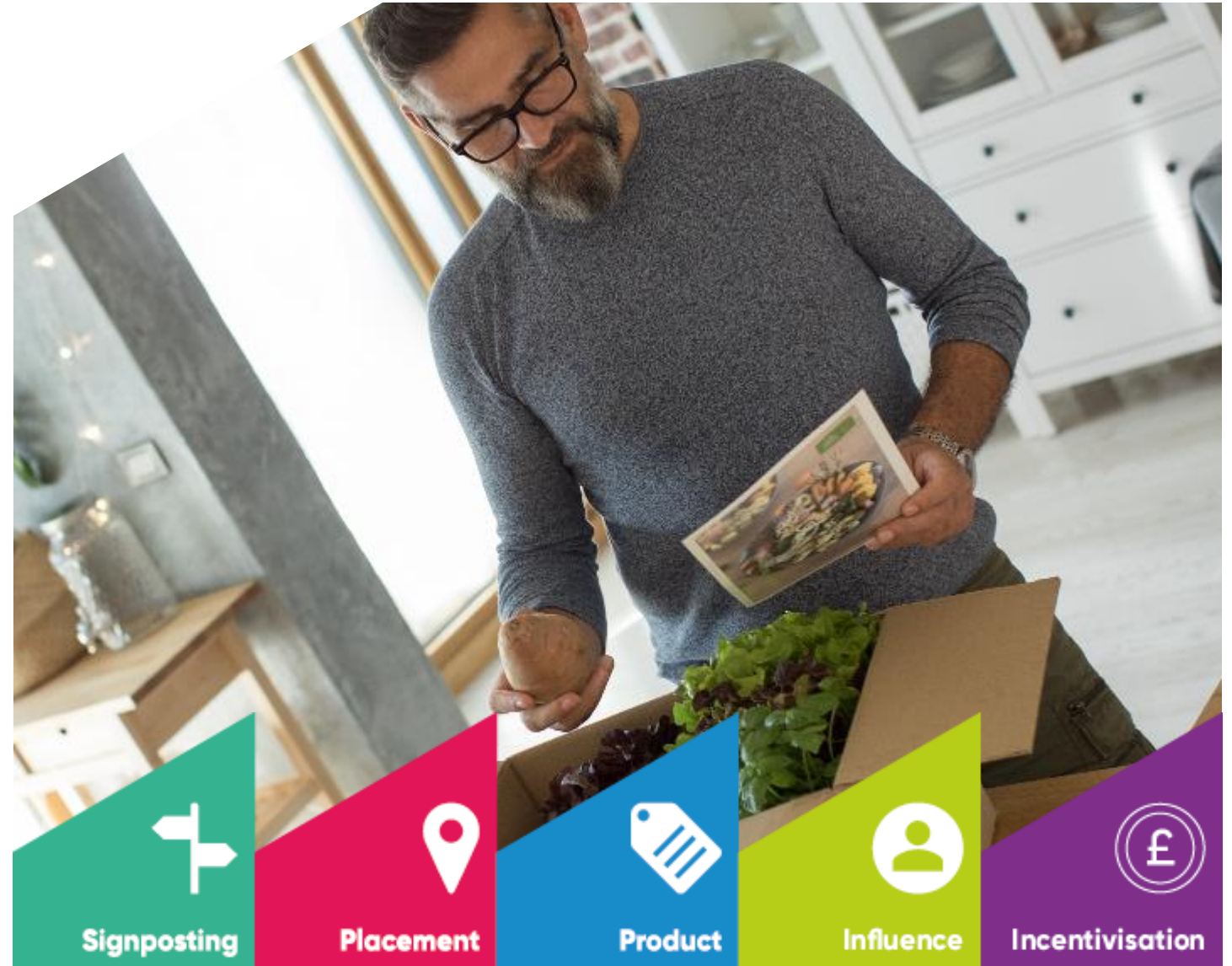
IGD is helping industry drive change

86% of shoppers are trying to improve their health in some way, but they want help.

That's why IGD is working with the University of Leeds and industry, to test behaviour change levers in real-life settings.

We're measuring how pricing, promotions, and placement can impact shoppers' baskets and their eating habits.

Get in touch to get involved:
healthyeating@igd.com



How you can take action

1

Visit our new online hub

It's packed with resources to help you:

- understand why healthy, sustainable diets should be central to your business strategy
- get inspiration from what other organisations are doing
- learn about our real-life trials and research partners

Take me to the hub

2

Contact us

- Ask us any questions you have
- Tell us about your success stories
- Work with us to trial real-life solutions and inspire others

Get in touch

Health from IGD