

Ocado Healthy Sustainable Diets Targets Disclosure

We are committed to honest and transparent reporting; the following document includes disclosure information regarding our healthy sustainable diet targets

Healthy Sustainable Diets Targets

Poor diets harm both health and the environment, in the UK food and drink contribute 35% of the country's greenhouse gas emissions. The UK's national dietary guidelines (The Eatwell Guideⁱ) are regarded as both a healthy and sustainable diet, yet only a small proportion of the UK population achieve them. We recognise the important role we must play to shift our customer closer towards these guidelines. Which is why we've developed a comprehensive healthy sustainable diets strategy, and this strategy is underpinned by three targets:

1. Increase sales of plant-based proteins to rebalance the ratio with animal protein.
2. Increase sales of healthy food and beverages in alignment with the government's healthy eating guidelines.
3. Increase sales of fruit and vegetables as a key indicator of the healthiness of our customer baskets.

To ensure we are closely aligned to the reporting requirements of investors, NGOs and government we have developed our approach to the targets in consultation with a number of external stakeholders such as WWF and the Food Foundation as well as incorporating output from the governments Food Data Transparency Partnership.

Scope	Inclusion: Applies to all Ocado Own Brand and branded products on ocado.com. The healthy sales target currently applies to Ocado Own Range and M&S products only.
	Exclusion: Zoom by Ocado, Orders that have not been delivered to customers and non-sellable SKUs, i.e. Ocado Life, You Give We Give vouchers etc. Each target has additional exclusions (see below).
Baseline year	2023 for protein and fruit and vegetable targets 2024 for healthy sales target.
Metric	Percentage of volume sales in tonnage is the chosen metric. This is calculated by taking the unit sales volume data and multiplying by product weights to give sales weight data. The protein and fruit and vegetable targets measure sales data at a sub-category level, whereas

	the healthy sales target measures sales data at a product (i.e. barcode) level.
Data source	Unit sales volume data is held in our data warehouse and is derived from our online checkout transactions. All data is inputted into a purpose-built report.
Reporting Timeframe	External reporting will be on an annual basis with our sustainability report. The timeframe for achieving targets is 2030 in line with our other sustainability targets.

Protein Sales Target Disclosure

In line with the UK Eatwell guide, which recommends a balance of protein sources that includes more plants, we have committed to increase the sales of plant-based proteins to rebalance the ratio with animal proteins.

Definition

This includes primary and minimally processed protein foods. These are split into three categories:

1. Livestock	i. Animal derived, includes eggs, meat, poultry, game, minimally processed meat (such as sausages, burgers and those with marinades or coatings e.g. breaded chicken fillet) ii. Dairy
2. Seafood	Fish and shellfish and minimally processed fish such as those with coating e.g. fish fingers
3. Plant	Plant-based ingredients that would be used as a primary protein source in place of animal protein such as beans, pulses, lentils, soya, tempeh, mycoprotein etc.

Exclusions

Composite dishes such as ready meals

Fruit & Target Sales Target Disclosure

The Eatwell Guide recommends 5 portions of fruit and vegetables a day (400g/day), but only 17% of adults and 9% of 11- to 18-year-olds meet this recommendationⁱⁱ. To help our customers achieve this recommendation we are committed to increase sales of fruit and vegetables.

Definition

Our definition of fruit and vegetables follows the five-a-day definitions, which includes fresh, frozen, tinned, dried, 100% juice and smoothies. Both primary and minimally processed fruit and vegetables are included. Minimally processed includes fruit that's been prepared i.e. peeled, chopped, the addition of herbs or spices.

Exclusions

Composite dishes such as dips, sauces, ready meals etc

Healthy Sales Target Disclosure

The Eatwell guide recommends that foods high in fat, salt and sugar should be minimised, currently the UK population consumes too many of these foods. We have made a commitment to increase sales of healthy food in line with these recommendations.

Definition

We are using the UK Nutrient Profiling Model (Food Standards Agency, 2004-2005)ⁱⁱⁱ to define whether a food or drink is 'healthy'. According to the Nutrient Profiling Model (NPM) a food is classed as 'healthy' if it scores less than 4 points and drinks less than 1 point, if a food scores 4 or more, or a drink 1 or more it would be classed as 'less healthy'.

The ambition is for the NPM to be applied to all eligible branded and own brand food and drinks to determine whether they are classed as healthy. We are currently developing our reporting systems to enable this, and in the interim, we will report on the healthy sales of Ocado Own Range and M&S Own Brand products only.

Exclusions

The following product categories will be excluded:

- Baby food and formula
- Slimming/weight management and sports nutrition
- Vitamin, minerals, and supplements
- Alcoholic beverages
- Pet food
- Non-food (beauty, household, tobacco etc)

ⁱ [Eatwell Guide](#)

ⁱⁱ [National Diet and Nutrition Survey \(2019 – 2023\) published June 2025](#)

ⁱⁱⁱ [Nutrient Profiling Technical Guidance, January 2011](#)