

## **Research Partnerships**

We partner with key charities, academic institutions and organisations that are advancing the scientific knowledge, communication, and education around healthy diets. Below provides an overview of the key associations we hold in this area.

### **Partnerships**

- **Leeds Institute for Data Analytics (LIDA)**

Sainsbury's is collaborating with LIDA to understand how purchasing patterns compare to the UK dietary guidelines, namely the 'Eatwell Guide'. This information will be used to help inform future interventions on healthy eating at Sainsbury's.



#### **Recent publications**

[Nutrients | Free Full-Text | Dietary Patterns Derived from UK Supermarket Transaction Data with Nutrient and Socioeconomic Profiles \(mdpi.com\)](#)

[Program \(oxfordabstracts.com\)](#)

- **Oxford University – Livestock Environment and People (LEAP) Project**

Sainsbury's have partnered with Oxford University and The Wellcome Trust on a world leading five-year research project looking at all aspects of diet, health and the environment. Sainsbury's role is to support research on practical interventions and positive ways to help people who want to make healthier and more sustainable choices to do so. Further information on the project can be found on the link below:

<https://www.leap.ox.ac.uk/home>



#### **Recent publications**

<https://pubmed.ncbi.nlm.nih.gov/34264943/>

- **The Food Foundation, Peas Please**

Sainsbury's continues to support the Food Foundation's Peas Please initiative, which encourages people to eat more vegetables. Pledges include promoting the benefits of vegetables to customers, increasing the number of products that feature the 'one of five a day' message and prioritising vegetables as part of our new product development. By developing innovative ranges it is easier for customers to



incorporate vegetables into their diets. Examples include the *Sainsbury's Love your Veg* range and the veg-based *Little Ones First Tastes* range. More information can be found on the link below:

<https://foodfoundation.org.uk/peasplease/>

- **World Resources Institute (WRI) – Better Buying Lab.**

Launched in August 2016, the Lab brings together the experts in consumer research, behavioral economics and marketing strategy – along with companies in the food industry – to research, test and scale new strategies and plans that help consumers select sustainable foods. Sainsbury's has been part of a wider collaboration to test different ways in which to describe plant-rich foods on menus that appeals to broad swaths of the British population.

An overview of the work completed so far can be found on the link below:



<https://www.wri.org/news/its-all-name-how-boost-sales-plant-based-menu-items>

#### **Recent publications**

<https://www.wri.org/insights/youth-climate-friendly-diets-environmental-values>

<https://www.wri.org/insights/its-all-name-how-boost-sales-plant-based-menu-items>