

Partnering with others to tackle the health agenda

At Sainsbury's we understand the importance of working in collaboration with key organisations to move forward the health agenda and tackle complex challenges that require a systems approach. We also support 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.

Memberships

- **The British Nutrition Foundation (BNF)**

A registered charity which provides impartial, evidence-based information on food and nutrition. Their purpose is to make nutrition science accessible to all including the general public, the media, schools, health professionals, government,

food and beverage companies and the primary producers of food. Sainsbury's are a founding industry member and also sit on the Industrial Scientist's Advisory Committee. More information can be found on the link below:

<https://www.nutrition.org.uk/>



- **Industry Grocery Distribution (IGD)**

The IGD is a research and training charity as well as having a trading subsidiary that provides commercial services. The profits from these commercial services fund the charity.

One of the key activities is their work on healthy eating, the work of the Industry Nutrition Strategy Group (INSG) (of which Sainsbury's is a member), provides expertise and input on developing information and resources to support these activities.

Sainsbury's has played an active role in many of these initiatives including healthy eating in the workplace and best practice for front of pack nutritional labelling. More information on the work related to healthy eating can be found on the link below:

<https://www.igd.com/charitable-impact/healthy-eating>



- **Consumer Goods Forum (CGF) – Collaboration for Healthier Lives**

The CGF brings together consumer goods retailers and manufacturers at a global level, working to help the world's retailers and manufacturers to collaborate, alongside other key stakeholders, to secure consumer trust and drive positive change. One of the initiatives as part of the 'Health and Wellness' pillar is 'collaboration for healthier lives'. An initiative aimed at trialing different interventions to help make baskets healthier. More information on the initiative can be found on the link below:
<https://www.theconsumergoodsforum.com/initiatives/health-wellness/key-projects/collaboration-for-healthier-lives/chl-uk>



- **British Retail Consortium (BRC)**

A trade association for British retailers, it has a number of 'communities' including the BRC Nutrition Working Group which Sainsbury's actively participate in. The aim of the group is to ensure a positive approach to tackling obesity and co-ordinating industry responses, including giving evidence to Government and Select Committees. More information can be found on the link below:



<https://brc.org.uk/making-a-difference/communities/food>

Collaborations/ Research Initiatives

- **Diet and Health Research Industry Nutrition Club (DRINC)**

DRINC is a partnership between the UK research councils*, and a consortium of leading food and drink companies. It was first



established in 2008 to support pre-competitive research that investigates the link between diet and health. In 2011, an independent evaluation found that DRINC has generated novel underpinning knowledge and improved skills in a research community that provides valuable pre-competitive outputs for the UK food and drink industry. Sainsbury's have been members since 2012 providing funding to support the research objectives as well as providing guidance and expertise as part of being on the DRINC Steering Group. More information can be found on the link below:

<https://bbsrc.ukri.org/innovation/sharing-challenges/drinc/>

*Biotechnology and Biological Sciences Research Council (BBSRC), the Engineering and Physical Sciences Research Council (EPSRC), the Economic and Social Research Council (ESRC), the Medical Research Council (MRC)

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

Sainsbury's

Sainsbury's have partnered with Oxford University and The Wellcome Trust on a world leading four-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>

- **Leeds Institute of 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. An overview of the work completed so far can be found on the link below:



<https://app.oxfordabstracts.com/events/696/program-app/submission/139470>

- **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>

- **The Food Foundation, Peas Please**

Sainsbury's

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/>