

Review of the year

(continued)

Health and wellbeing



← **Low fat dairy**
We offer a range of low fat and fat free dairy options. M&S milk also has 6% less saturated fat (excluding organic, Jersey and Isle of Man)

Health and wellbeing is strongly linked to diet and lifestyle and there's convincing evidence that many people living in the developed world are less active than they should be. In fact, based on current trends, 60% of the UK population could be obese by 2050.

To see our performance against these commitments in detail please go to page 39.

Signing up to the Public Health Responsibility Deal

We're working with the UK Government's Public Health Responsibility Deal which has now been extended to cover 18 aspects of nutrition and health, including a new commitment to help consumers eat more fruit and vegetables.

Reducing salt in products

We've already hit many of the Government's salt targets – including those for sandwiches, crisps, bacon and bread – but believe that industry-wide solutions are needed to meet others. We're working with the British Retail Consortium and the Food and Drink Federation to produce new recommendations on ways to reduce salt in food products.

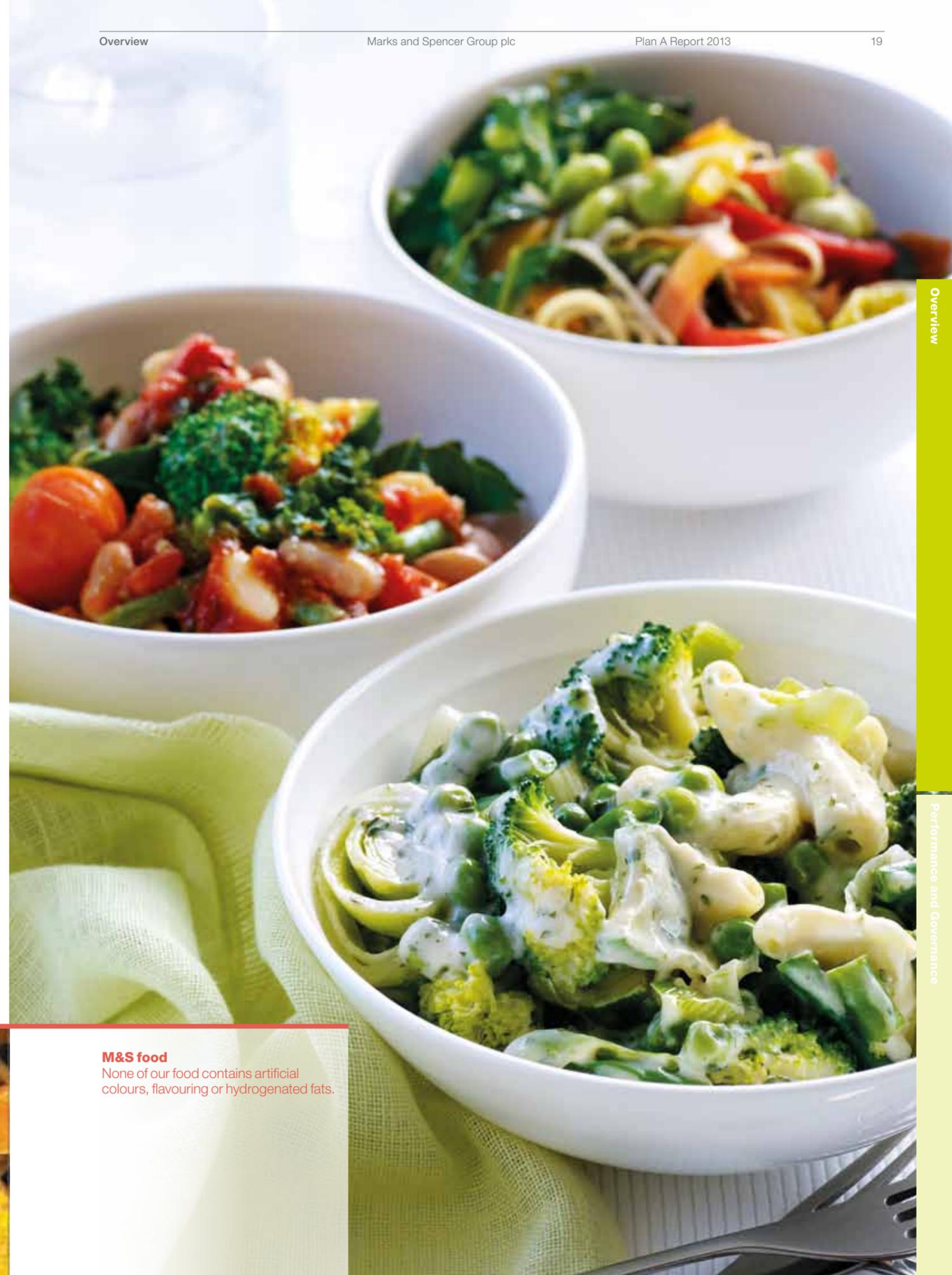
Helping our customers and employees count the calories

We've now introduced calorie labelling in our store cafés and other catering services for customers. We include calorie information on the menu boards in our employee cafés where we highlight Eat Well products and offer at least one healthier option. In stores with fewer employees we provide free fruit and bread.

Promoting employee health and wellness

We've refreshed and revitalised our employee Plan A health website this year – giving it a new look and feel and adding information on managing asthma, diabetes and Alzheimer's disease. The website provides access to free physiotherapy advice and referrals by Nuffield Health.

We launched a version of the Plan A health website for our colleagues in India featuring local content and case studies.



M&S food

None of our food contains artificial colours, flavouring or hydrogenated fats.

Pillar 7: Health and wellbeing

This section shows our detailed performance against our Pillar 7 commitments. Each commitment is shown as Achieved, On plan, Behind plan or Not achieved.

Why is this important?

Health and wellbeing is strongly linked to diet and lifestyles and there's convincing evidence that many people living in the developed world are less active than they should be. In fact, based on current trends, 60% of the UK population could be obese by 2050.

What have we done?

We've continued to help our customers manage their diets by displaying front of pack colour coding and Guideline Daily Amounts on M&S Food, and extending calorie labelling to our customer and employee cafés. As well as reducing the amount of salt and eliminating hydrogenated fats from M&S food we've also developed ranges such as Count on Us and Simply Fuller Longer.

Highlights this year

18

Pledges signed as part of the UK Government's Public Health Responsibility Deal

Zero

artificial colourings and flavourings used in M&S food

18. Drive health and nutrition benefits across our product offer.

18.1
M&S food nutritional content**
On plan

Aim: Review and improve the nutritional content of M&S food by 2015.

Progress: We remain signatories to the UK Government's Public Health Responsibility Deal which now covers 18 areas of nutrition and health including an additional commitment to help our customers eat more fruit and vegetables. Full details can be found at: responsibilitydeal.dh.gov.uk

We've also continued to work towards the Government's salt targets. Whilst we've achieved many of these on key product areas such as sandwiches, crisps, bacon and bread, others require industry-wide solutions. Through our membership of the British Retail Consortium we have helped to fund a joint report with the Food and Drink Federation identifying a number of recommendations to support further reductions in salt.



- 18.7** Food with health benefits
Previously achieved
- 18.8** Nutritionally enriched food
Previously achieved

- 18.2** Saturated fat in dairy products
Previously achieved
- 18.3** 30% healthier food
Previously achieved
- 18.4** Natural colours
Previously achieved
- 18.5** Reduce salt
Previously achieved
- 18.6** Lochmuir salmon
Previously achieved

**Assured by Ernst & Young

19. Help to facilitate behaviour change through clear nutritional labelling and information.

19.1

Nutritional labelling** On plan

Aim: Continue to improve nutritional labelling by making it easier for customers and employees to manage their diet and extend it to include products without packaging and in-store customer/employee cafés (up to 2015).

Progress: We previously introduced calorie labelling for customers in all our store cafés and as of October 2012 this was extended to all our customer catering formats. This part of the commitment is now Achieved.

We provide two different types of catering facility for store employees, depending on the size of the store. We offer healthier eating options in all facilities. In our largest 100 stores we have fully catered service cafés where calorie information is included on our menu boards and we highlight products that meet our Eat Well criteria. We also have a target to provide at least one home cooked Eat Well meal option each day. In stores with lower staffing numbers we offer a Lounge service, providing free fruit and bread as well as microwave facilities.

We plan to review our provision in 2013/14 and look for further opportunities to promote healthier diets.

19.2

Integrate sustainability labelling On plan

Aim: Integrate healthy eating advice with social and environmental sustainability messages by 2015.

Progress: We're taking part in a three year collaborative project on sustainable diets being run by the Institute of Grocery Distribution (IGD). The working group for this project met for the first time in January 2013.

19.3

On-pack portion advice
Previously achieved

19.4

Alcohol
Previously achieved

19.5

Nutritional traffic light labels
Previously achieved

18.5

Reduce salt
Previously achieved



20. Encourage our customers and employees to become more active.

20.1

Online diet website
Previously achieved

20.2

Launch get active campaign
Previously achieved

20.3

Children's sweets at till points
Previously achieved

20.4

Healthy Eating Advisers
Previously achieved

20.5

Calendar of health campaigns
Previously achieved

20.6

Customer health information
Previously achieved