

Policy: Nutrition and Health
Document No. Q371-150

Rev. 2

Jordans Dorset Ryvita produces and distributes whole grain breakfast cereals, cereal bars, crispbread and crackers. Our products are sold in grocery wholesale and retail stores across the UK, our principal operating market, and are also exported from our production facilities in the UK to over 50 countries across Europe, North America, The Middle East and Australasia.

Our current targets specify that by 2026:

The purpose of this policy is therefore to outline the approach of our business with regards to nutrition and health in this context, based upon three underlying principles:

1. We will ensure transparency

- a) We will report sales revenues derived from our branded product portfolio based on their HFSS status via our parent company Associated British Foods, for annual public disclosure.
- b) By 2026 our branded websites will provide nutritional information alongside all recipes.

2. We will provide choice & make it easier for people to choose healthier wholegrain options

- a) Where technically feasible, we will offer a range of products to ensure that shoppers can choose low, or no-sugar alternatives from within our product range.
- b) We will continue to support New Product Development that enables us to reduce the salt, sugar or fat in our recipes:
 - i. We will increase the number of our total UK product portfolio to be classified as non-HFSS (High Fat, Salt, Sugar).
- c) Our *branded* websites will include a specific range of recipes that use less salt, sugar or fat.

3. We will develop and advertise our products responsibly.

- a) We will not advertise any product or food designated HFSS to children aged under 16 years directly on any media platform – including television, online and social media, or indirectly through, for example, interactive online games that are likely to appeal to an under-16 audience.
- b) We will undertake an annual reformulation review and report retrospectively on this.
- c) Recipes featured on our packaging will not promote excess consumption.
- d) We will not give product samples of any food designated high in fat, sugar or salt to anyone aged under 16 without the consent of an accompanying parent or guardian.

The Managing Director of Jordans Dorset Ryvita is accountable for this policy, which will be reviewed and updated annually to reflect progress with respect to the targets and goals specified.

Signed



ANNE SAWBRIDGE
MANAGING DIRECTOR

Document History

Version	Author/Owner	Date	Description of Version <i>Main or important changes since previous version</i>
1	Anne Sawbridge	01/09/2023	New document
2	Anne Sawbridge	24/10/2024	Amendment to section 2