

Group Healthy Eating Policy

In recent years adult and child obesity and related health problems have influenced medical, political and public attitudes to food, and in-particular have debated, often from a negative perspective, the role of red meat and processed meat products in the human diet. In response to this the Governments **Health of the Nation** initiative and the subsequent **Change4life** campaign have challenged the UK population to consume a healthier diet, to remove excessive weight and adopt a more active lifestyle.

As a leading food manufacturer, we recognise that we are in the unique position of being able to influence peoples eating habits. We are therefore committed to a policy of working with our retail and food service customers to support their healthy eating policies. This collaboration takes the form of promoting:

- Appropriate portion size.
- Salt reduction where this can be achieved without detriment to product safety and quality.
- Removal and/or reduction of processing additives.
- Clear and unambiguous nutritional declarations to allow the consumer to make an informed purchase choice in line with their chosen lifestyle and eating habits.
- Development of low or reduced fat products with several retailers.
- Promotion of healthy cooking instructions e.g., grilling instead of frying.

Overall managerial responsibility for health and nutrition related issues lies with the Group Technical Director. New product development and product reformulation will take into account government and industry best practice guidelines such as those for calorie and nitrate/nitrite reduction and the salt reduction targets for 2024.

Today meat is much lower in fat and saturated fat than many people think. Most lean red meat contains only moderate amounts of saturated fat. In addition, evidence suggests that Stearic acid, one of the saturated fats found in red meat, has no adverse effect on blood cholesterol levels.

Cranswick support the WWF Livewell Plate. It is a visual presentation of a healthy and sustainable diet and illustrates the types and portions of food an average adult needs. It's based on the Eatwell Guide – the UK government's recommendations for a healthy, balanced diet. It is our belief that consumers, by use of appropriate portion size, selection of lean cuts of pork and naturally lean chicken, careful checking of nutritional declarations, and cooking in a healthy way will reduce the intake of fat, saturated fats, and salt allowing red meat and processed meat products to be enjoyed as part of a healthy balanced diet and active lifestyle without undue concern to obesity and related medical problems.

1. Meat contains many nutrients such as iron, which contributes to the reduction in tiredness and fatigue, vitamin B12, folate and niacin. The iron found in meat, known as haem-iron, is better absorbed than the iron found in plants such as beans and pulses.
2. Meat provides vitamin B12, a nutrient which is found exclusively in animal products and a lack of which can cause feelings of extreme lethargy.

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3. Meat also provides zinc, which contributes to the normal function of the immune system and potassium, which helps support normal blood pressure.
4. Not eating meat may increase the risk of iron-deficiency anaemia; a condition characterised by feelings of tiredness and fatigue
5. Meat is naturally low in salt and provides protein, which helps towards the maintenance of normal bones and growth in muscle mass

We are committed to working with leading academics and research providers, like Queens University Belfast, to better understand and promote the role that meat can play in a healthy balanced diet, in addition to supporting industry campaigns, such as the recent 'Eat Balanced' promotion by the Agriculture and Horticulture Development Board (AHDB).

For Cranswick plc:



Adam Couch
Chief Executive
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Business Unit Director:

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