

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES
THE MIDCOUNTIES CO-OPERATIVE
REPORT SUBMITTED ON 7/7/25

Type of business/sector <i>(E.g. retail, dairy)</i>	Sustainability dimension <i>(E.g. environmental, social)</i>	Code aspirational objective <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional) <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Co-operative / Retail	Environmental	4	Reduce our direct Greenhouse Gas (GHG) emissions by 50% by January 2027 (compared to 2019 levels)	Since 2019 we have reduced our direct Greenhouse Gas emissions across our operations by 35%	We have focused on reducing energy use across our sites and during the last year, we reduced our energy usage across like-for-like sites by 6%, saving around 2 million kWh and over 400 tonnes of CO2. We have invested over	

	Environmental	2	<p>To reduce controllable food waste across our Food Stores (measured by number of food items) by 30% by the end of January 2026, compared to 2019 levels (across like-for-like sites)</p>	<p>Since 2019 we have reduced controllable food waste across our stores (measured in number of items) by 21% (across like for like stores)</p>	<p>£9m in energy efficiency measures over the last three years, helping to reduce our carbon emissions.</p> <p>To ensure that we minimise our food waste, we have an efficient stock ordering process to ensure that we strive to order the correct amounts to meet demand. We also have a ‘reduce to clear’ policy in place to ensure that food products are sold before they breach their use by date where possible. The ‘reduce to clear’ policy involves reducing the price of the products that are about to breach their sell by date label to ensure that these are purchased by our customers and are not wasted.</p> <p>We also work with partner organizations to tackle food waste. We work in partnership with ‘too good to go’, an app-based solution that we have in place across all of our food stores that</p>

					<p>notifies customers when food waste is available for purchase at a discounted price. We launched a partnership with Olio during the last year, to help find good homes for food that would otherwise go to waste. Through this partnership, 129,000 items of food that were due to be thrown away were instead distributed to 2,500 households in need during the last year.</p>	
	Social	1	Engage our members to inspire and educate around climate action	<p>We have implemented a range of initiatives to drive positive behaviors around climate action, with some examples in the next column.</p>	<p>Supporting over 400 community energy producers through Younity, our joint venture with Octopus Energy.</p> <p>In 2024 we celebrated 30 years of Co-op stores supporting Fairtrade, providing fairer trading and working conditions for farmers and farm workers worldwide. As part of September's Fairtrade Fortnight, we offered 30% off 30 Fairtrade</p>	

				<p>products. We have continued to showcase Fairtrade benefits by sharing stories about how Fairtrade is helping tea, coffee and flower producers adapt to climate change and how female cocoa farmers in Africa are benefiting from training and leadership skills through the Fairtrade Foundation.</p> <p>We have continued to deliver Your Co-op Conversations for our members with our community partners on a range of topics, including food justice and wildlife gardening</p>	
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