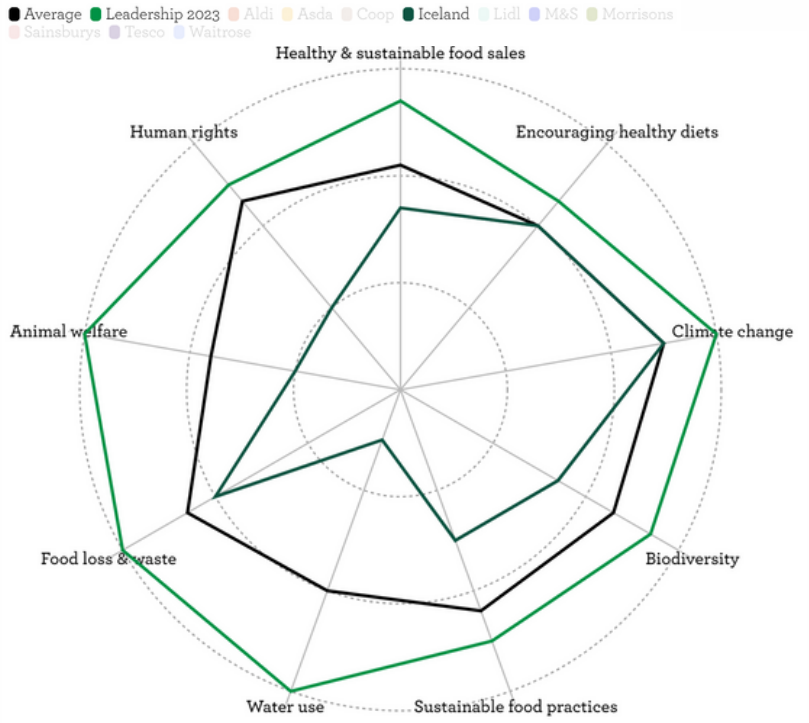
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This analysis is based on information in the public domain, using existing benchmarks, corporate reports and websites, with a fact-checking period provided for each company.



SPIDER DIAGRAM

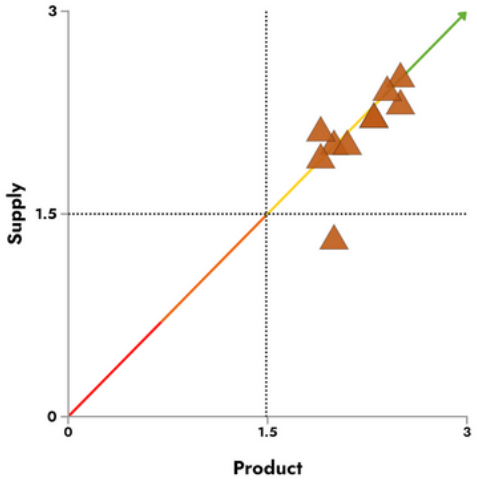
The summary profile comparing Iceland, the average and 2023 leadership profile. The leadership profile is calculated from the best score from any company on each individual metric.

Scores closer to the outering of the circle indicates a company has both clear targets and reporting against those targets. Whereas the scores closer to the centre of the circle indicate lack of clear target or disclosure of data.

Company	Healthy & sustainable food sales	Encouraging healthy diets	Climate change	Biodiversity	Sustainable food practices	Water use	Food loss & waste	Animal welfare	Human rights
Leadership 2023	●	●	●	●	●	●	●	●	●
Aldi	●	●	●	●	●	●	●	●	●
Asda	●	●	●	●	●	●	●	●	●
Coop	●	●	●	●	●	●	●	●	●
Iceland	●	●	●	●	●	●	●	●	●
Lidl	●	●	●	●	●	●	●	●	●
M&S	●	●	●	●	●	●	●	●	●
Morrisons	●	●	●	●	●	●	●	●	●
Sainsburys	●	●	●	●	●	●	●	●	●
Tesco	●	●	●	●	●	●	●	●	●
Waitrose	●	●	●	●	●	●	●	●	●

TRAFFIC LIGHT SCORE

Traffic lights are allocated from the same data used in the spider diagram profiles.



PRODUCT VS SUPPLY CHAIN

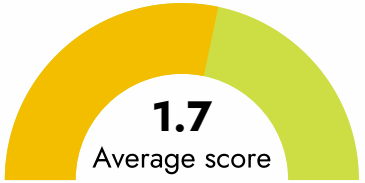
Companies are rated on two dimensions, product and supply chains. Ratings for this are calculated from scores on specific metrics related to healthy and sustainable products or to sustainable and equitable supply chains.

The Food Foundation

PLATING UP PROGRESS

BACK TO DASHBOARD

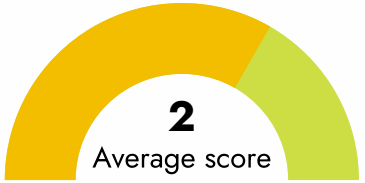
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Healthy and sustainable food sales

	Metric	Score	The Food Foundation analysis	Evidence
N1	Company has a target for, and reports on, a sales-weighted % increase in healthy food, menu items or products quantified using a transparent and recognised approach	2	• We report on the amount of healthy food we sell. We define 'healthy' in terms of non-HFSS (high fat, salt and sugar) as per Government guidelines. • During the 2021 financial year, 89% of the food Iceland UK sold was classified as healthy products. • We strive to comply with Public Health England targets to reduce fat, salt and sugar in Iceland own label food. For instance, we have reformulated our ice cream range to reduce its sugar content by 200 tonnes. • Slimming World launched its frozen ready meals in association with Iceland back in 2015 in response to demand from the club's members. The Slimming World range has gone from strength to strength, and each product includes an on-pack recipe so that customers can also make the meals from scratch, at home.	https://sustainability.iceland.co.uk/our-food/eating-well/
N2	Company has a target for, and reports on, an increase in fruit & veg as % of food procurement or sales.	2	• During this period, we also sold 241,756 tonnes of fruit and veg.	https://sustainability.iceland.co.uk/our-food/eating-well/
N3	Company has a target for, and reports on, a % shift in protein procurement or sales that come from animal vs plant-based protein sources.	1	• In 2018 we launched our first own-label vegan product: The No Bull Burger. It was a huge success, proving that our customers wanted options when it came to plant based foods. • Since then, we have continued to develop and expand our range, offering plant based sausages, chicken-style strips, sausage rolls, chocolate desserts and pizzas. • In April 2021 we worked with LiveKindly Collective, the plant based food experts, to double Iceland's vegan food offering with the introduction of three brand new meat-free brands: Fry's, Oumph! and LikeMeat alongside the existing No Meat range (which all began with that No Bull Burger). This huge growth means we now offer our customers the largest frozen plant based range in the UK.	https://sustainability.iceland.co.uk/our-food/plant-based-food/

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Encouraging healthy & sustainable diets

	Metric	Score	The Food Foundation analysis	Evidence
N4	Company has a target for, and reports on, the % of menu items or products with intuitive front-of-pack or (restaurants and caterers) consumer-facing nutrition labels (ideal 100%)	2	• There is very significant scope for Iceland to improve in disclosure and policies on nutritional labelling. Iceland is encouraged to use front-of-pack (FOP) colour-coded labelling on its own-brand products, fully applying guidance from the Institute of Grocery Distribution (IGD) on 'gold standard' labels. Iceland is the only retailer in this Index not to have adopted colour-coded labelling for its own-brand products. • Iceland's website indicates the use of back-of-pack (BOP) labelling on products.	https://accesstonutrition.org/app/uploads/2022/05/UK-Retailer-Index-scorecard-Iceland.pdf
N5	The company's marketing strategy prioritises healthy foods, especially when marketing to children.	2	• Iceland chooses not to sell cigarettes and we have banned the sale of energy drinks to under-16s. • In 2022, Iceland became the first UK supermarket to use 81 million milk bottles to promote a public service by supporting the NHS Healthy Start scheme to help ensure no child misses out – reaching millions of breakfast tables across the country. The schemes help low income families access free milk, fruit and vegetables, pulses, baby formula and vitamins	https://sustainability.iceland.co.uk/our-food/eating-well/ https://sustainability.iceland.co.uk/news/iceland-promotes-nhs-healthy-start-and-best-start-foods-on-90-million-milk-bottles-in-industry-first/
N6	The company can evidence reducing food insecurity by improving the accessibility and affordability of healthy food via at least one major strategic or collaborative initiative.	2	• Iceland is a founder member of Marcus Rashford's Child Poverty Taskforce and has campaigned for the expansion of the Free School Meals scheme; holiday provision for all children on free school meals; and a boost to the value of Healthy Start funding for families with young children. • At the same time, we have promoted the Healthy Start Scheme and Best Start Foods (which operates in Scotland) to our customers and local communities. Both schemes provide free healthy food for low-income families with young children. • In 2021/22 we also donated more than 2 million meals to local groups. • Iceland has partnered with award-winning ethical credit provider Fair for You to pilot bespoke micro loans – supporting 4,500 financially excluded families who are hit by unexpected shocks to their budget, with the risk of going without quality food. By providing average loans of between £25 and £75, and harnessing Fair for You's deep knowledge of the sector, early indications are already showing a reduction in Food Bank usage by 65%, with 80% of customers seeing an improvement in mental health and 95% saying that the Food Club means access to sufficient levels of food to feed their family. The pilot scheme has been developed to support the 12 million people unable to access mainstream credit in the UK, many of whom manage unstable monthly budgets due to reliance on Universal Credit. • We divert unsold food from our depots and stores to communities, and in 2021 Iceland beat its target of redistributing a million meals, actually donating 2.3 million meals to community partners. Stores also offer food nearing the end of its shelf life to colleagues for free. • From 2022 onwards, an additional partnership with OLIO, the UK's number one free sharing app, will further stop surplus food from going to waste and re-distribute it amongst local communities across the UK. • In 2022, Iceland became the first supermarket to pilot an over-60s discount. The 10% discount is available to those over sixty every Tuesday.	https://sustainability.iceland.co.uk/our-food/eating-well/ https://sustainability.iceland.co.uk/tackling-food-insecurity/

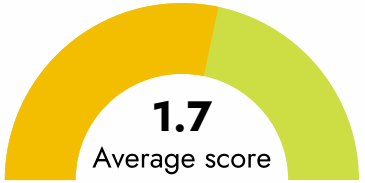
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Climate change

	Metric	Score	The Food Foundation analysis	Evidence
E1	Company has a target for % reduction targets, and reports on, scope 1 & 2 emissions reduction (Science-based target)	3	• Our scope 1 and 2 carbon footprint is calculated and verified by Schneider Electric who follow the UK Government Greenhouse Gas Conversion factors for their calculations. • 2021/22 we have reduced emissions in our own operations by 72% From our 2011 / 2012 baseline (263,461 tCO2e) • In our baseline year of 2011/12, the business generated 263,461 tCO2e through its direct operations (Scope 1 and 2 emissions). • For 2021/22 we generated 73,124 tCO2e, which is a 72% reduction on our baseline year. • 100% renewable energy powering Iceland sites in the UK • Committed to net zero for all products sold in the UK by 2040	https://sustainability.iceland.co.uk/our-planet/carbon-reduction/ https://sustainability.iceland.co.uk/wp-content/uploads/2023/03/Iceland-Carbon-Report-2021-22-FINAL-DRAFT-V2.pdf
E2	Company has a target for, and reports on, scope 3 emissions reduction (Science-based target), specifically food in supply chain	2	• Iceland worked with the Carbon Trust to measure our scope 3 carbon footprint in 2021. • Total scope 3 emissions 2021 (tCO2e) - 4,348,541	https://sustainability.iceland.co.uk/our-planet/carbon-reduction/ https://sustainability.iceland.co.uk/wp-content/uploads/2023/03/Iceland-Carbon-Report-2021-22-FINAL-DRAFT-V2.pdf

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Biodiversity

	Metric	Score	The Food Foundation analysis	Evidence
E3	Company has a target for, and reports on, zero net land-use conversion through company's reliance on palm oil as a product or an ingredient.	3	• In 2022, Iceland was forced to make the reluctant decision to temporarily reinstate palm oil as an ingredient in some products, due to consequences of the war in Ukraine, and its impact on our supply chain. • Certified sustainable palm oil is now being used as a last resort and as a strictly temporary measure – in a limited range of Iceland own label products. All packs clearly show palm oil in the list of ingredients where it has been used.	https://sustainability.iceland.co.uk/our-planet/sustainable-sourcing/palm-oil/

E4	Company has a target for, and reports on, zero net land-use conversion through company's reliance on soy as in animal feed.	2	• In 2021, Iceland became a signatory to the UK Soy Manifesto. This is an industry commitment to ensure that all soy and embedded soy products in the UK are deforestation- and conversion-free. Iceland has agreed to:
			  ◦ Set a deforestation and conversion-free commitment
			  ◦ Ask direct suppliers to adopt and cascade the same commitment
			  ◦ Integrate manifesto commitments with direct suppliers' commercial contractual agreements, and support compliance
			  ◦ Publicly disclose progress
			  ◦ Encourage harmonised monitoring, verification and reporting.
			• In Iceland's baseline year of 2019 we used 20,251 tonnes of soy. Since completing the 2019 footprint the RTRS Soy Footprint calculator has been updated to include a further four products (farmed fish, chocolate, yogurt and cream) and margarine has been changed to butter products.
			• During financial year 2020 (27thMarch 2020 and 25 March 2021) Iceland products used 25,302 tonnes of soy.
				https://sustainability.iceland.co.uk/our-planet/sustainable-sourcing/soy/

E5	Company has a target for, and reports on, zero net land-use conversion through company's reliance on beef.	0	• No evidence found	

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Sustainable food production practice

	Metric	Score	The Food Foundation analysis	Evidence

E6	Company has a target for, and reports on, the % of wild-caught or farmed fish & seafood certified to higher sustainability standards	3	• We have made a significant effort to obtain MSC certification for an increasing number of our own-label products, with 76% certification across our range. In 2022 Iceland were the retailer with the largest percentage range of products which were MSC certified, we also won MSC UK Newcomer of the year in 2020.
			• Iceland has developed five guiding principles that will ensure all Iceland own brand fish and seafood is 100% responsibly sourced.
			• all Iceland own brand tuna steaks must be sourced from fisheries employing line and pole or hand line fishing methods and not using FADs.
			• Much of Iceland own brand farmed fish is already certified to an internationally recognised aquaculture standard. In particular, we are seeking to meet the standards set by:
			  ◦ Global Aquaculture Alliance (GAA) – Best Aquaculture Practice (BAP) minimum 3*
			  ◦ Global G.A.P
			  ◦ Aquaculture Stewardship Council (ASC)
				https://sustainability.iceland.co.uk/our-planet/sustainable-sourcing/sustainable-fish/

E7	Company has a target for, and reports on, the % of products produced under sustainable production practices and recognised environmental management schemes.	0	• No evidence found	

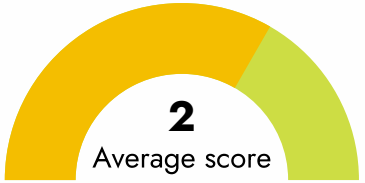
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Water use

	Metric	Score	The Food Foundation analysis	Evidence
E8	Company has a target for, and reports on, water use reduction in operations	1	• Iceland is a signatory to the Courtauld Commitment 2030.	https://sustainability.iceland.co.uk/wp-content/uploads/2022/01/Iceland-Carbon-Report-High_Resolution.pdf
E9	Company demonstrates it is working collaboratively on multiple projects (UK & overseas) to reduce water stress.	0	• No evidence found	

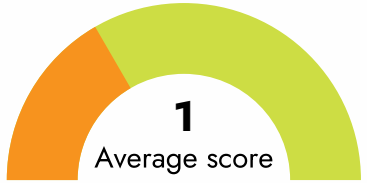
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Food loss and waste

	Metric	Score	The Food Foundation analysis	Evidence
E10	Company has a target for, and reports on, a % reduction in food sold or handled and discloses volumes redistributed, sent to animal feed, anaerobic digestion, and land-fill.	3	• In 2020/21, we sold 1,501,925 tonnes of food to customers. We sent 9,555 tonnes of food waste for anaerobic digestion. This equates to 0.63% of the total weight of products sold by Iceland. This is a 19.3% reduction against our baseline of 2017/18. • In line with the UN's Sustainable Development Goal SDG 12.3, we have set ourselves a target to achieve a 50% reduction of food waste in our own operations by 2030, with 2017/18 as our baseline year. • We do not send any unsold food to landfill. Instead we put it to good use in the community; offer it free of charge to our store colleagues and online customers, convert it into animal feed, or as a last resort use it to produce electricity and compost through a process called anaerobic digestion. • In stores, our focus on frozen food helps to cut waste throughout the supply chain. Choosing frozen can significantly reduce food waste in the home – in 2018 a study by Manchester Metropolitan University showed that British families could reduce waste by almost half (47.5%) by eating frozen food. • Frozen food saves on waste in the production process because everything can be frozen within its growing season, and it uses production runs that are long and efficient. It then has a much longer shelf life than fresh food, so minimises waste in the supply chain and customers' homes. Also, because frozen vegetables are usually peeled, chopped or diced, we use 'wonky veg,' avoiding waste caused by the quest for perfect-looking vegetables in fresh displays. • Hello Taste, Goodbye Waste is our scheme which allows store colleagues to take home, free of charge, surplus food (food reaching its best before or use by date) at store closing time each day. 105 tonnes of surplus food, equivalent to 233,333 meals, was redirected through this scheme between October 2020 and March 2021. • FOLDOL successfully piloted in July 2021 and rolled out to all stores in September 2021. FOLDOL is a new approach to our online delivery date policy. Whereby if stores do not have a product meeting our shelf life policy for online deliveries, the customer may receive a short dated item free of charge. 134 tonnes of food or 319,037 meals were given free of charge to Iceland customers in 2021/22.	https://sustainability.iceland.co.uk/our-food/the-power-of-frozen/ https://sustainability.iceland.co.uk/our-planet/food-waste/ https://sustainability.iceland.co.uk/wp-content/uploads/2022/12/Iceland-Food-Waste-Report-2021_Approved.pdf
E11	Company demonstrates collaboration with its main suppliers to track, measure and act on food waste in its supply chain.	1	• - In stores, our focus on frozen food helps to cut waste throughout the supply chain.	https://sustainability.iceland.co.uk/our-planet/food-waste/ https://sustainability.iceland.co.uk/wp-content/uploads/2022/12/Iceland-Food-Waste-Report-2021_Approved.pdf

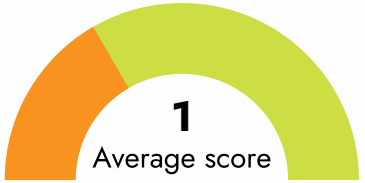
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Animal welfare and antibiotics

	Metric	Score	The Food Foundation analysis	Evidence
E12	BBFAW tier position or Company has a target for % of animal products certified to high animal welfare standards. For companies not assessed by BBFAW: Company has a target for, and reports on, zero supply chain use of antibiotics as a prophylactic or growth promoter and to reduce the total use of antibiotics classified as "medically important antimicrobials".	1	• Iceland's antibiotics policy clearly states that prophylactic use of antimicrobials, where the antibiotics are administered before showing clinical signs of any disease, is not permitted on any animal that is intended to be used for the manufacture of any products supplied to Iceland. This is a contractual obligation for our suppliers overseen by our technical team.	https://sustainability.iceland.co.uk/our-planet/sustainable-sourcing/animal-welfare/

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Human Rights

	Metric	Score	The Food Foundation analysis	Evidence
S1	Company recognises the need for a real liveable wage for all employees and reports on progress towards that.	1	• We review our colleagues' pay at least once every year, to ensure that the business remains competitive. We pay our frontline colleagues the same hourly rate, no matter their age or length of service, and we pay our apprentices at the rate of pay for the job they are in, which is always higher than the Apprentice Rate. • Equal Pay for equal work, irrespective of age, length of service, or any other factor. • Whatever job you've got you'll always be paid at least the national minimum wage.	https://sustainability.iceland.co.uk/skills-opporunities/
S2	Company has a target for, and reports on, the % of major suppliers engaged to ensure human rights and labour rights, including and beyond tier one. Must include engagement on child and forced labour, and health and safety of workers.	1	• Iceland expects all suppliers to be working towards and complying with "The ETI Base Code" in addition to any labour laws where the site/supplier is located in the world. The base code is derived from International Labour Organisation (ILO) core conventions and covers the 9 key areas. • Iceland is a member of SEDEX, one of the world's leading online platforms used to manage responsible and sustainable business practices, and responsible sourcing. This supports the oversight and improvement of working conditions in global supply chains. • The business aims to ensure that the working conditions of people, working for and within the supply base, meet relevant international standards. All suppliers and manufacturing sites producing for Iceland must register on SEDEX and make provision that they are linked on the system and visible to the correct Iceland contact, to be able to share information with Iceland in the appropriate manner. This includes completing all self-assessment questionnaires and ensuring that any associated audits that are required are in place and up to date. • Iceland is a signatory to the Gangmasters Licensing Authority (GLA) standard and has worked closely with the GLA since it was established in 2005 to stamp out worker exploitation and rogue gangmasters and agency providers in the agriculture and shellfish industries. • We have joined the Seafood Ethics Action Alliance (SEA Alliance) to be part of industry-wide efforts to improve Human Rights Due Diligence and to advocate for improvements in regulation and enforcement at an international level.	https://sustainability.iceland.co.uk/our-planet/sustainable-sourcing/human-rights/