



POSITIVE
force for change

Product Policies Roadmap

Introduction

There

Jim Gouldie,
Supply Chain and Technical Services Director



Our vision



As a foodservice wholesaler, our products are at the heart of our business and their impact reaches far and wide.

That's why our product sustainability is a key part of our strategy, and sits within our business vision: 'to be the best foodservice provider and a positive force for change.'

Julie Owst,
Head of Sustainability



Partnering with you, our suppliers and industry organisations to be a positive force for change.

Because we care about our people, our customers, our planet, our communities and our principles.

Working tirelessly to deliver real progress on our priorities and commitments.

Championing the industry's sustainability and social responsibility agenda.

Our ESG priorities



Our ESG strategy guides the priorities that we focus on as a business, encompassing five key pillars. This helps us channel our efforts more effectively and align on the progress our teams are working to achieve.



Our approach – getting it right, being responsible, driving change

2024

Sustainable palm oil

The essential elements: We have set policies for nine key challenges, and alongside these, we have commitments, targets and action plans to ensure continual progress.

Following the science: All of our policies are fully researched, using data and evidence to provide continued momentum.

Informed and connected: We discuss key areas with suppliers and NGOs (non-profit organisations), and keep an eye on the industry to make sure we aren't missing any opportunities or insight. We're members of a variety of subject matter expert working groups such as UKHospitality's Biodiversity Working Group, in regular conversations with industry bodies such as Efeca and Sedex, and ensure we keep on top of emerging issues.

Improved
supplier farm
animal welfare
policies

All depots on
Sedex and
completed their
SAQ

Sourcing
Responsible
Seafood

Ethical Trading
Policy

Salt
Reduction

2030

Sustainable soya



Our full set of policies

Sustainability Policies

Palm oil policy

Sustainable soya sourcing policy

Farm animal welfare policy

Egg sourcing policy

Salt reduction policy

Ethical trading policy

Modern slavery policy

Packaging policy

Responsibly sourced seafood policy



[Click here to see our Sustainability Policies](#)

Codes of Practice

Special dietary requirements code of practice

Allergen code of practice



Range policies and standards

Bidfood own brand standards

Exclusive brands policy



What our policies cover

Our policies are structured to follow a standard template, which includes:

Policy rationale

Commitments

Target

Scope

Methods and procedures

Responsibility for implementation

Reporting timelines

FAQ's

Definitions

Related documents

The regulatory landscape

Public procurement policies help set the direction of travel, but legislation isn't moving fast enough for many of our customers who want to purchase more responsibly.

Our response to this is to look at strengthening and developing our policies, whilst also offering our customers real value.

Deforestation and packaging are two examples of areas where legislation is evolving and impacting our customer base.

For more support with legislation, please visit our dedicated webpage [here](#).

EUDR European Union Deforestation Regulation is a law that aims to prevent deforestation and forest degradation in global supply chains. This law will come into effect from December 30th, 2025.

UKFRC The UK Forest Risk Commodities Regulations are proposed regulations for the use of forest risk commodities in commercial activities in the UK. No implementation date has yet been announced at the time of writing.

Extended Producer Responsibility

(EPR) Extended Producer Responsibility (EPR) is a policy that holds producers and importers accountable for their products throughout their lifecycle, including post-consumer packaging waste. If the packaging is likely to end up in household waste or a street bin, then a fee will be charged to the producer for the cost of collecting, sorting and recycling it. The aim is to encourage a more circular economy so less packaging ends up in landfill. Packaging data must be reported and fees will be payable from 2025.



Our targets: Own brand

Palm

We aim to use only 100% certified sustainable palm oil and its derivatives.



Soya

We aim to use only 100% verified deforestation and habitat conversion-free soya by the end of 2030.

This applies to soya used in animal feed in products containing more than 5% animal-derived ingredients combined, and as an ingredient in products containing more than 1% soya content.



Animal Welfare

We aim for 100% of suppliers of products containing animal-derived ingredients to have an animal welfare policy in place, and report against key criteria specified within this by 2025.



Eggs

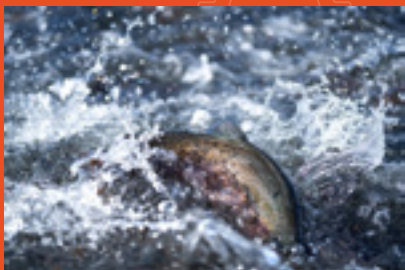
We're committed to the move towards cage-free eggs by the end of 2025. This includes branded and own-label shell and liquid eggs and own brand products containing eggs as an ingredient.



Our targets: Own brand

Fish

We're dedicated to responsibly sourcing fish and seafood and are proud members of the Sustainable Seafood Coalition (SSC), adhering to two voluntary codes of conduct. Our decisions regarding wild-caught fish and seafood sourcing are based on a risk assessment, as outlined in the SSC's voluntary code of conduct on environmentally responsible fish and seafood sourcing, which categorises risk as low, medium, and high.



Packaging

We have a target of 85% or greater overall recycling rates for secondary packaging, and align with the UK Plastics Pact 2025 targets aiming to eliminate unnecessary single-use packaging, as well as increase recyclability, reusability and compostability.



Modern slavery

To ensure 95% of own brand suppliers have a fully completed self-assessment questionnaire (SAQ) on SEDEX.



Salt

We strive to achieve the 2024 salt reduction targets across our own brand portfolio. This includes reviewing existing own-brand products, and developing new products.



Ethical Trading

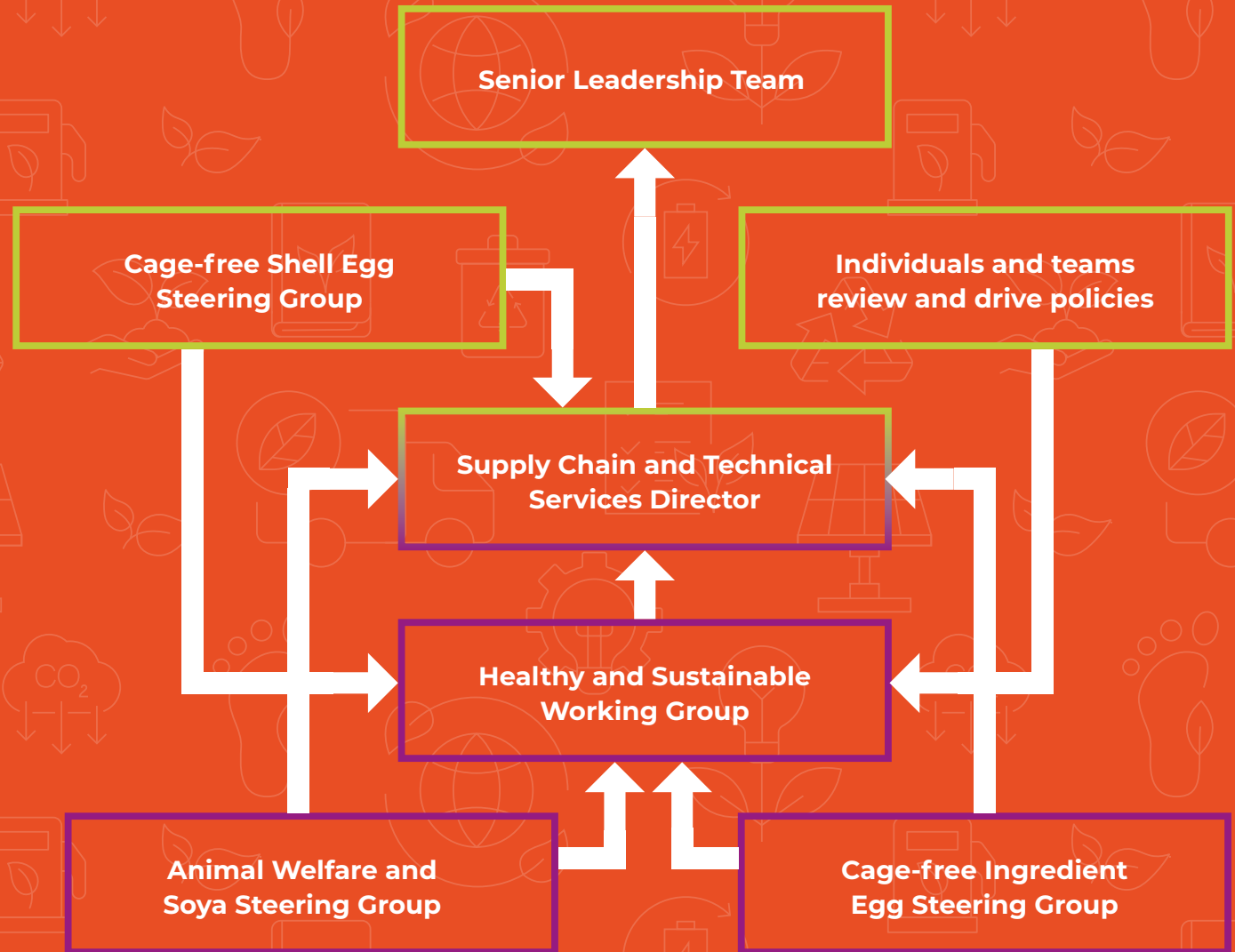
To ensure all suppliers meet our ethical trading policy.

Governance of targets and progression

Responsibility for ensuring our product policies are achieved sits at board level with our Supply Chain Director. This ensures the highest level of oversight, as well as regular discussion in the board room. Product policies are reported on a monthly basis, and progress discussed in quarterly board meetings.

Policy progress and actions are managed by steering groups made up of colleagues from across our business, including Technical, Procurement and Customer-facing teams. Each steering group feeds into our Healthy and Sustainable Working Group which involves Senior Directors, as well as colleagues from various teams, which gains feedback from a wide range of viewpoints making changes more successful when implemented.

In these groups, policy and target approvals are discussed, as well as what next steps we need to take to ensure we continue to be ambitious.



Palm oil

Palm oil is the world's most widely used and versatile vegetable oil derived from the fruit of the oil palm tree. Oil palm trees produce up to ten times more oil per hectare of land than other oil crops such as sunflower, rapeseed and soya. As the world's population continues to grow, the global demand for palm oil also grows. It is found in many food products, cosmetics and household goods.

When palm oil is produced in a non-sustainable way, it has a substantial impact on the environment. This leads to habitat destruction for wildlife, including endangered species like orangutans, and contributes to climate change through the release of carbon stored in the forests, as well as destroying the potential for future carbon storage within the forest. The expansion of palm oil plantations threatens ecosystems and leads to biodiversity loss. There are also concerns around poor working conditions and human rights violations.

However, there are also positive impacts of using palm oil. Palm oil production provides significant income for countries like Indonesia and Malaysia, where it is a major export. It supports millions of jobs in these countries and helps to create employment in rural areas where other employment is scarce. It also helps to promote rural development.

Several organisations, such as the Roundtable on Sustainable Palm Oil (RSPO), have been set up to promote the use of sustainable palm oil.



Palm oil - targets and progress

Our Targets



In our own brand food products, we aim to use 100% certified sustainable palm oil and its derivatives. Our preference is to use certified identity preserved or segregated palm where it is added as an ingredient or sub-ingredient. For palm derivatives, where physically certified palm is not available, we require suppliers to purchase RSPO credits to support the production of certified sustainable palm oil.

We are proud that we have now achieved our target, but our work doesn't stop here. We are continuing to monitor our policy to ensure we are sourcing 100% certified sustainable palm oil, and also encouraging suppliers to source only segregated palm, which has better traceability and can provide a guarantee it is from a sustainable plantation.

Our Progress



In 2025, all palm within our own brand products was certified as:

- 95.29% segregated (this is our preference)
- 4.71% mass balance (used when segregated is unavailable and is subject to Technical Manager approval)
- 0.01% Independent Smallholder Credits

Our membership with the Roundtable on Sustainable Palm Oil (RSPO) demonstrates our commitment to sustainability and our efforts to source products with a reduced environmental impact and ethical working conditions. We actively support the use of sustainable palm oil by working closely with the RSPO and have completed the Annual Communication of Progress (ACOP) Report to highlight our ongoing progress.

In addition, we stay informed and engaged by regularly participating in RSPO roundtable meetings and the EU monthly members' meetings, ensuring that we are up-to-date with any changes or updates related to sustainable palm oil practices.



Soya

Soya is a leading source of protein in global food supply, with soya bean and its derivatives - such as tofu, soy sauce, and meat substitutes - playing a prominent role in numerous products. More importantly, nearly 80% of soya is used in animal feed, rising to 90% in the UK, making it a huge component in our supply chains for production of meat, eggs, and dairy.

Rising global populations, coupled with growth in demand for protein-rich diets, drive an ever-increasing global need for soya. This is a major contributor to deforestation and habitat conversion, impacting both the environment and local communities.



Soya – our targets

Our Animal Welfare and Soya steering group - comprising of Buyers, Technical Managers, and customer-facing Account Managers - meets regularly to review our project plan, track progress on actions, and ensure we stay on course to fulfil our commitments. This group also reports progress to our Healthy and Sustainable Working Group, which includes a broader range of stakeholders such as our Supply Chain Director and Director of Buying.

We started our engagement with suppliers in 2023 to collect information about the sustainability of soya in our supply chain and communicate our commitment and targets in this area. We found this was a very new area for many of suppliers and they were unable to provide much information. Although we are aiming for vDCF soya by 2030, we understand this is a journey and are pleased our suppliers are also looking at mass balance and credits as a stepping stone to full certification. To support others looking to develop a similar approach, we've documented the steps we took to create our policy in a case study, available [here](#).

Meanwhile, our membership of Efeca's UK Roundtable on Soya and its Foodservice Working Group provides regular opportunities to discuss progress, tackle challenges, and collaborate with industry peers in advancing sustainably sourced soya.

Our Targets



In our own brand products, we expect to use only 100% verified deforestation and habitat conversion-free (vDCF) soya by the end of 2030.

This applies to soya used in animal feed in products containing more than 5% animal-derived ingredients combined, and as an ingredient in products containing more than 1% soya content.

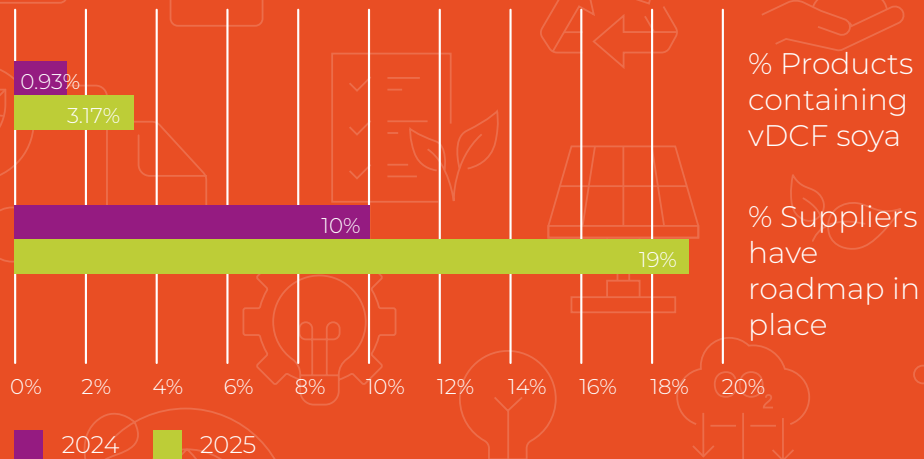
We also have a 2026 target that aims to have in place a strategy and roadmap to DCF soya with each supplier of products that are in-scope of our policy.



Soya – our progress

Our 2025 questionnaire results show that we now have more certified soya in our products, more suppliers have reviewed their supply chain and are making roadmaps and putting targets in place, and knowledge of where soya is coming from and how it is produced is increasing. We are pleased with our progress so far, but acknowledge we still have lots more to do to encourage all our suppliers to have a roadmap in place by the end of 2026.

Progress against our soya targets June 2025



Progress by soya type June 2025	%
% Products containing certified ingredient soya	8.55%
% Products containing some certified soya in feed	16.55%

The certifications referred to above include mass balance and credits, which aren't considered to be vDCF. We have decided to report on these so that we can track progress of overall certification. Moving to sustainable soya is a journey, and we believe using stepping stones such as credits can help advance the journey to 100% certified soya.

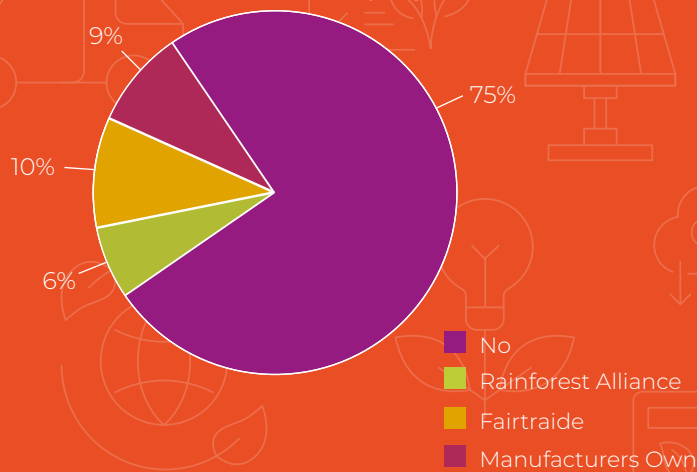


Other commodities causing deforestation

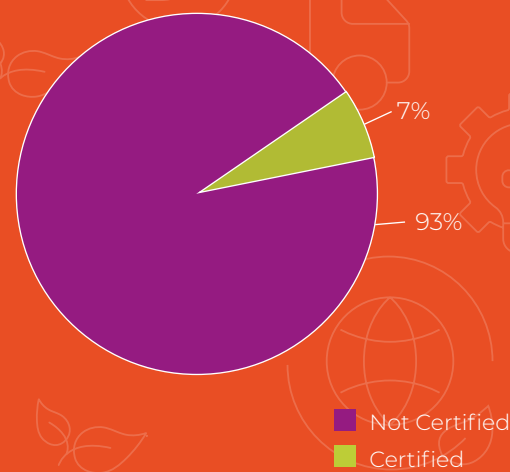
Legislation in the UK and Europe have highlighted the detrimental impact which beef, cocoa, timber and coffee are having on forests, and we plan to look into these areas in more detail in the coming year.

In the meantime, we have within our range UK beef, Rainforest Alliance cocoa and coffee, and FSC certified paper products available, which are all low risk for deforestation.

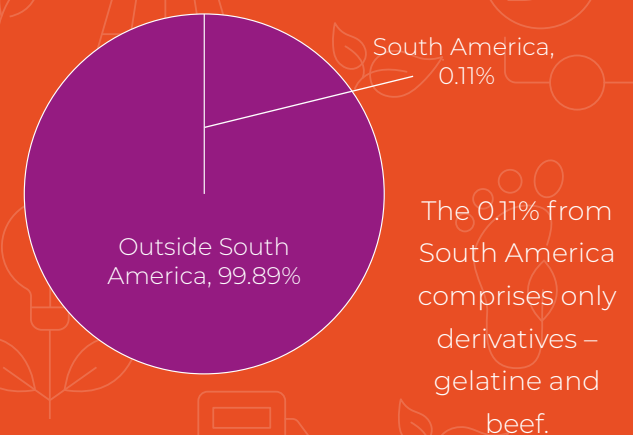
Coffee certified Rainforest Alliance or Fairtrade sold by Kg



Percentage of Rainforest Alliance or Fairtrade certified cocoa in our core range products by weight of whole product sold



Country of origin of own brand beef and products containing beef



Plastic and packaging

We're aligned to the UK Plastics Pact and have multiple commitments and targets in place to reduce the amount of plastic we use in our packaging, and to improve its recyclability.

We are currently creating our packaging roadmap, which contains full details of the work we are doing in this area.

Once this is published, we will add a link to this document here. In the meantime, you can find our targets and progress in our sustainability report [here](#).



Responsible fishing

- our progress

Fish and other seafoods are often a healthy and nutritious food source for many people, which, when managed sustainably, can be an essential renewable resource providing jobs and boosting economies.

However, our oceans are facing a number of threats from fishing, including overfishing, habitat destruction, pollution, bycatch and many more. Per capita consumption of seafood around the world has doubled since the 1960s, to 20kg per person per year.

Responsible sourcing of fish and seafood ensures healthy populations with minimal impacts on the environment, so that supplies are safeguarded for future generations.



Our Progress

We're committed to responsibly sourcing fish and seafood and are proud members of the Sustainable Seafood Coalition (SSC), adhering to two voluntary codes of conduct.

Our decisions regarding wild-caught fish and seafood sourcing are based on a risk assessment, as outlined in the Sustainable Seafood Coalition's voluntary code of conduct.

The risk assessment uses the ratings provided in the Marine Conservation Society Good Fish Guide, which rates seafood from 1-5 based on environmental sustainability (GFG ratings).

We acknowledge several independent third-party standards for farmed fish, and we require our suppliers to source farmed seafood that has been independently certified to internationally recognised GSSI (Global Sustainable Seafood Initiative) standards and hold the full chain of custody certification when applicable.

Modern slavery

Modern slavery is a serious global issue that affects over 40 million people worldwide. It involves the exploitation of individuals through practices such as forced labour, human trafficking, debt bondage, and child labour.

As a food wholesaler, we're conscious of the risk of slavery across supply chains. Our [Modern Slavery statement](#), updated annually, comprehensively outlines all our progress and due diligence activities in this area. We have compulsory e-learning training for all of our employees on modern slavery, which explains what signs to look out for and the process for reporting any suspected slavery. Within our supply chains, we consistently work with the Sedex platform to improve supplier visibility and tackle risk areas.



Modern slavery

- our targets and progress

Our Targets



To ensure 95% of own brand suppliers have a fully completed SAQ on SEDEX.

To launch a Modern Slavery questionnaire for all suppliers this year, gaining up to date information on the policies of our supplier base.

To redevelop, implement and utilise a risk assessment for own brand suppliers based on SEDEX data and information. Agreeing suitable action plans and expectations with suppliers classified as high risk e.g. having had a SMETA audit that is fully closed.

Our Progress



Our key actions completed in FY 2024:

- All Bidfood depot Sedex self-assessment questionnaires (SAQ's) were completed in full and on time.
- This provides us with the data we need to review practices in our depots and create action plans to address any issues.

In 2025, our next steps will be to:

- Develop a questionnaire for all suppliers (branded and own brand) to ascertain the latest information on their Modern Slavery policies and ensure all suppliers remain compliant with our Ethical Trading Policy.
- Redevelop our approach to risk assessment of own brand suppliers on SEDEX based on their risk and audit data (SMETA).
- Work collaboratively with suppliers and customers to engage the supply chain in this area.
- Maintain >90% compliance on the Government Modern Slavery Assessment Tool.

Animal welfare

- our targets

Farm animal welfare plays a crucial role in sustainable food production, ensuring the ethical treatment of animals raised for food. Consumer awareness and support for better animal welfare is growing, with 88% recognising it as a top concern.

Ensuring good animal welfare standards is complicated, especially when supply chains are complex. To learn more about the key issues in farm animal welfare, visit [Compassion in World Farming's website here](#), or the [RSPCA's website here](#).

By the end of 2025, we require all suppliers of own brand products to have an animal welfare policy, which covers key areas such as confinement and transportation, and ask that they report against some of the key welfare indicators in each of these categories.

The aim behind this is to improve transparency throughout our own brand supply chain. Many of our products contain multiple animal derived ingredients from various suppliers, and this can make it difficult to ensure welfare standards are being prioritised.

By asking our suppliers to gather this farm-level data, we are hoping to drive up the importance of welfare and can use the data to analyse which suppliers are leading in this area.

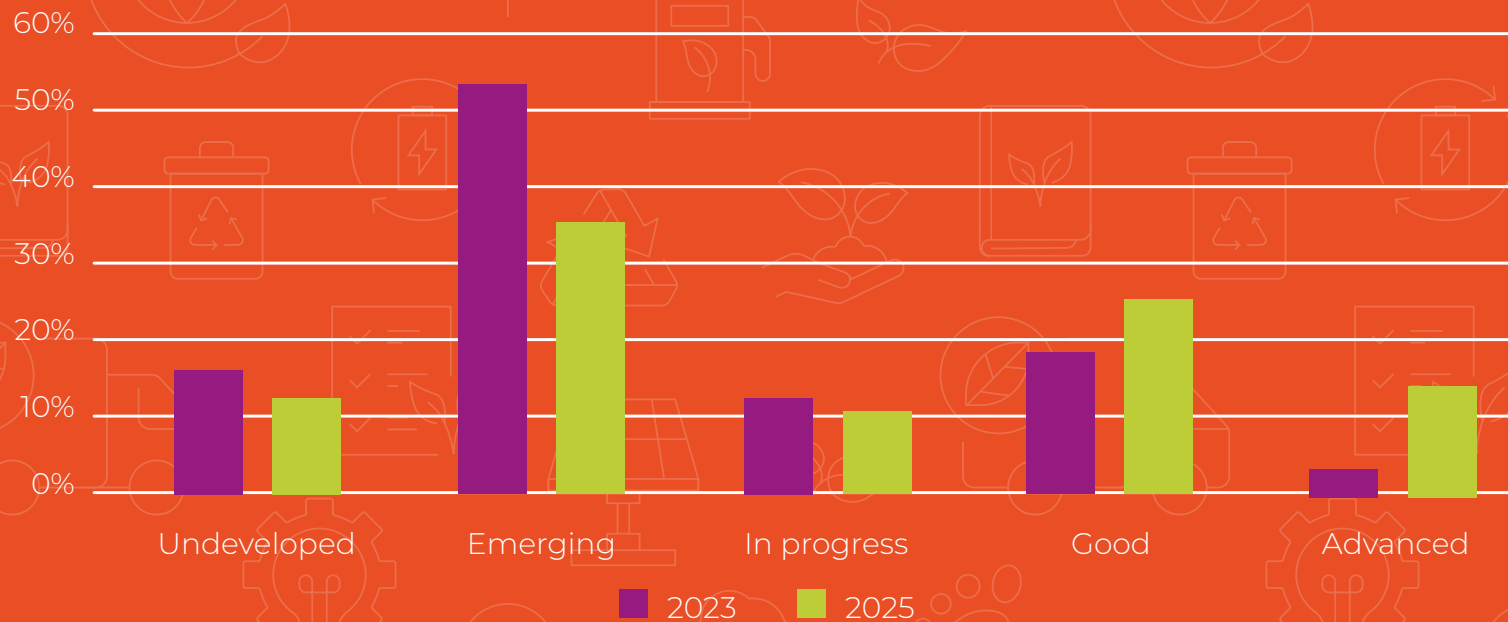
This helps to encourages suppliers to do their due diligence in their supply chains, and work with farmers to improve any areas which do not meet standards.



Animal welfare

- our progress and next steps

2025 Animal Welfare Progress Scorecard



So that we can easily analyse and report progress of our suppliers towards our animal welfare policy, we have created a scorecard. This uses metrics such as whether the supplier has an animal welfare policy in place, what criteria it covers, and the depth of reporting that they are able to provide. This information is then summarised to create an overall score for the supplier, which ranges from undeveloped to advanced. Not only can this scorecard help to show our own progress, but it can be used as a tool to engage suppliers via showing how they compare to the overall group as well as provide examples of suppliers who are more progressed in this area.

Next Steps

- We are continuing to encourage more comprehensive policies and better reporting, and work with suppliers who have complicated supply chains to improve the data they are able to receive.
- Our supplier questionnaire will be sent annually and we will also aim for two to three other engagements with suppliers to support with progress.
- We will ensure suppliers understand that animal welfare is an important topic, one we expect our suppliers to keep at the top of their agenda if supplying us with animal derived ingredients.

Antibiotics

Antibiotic resistant bacteria develop when antibiotics are misused or over-used. This resistant bacteria is then passed to humans, via food or through the environment, causing simple illnesses to become difficult, and eventually could become impossible to treat, such as pneumonia and tuberculosis.

Our policy:

Antibiotic use in animals destined for Bidfood own brand meat products may only be used when prescribed by a veterinarian, and must come from a Veterinary Medicines Directorate approved supplier.

At Bidfood, our position is that the routine prophylactic use of antibiotics should be avoided. We endorse the responsible use of antibiotics and only prescribing antibiotics to animals when required for their health, not using them routinely as a preventative measure for commercial gain, or using them as growth promoters.



Cage-free eggs vs. eggs from caged hens

Cage-free laying hen systems allow hens more room to roam and the ability to express their natural behaviours such as dust bathing, wing flapping and perching on different levels. This means the birds are less stressed and enjoy a better quality of life.

Data from DEFRA for 2024 shows that the UK is now 79% cage-free. This is a sharp increase from 2016, which showed just 50% of eggs came from cage-free hens.



Caged hens



Free-range hens

Cage-free eggs – our commitments

Shell eggs

Bidfood is fully committed to the move towards cage-free eggs by 2025. This includes branded and own label shell and liquid eggs.



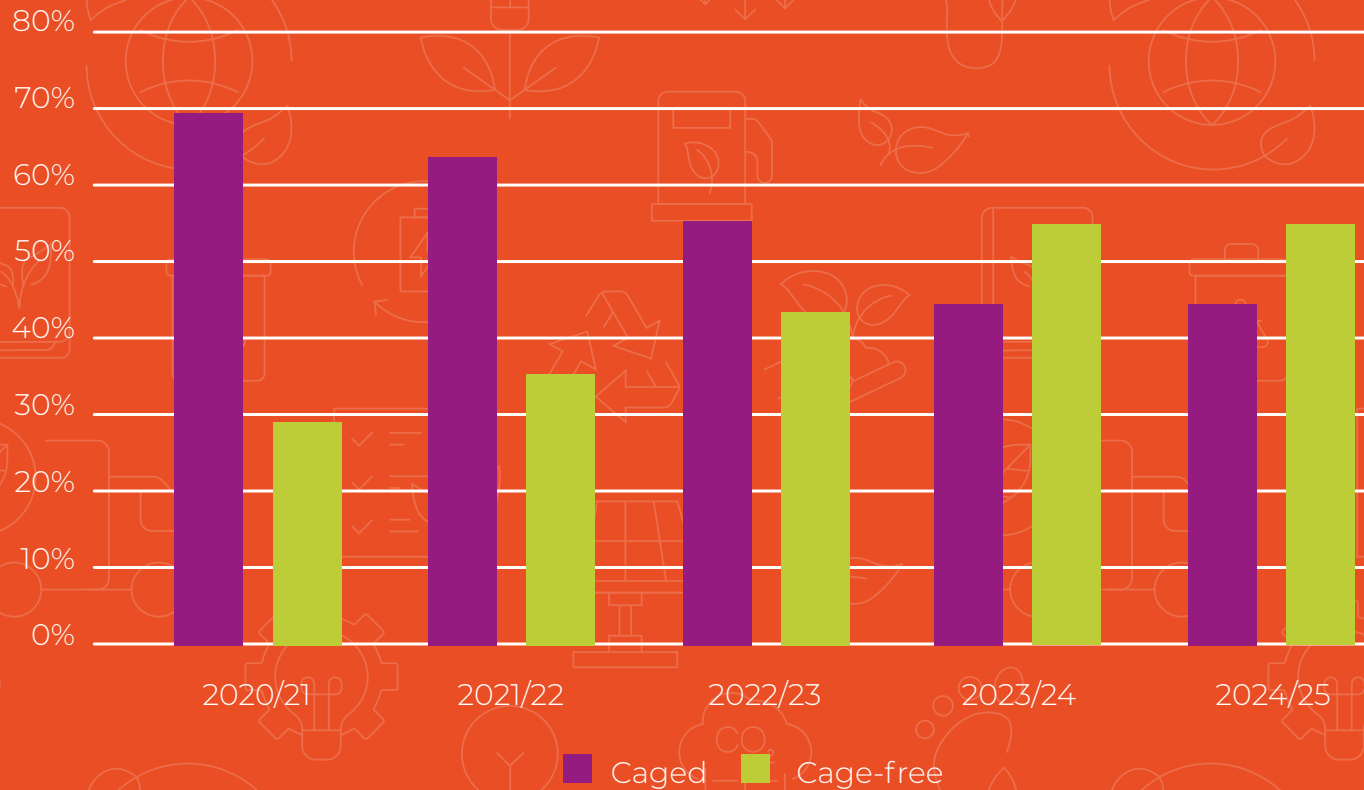
Ingredient eggs

Bidfood is fully committed to moving towards cage-free ingredient eggs by 2025 in our own label products.



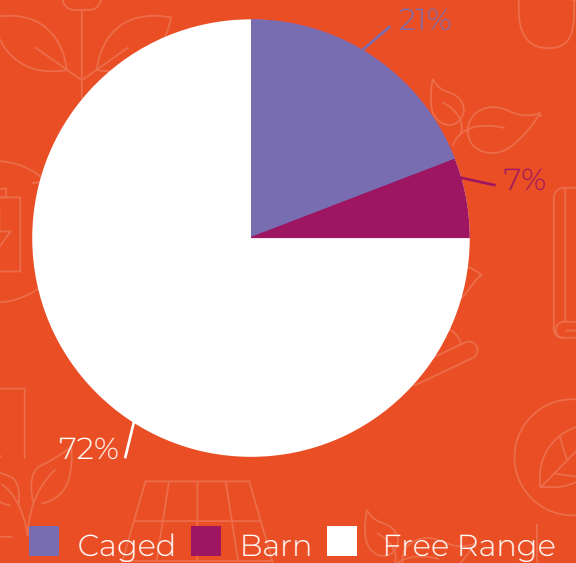
Shell egg

Our cage-free shell egg progress since FY 2021



Availability of cage-free eggs has affected our progress towards cage-free shell eggs. Avian influenza is affecting many farms, as well as cage-free egg barns have less birds in each barn so there are less eggs produced. Another barrier is that planning permission can also be difficult and slow for our producers to achieve, slowing down the build of new barns. We provide more detail on these challenges and actions taken to address them in the next few pages.

2024 UK egg market by type



We now also have barn eggs available as well as free range eggs as part of our cage-free egg range. This provides customers with more choice and availability of higher welfare options.

Cage-free eggs - the challenge

As a wholesaler with a wide range of customers from small independents to national restaurant chains, we know we need to work with all our customers to ensure a smooth transition to cage-free eggs. The foodservice market is price sensitive, particularly at the minute, with our customers feeling the pinch from the increases in both the national minimum wage and National Insurance contributions, along with inflation still hitting food prices.

Recognising that cage-free eggs are typically more expensive, we are conscious that we need to bring customers on this journey with us to ensure we move at a pace that is sustainable in the longer term.

Additionally, many of our customers are currently facing difficult trading conditions and the increase in price by moving to cage-free eggs may be a challenge to manage. We therefore need to make sure our customers can plan around this as, if they feel pushed to buy caged eggs elsewhere, we won't have removed any hens from cages, instead just shifted the route to market that their eggs are going through.

On top of this, we are seeing increasing reports of Avian Influenza (AI) wiping out entire flocks, with farmers then leaving their barns empty due to the risk of reinfection if they repopulate too soon. This is impacting egg availability across both the UK and EU, particularly of free-range eggs as they are more at risk due to infected wild birds passing over their ranges. Moving to cage-free means that the hens have more space, but this means less hens in a barn and therefore less eggs produced. Planning permission for new barns can be very difficult to get and can take a long time, further affecting egg availability. We anticipate that challenges related to AI and egg availability will remain ongoing obstacles moving forward.



Shell eggs - our progress

With these challenges in mind we have focused on what we CAN achieve.

Our actions have included:

- Creating our cage-free shell egg steering group to decide upon an action plan to achieving our commitment.
- Quarterly reporting on our cage-free egg progress to our Board of Directors.
- Annual reporting on our cage-free egg progress in our Sustainability Report.
- Bringing in barn eggs, which are a cheaper cage-free egg.
- Reaching out to all of our caged egg customers to explain our policy and find out what type of eggs they want to switch to from 2025.
- Listing more cage-free sizes of eggs which were previously not available.
- Promoting cage-free eggs through an advert in our digital Marketplace magazine.
- Including more detail on the commitment in our quarterly Customer Business Update which Account Managers can then share with customers.
- Changing our processes and route to market to engage and approve more suppliers so that we can improve availability and secure more cage-free eggs.
- Promoting a link to a section on our Bidfood Direct website which highlights the range of cage-free egg products we have available.

As a wholesaler supplying to a wide range of businesses including those serving vulnerable people where eggs are a vital source of protein, availability of eggs is a top priority for us. We remain committed to our cage-free egg pledge and will continue to engage our suppliers and take the steps needed to remove barriers so that we can achieve this.



Liquid and other egg products

We are continuing to see progress on our egg products and finding availability of cage-free options less challenging for these types of products.

Category	% egg products sold that are cage-free		
	2023/23	2023/24	2024/25
Liquid eggs	31.30%	40.00%	46.50%
Hard boiled eggs	100.00%	100.00%	100%
Poached eggs	100%	100%	100%
Other egg products	38.10%	95.80%	84.4%

Our hard boiled and poached eggs are already from cage-free sources. Although our other egg products and liquid eggs show higher percentages of cage-free eggs, these will be moving to cage-free by August and December 2025 respectively.

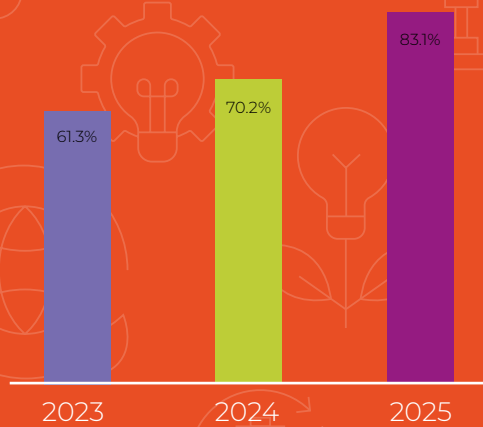


Ingredient eggs

Egg can be found as an ingredient in many of our own brand products. In 2022, we created a steering group focused on reaching out to suppliers of products containing ingredient eggs and working with them to determine when they might be able to move this to cage-free eggs.

All of our suppliers responded to our outreach and many provided more details on their roadmap, along with a date they will be cage-free from. We are working with the final few suppliers to help with this switch in line with production run timelines.

Our progress towards cage-free ingredient eggs since 2023



Better chicken commitment

This is a global industry wide movement led by 28 NGO's who have all aligned to create the standard.

This includes criteria for suppliers to move to slower growing breeds of meat chicken, provide more space for the birds, and objects the birds can perch and peck on so they can express their natural behaviours. More information can be found [here](#).

Over 300 companies have now signed up, which includes many of our customers. We are supporting their commitments to help find products that meet the criteria, as well as provide reporting for customers' current sourcing against the criteria.



Ethical Trading Policy

We will only engage with those suppliers who approach and manage all their businesses in an ethically and socially responsible manner, within legal requirements as required by their host countries, and any applicable UK laws for those importing from overseas.

All our suppliers' ethical credentials are reviewed during our approval process, with each being required to submit a copy of their own business ethical statement, and a copy of their Modern Slavery Act (2015) statement (where applicable).

Own brand suppliers are subject to further checks including SEDEX membership.

We have employee policies in place to tackle corruption, bribery and competition law, and also provide training on these areas to our colleagues who are purchasing from suppliers.



Salt

Salt in your diet is good as it helps your kidneys to control the amount of water in your blood. However, if too much is consumed, water is pulled back into your bloodstream. The more water there is, the higher your blood pressure can be¹.

High blood pressure can put a person at risk of developing cardiovascular diseases such as:

- Heart attack
- Heart failure
- Stroke
- Vascular dementia

A report from the Scientific Advisory Committee on Nutrition (SACN) was published in 2003 stating that recommended population average salt intakes should be reduced to 6g per day to reduce the risk of high blood pressure and hence cardiovascular disease (CVD)².

- That's the equivalent of one level teaspoon.

Salt intakes in adults is estimated to be 40% higher than the government recommended maximum of 6g per day³.

Salt can come from many forms in your diet

- Added when cooking food, like boiling paste or rice.
- Seasoning food whilst preparing the food or once served up
- An ingredient in pre-prepared foods.



1. British heart foundation: <https://www.bhf.org.uk/informationsupport/support/healthy-living/healthy-eating/salt>

2. Public Health England, Salt reduction targets for 2024, 2020. [Available from: <https://www.gov.uk/government/publications/salt-reduction-targets-for-2024>]

3. National Diet and Nutrition Survey, Assessment of salt intake from urinary sodium in adults (aged 19 to 64 years) in England, 2018 to 2019 [Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/876252/Report_England_Sodium_Survey_2018-to-2019_3_.pdf]

Salt – how to tackle the problem

A multifaceted approach is required to reduce the intake of salt in people's diets. It's about raising awareness in consumers to try to shift habits from personally adding salt into their diet and to reduce the salt in pre-prepared foods.

- The aim is to allow palettes to become accustomed to less salty foods.

Work on salt reduction in key foods has been ongoing in industry since 2004.

In the latter part of 2020, Public Health England (PHE) issued the government's fifth set of voluntary salt reduction targets for industry to achieve by 2024.

Maximum salt targets per 100g



Sausages 1.31g salt



Bread and rolls 1.01g salt



Breakfast cereals 0.9g salt



Cheddar cheese 1.9g salt



Standard crisps 1.38g salt

Salt – our targets and progress

We recognise that achieving the public health goal of consuming no more than 6g of salt per person per day will require further action across the whole industry, government, NGOs and individuals.

As a result, we strive to meet the 2024 salt reduction targets across our own brand portfolio:

- All new own brand products must meet or be below the maximum salt target for its category and should ideally be below the average value.
- Existing products that do not currently meet the targets are being reviewed and we are engaging with suppliers to work towards our commitment.

As of March 2025, 38% of own brand products met the average salt target for their respective category, and 71% are below the maximum salt threshold.



What's on the horizon for public health, nutrition and the food industry?

New government ambitions

10 Year Health Plan

- A new 10 Year Health Plan is being developed by the Government that is structured around three key shifts in the health system, one of which is shifting from a service treating sickness to one focused on preventing illness occurring in the first place.
- Details of the plan are expected soon. However, we do know that there is an intention to tackle obesity levels in the UK population, which is a risk factor for many diseases, such as type II diabetes, cardiovascular disease and even some cancers.

Government Food Strategy

- This cross-government food strategy aims to ensure a food system that backs British food, grows the economy, feeds the nation, nourishes individuals, and protects the planet, now and in the future.
- One of the four pillars aims to provide more easily accessible and affordable healthy food to tackle diet-related ill health; helping to give children the best start in life and help adults live longer healthier lives.



Our CEO, Andrew Selley, has been appointed to the Food Strategy Advisory Board (FSAB), where he will contribute to shaping the government's food strategy. The FSAB brings together senior leaders from across the food industry to help develop a roadmap toward a more sustainable and resilient food system.

Find out more [here](#).

Food Data Transparency Partnership to be continued

- This Partnership is between the government, industry and experts aiming to improve the environmental sustainability and healthiness of food and drink through better food data. It also aims to improve the availability, quality and comparability of data in the food supply chain to create a positive change in the food system.
- This was created by the previous government and there is still intention to continue with the partnership.

Updates to the School Food Standards

- In light of the announcement of extending the availability of free school meals to more children, the government have also announced they will be updating the School Food Standards for England. This update aims to provide the latest nutrition guidance.
- Engagement with the Department for Education and industry has already started and a public consultation will be taking place further down the line. Wales currently have their School Food Standards out for consultation.

HFSS advertisement ban postponed from October 25 to Jan 26

- The implementation of the ban has been delayed from 1st October 2025 to 5th January 2026 as secondary legislation will now be included to exempt 'brand advertising' from the advertising restrictions of less healthy food and drink on TV and online.
- However businesses have been asked to make the commitment to adopt the HFSS advertisements restrictions by October in good faith.



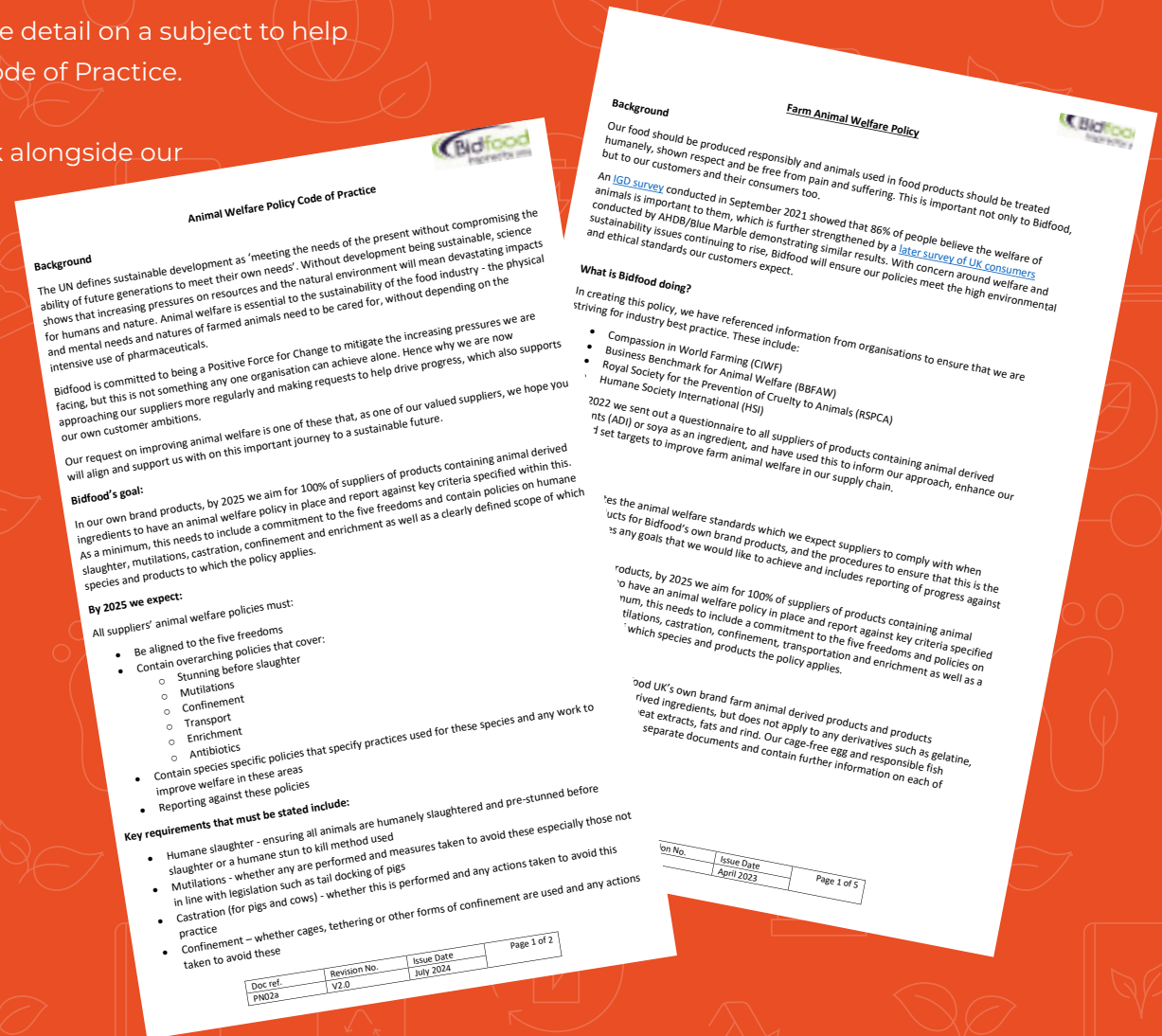
Other policies

Alongside our policies, we manage a number of code of practice documents which outline our expectations of suppliers to follow our policies, as well as any legislation and due diligence requirements.

We also use these documents to provide our suppliers with more detail on a subject to help them meet our policy. For example, our Farm Animal Welfare Code of Practice.

Our Own Brand Standards and our Exclusive Brands Policy work alongside our product policies, outlining our expectations of suppliers for both our own brand and our exclusive brands.

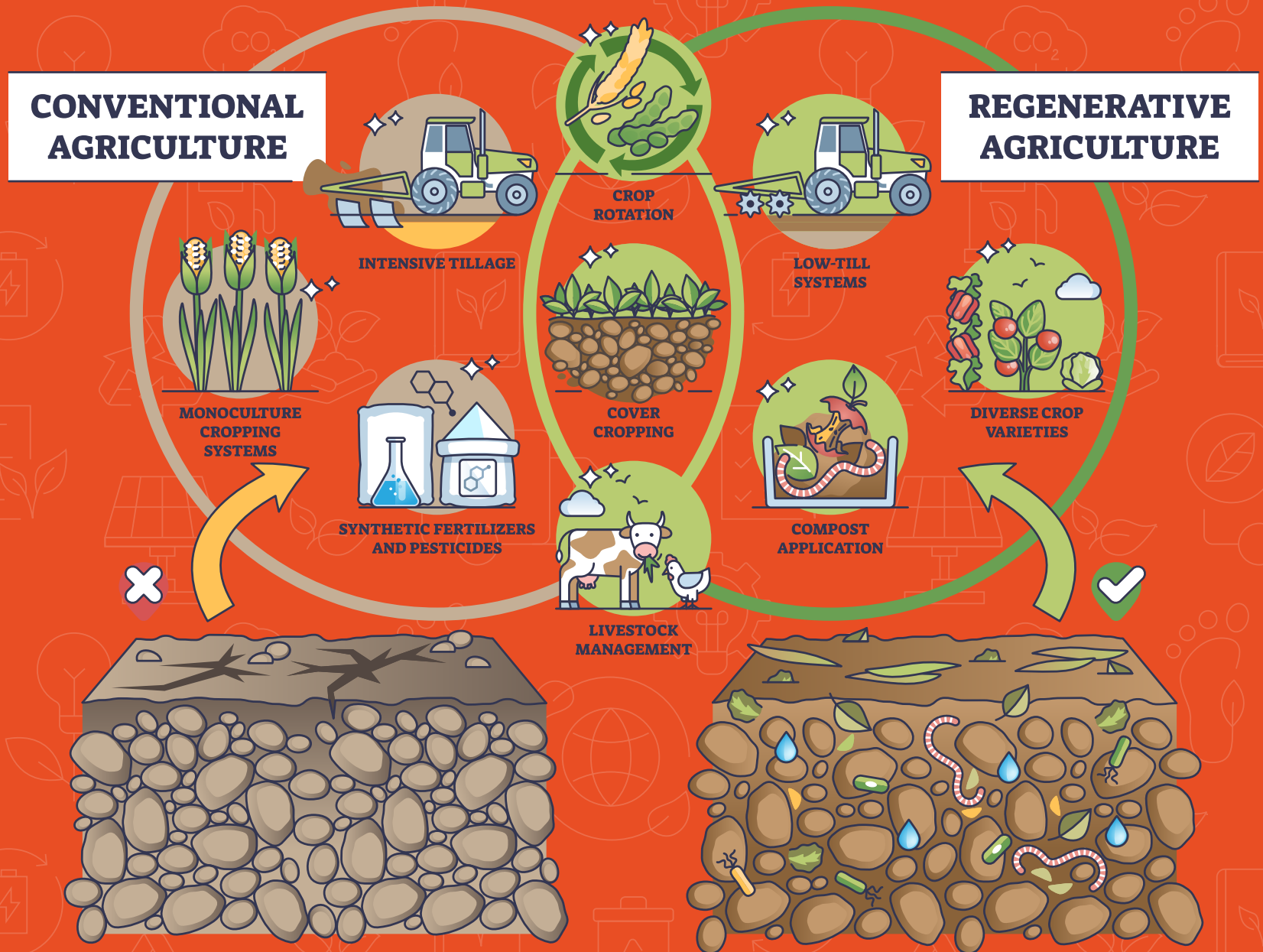
We also have a long list (268 documents) of policies and standards covering a range of areas including health and safety, corruption, bribery, competition, stress, employment, human rights and equality.



Regenerative agriculture

Regenerative agriculture is a holistic approach to farming that aims to restore and enhance soil health, increase biodiversity, improve water cycles, and store carbon. It focuses on practices that regenerate natural ecosystems while producing food to create resilient and sustainable farming systems.

We have a number of products in our range which use regenerative practices, from Wildfarmed flour to Nestle KitKats.. We have also gathered information together [into a blog](#) to help our customers understand more about this area and encourage uptake of these products.



Water and biodiversity

Biodiversity is essential for a healthy ecosystem, with the diverse range of interconnected animals, plants and microorganisms on our planet providing us with the air we breathe and the food we eat. [WWF's 2024 Living Planet Report](#) states an average decline of 73% in wildlife populations, which brings dual climate and nature issues. Water is essential to life and interconnected with biodiversity, as healthy ecosystems rely on clean and abundant water supplies.

We've begun a project reviewing our impact on biodiversity and water, which has involved engaging with our key suppliers and reviewing our products to determine our most material areas.

We are also part of UK Hospitality's Sustainability Committee and Biodiversity Group which brings food companies together to determine meaningful biodiversity measures for the foodservice sector. In addition we have also set policies on deforestation-free soya and palm as detailed previously.



Supporting our customers with their sustainability goals

Much of our progress to date has been achieved through collaboration with suppliers and customers, as many of the sustainability issues our supply chain faces are industry-wide and involve working together to make progress. We create materials to support our customers on their journey, and provide reporting so they can review their own supply chains. Our aim is to make this quicker and easier for our customers to achieve their own sustainability goals too. By working together more closely, we can all be a positive force for the future.

- Menu development: your Account Manager will be happy to suggest sustainable alternatives on key categories e.g fresh fish and seafood, fresh meat and poultry.
- Stay up to date: check our website and our annual Sustainability Report for updates on our policies and [progress here](#).
- Peace of mind with your supplier: find our fact sheets [here](#) which summarise the key issues, and what Bidfood's doing.



Summary

We know that food is a major part of our sustainability footprint and customer interest and demand for more sustainable products is continuing to increase.

Our next steps will involve continuing to review our policies and taking the actions needed to progress towards our targets, as well as assessing emerging areas in sustainability.

If you would like to know more about Bidfood and our sustainability commitments, please [visit our website](#). Here you will also find our sustainability report, as well as a range of factsheets which delve a bit further into many topics of sustainability that we are working on.

Policy	Conclusion
Category	We are proud to have achieved 100% sustainable palm oil in our own brand products and are reviewing the small percentage of mass balance to see if it is possible to change this to segregated or IP preserved, as well as what other next steps might be for this policy.
Sustainable soya	We are starting to see more certified soya in our own brand products as well as better awareness and knowledge of sourcing from our suppliers. Next will be to create tools and resources to help our suppliers progress further, and continue to engage with Efeca and the Foodservice Working Group to encourage progress.
Farm animal welfare	More of our suppliers have policies and reporting for this area is improving. We will be engaging with suppliers that are less advanced to help them develop, as well as look at sharing examples of best practice.
Egg sourcing	We have made good progress against our 2025 cage-free egg targets, and now are working with suppliers to gain better availability of cage-free shell eggs so that we can meet our commitment.
Salt reduction	We continue to work towards the government targets through reviewing our existing own brand products as well as developing new products.
Modern slavery	We are engaging with our suppliers to ensure completion of their Sedex self-assessment questionnaires and reviewing our next steps in this area.
Sustainable packaging	We are on track for meeting most our goals aligned with the UK plastics pact, and reviewing ones which are an industry challenge to see what progress we can make on this.
Responsible seafood	We continue to align with the Sustainable Seafood Coalition codes of conduct and use a risk assessment to inform our sourcing decisions.