

# Purchasing policy

# Conscious Nutrition

A BETTER  
TOMORROW

Lidl Malta • Last updated 31.01.2023



# Content

<b>Our responsibility for conscious nutrition</b>	<b>2</b>	Our approach	24
Our CSR strategy	3	Verified quality – Lidl’s own brands are tested thoroughly	24
<b>Background to the topic of conscious nutrition</b>	<b>4</b>	How we are reducing unwanted substances in food	25
The Planetary Health Diet	5	Reducing pesticides	25
<b>Our commitment to conscious nutrition</b>	<b>7</b>	Summary aims conscious nutrition	26
Promoting a healthy diet	9	<b>Glossary</b>	<b>27</b>
Our approach	9	<b>Sources and links</b>	<b>29</b>
Children’s marketing only for healthy food	10	Image Credits	34
More whole grains equals more fiber	12		
More healthy fats and oils	13		
Less sugar and salt	15		
Fewer additives – streamlined ingredient lists	17		
Promoting sustainable nutrition	19		
Our approach	19		
Development of sustainable product range	20		
More plant-based sources of protein	21		
Reduction of food waste	22		
Labeling and transparency	23		
Our approach	23		
Ensure food safety	24		

# Our **responsibility** for conscious nutrition



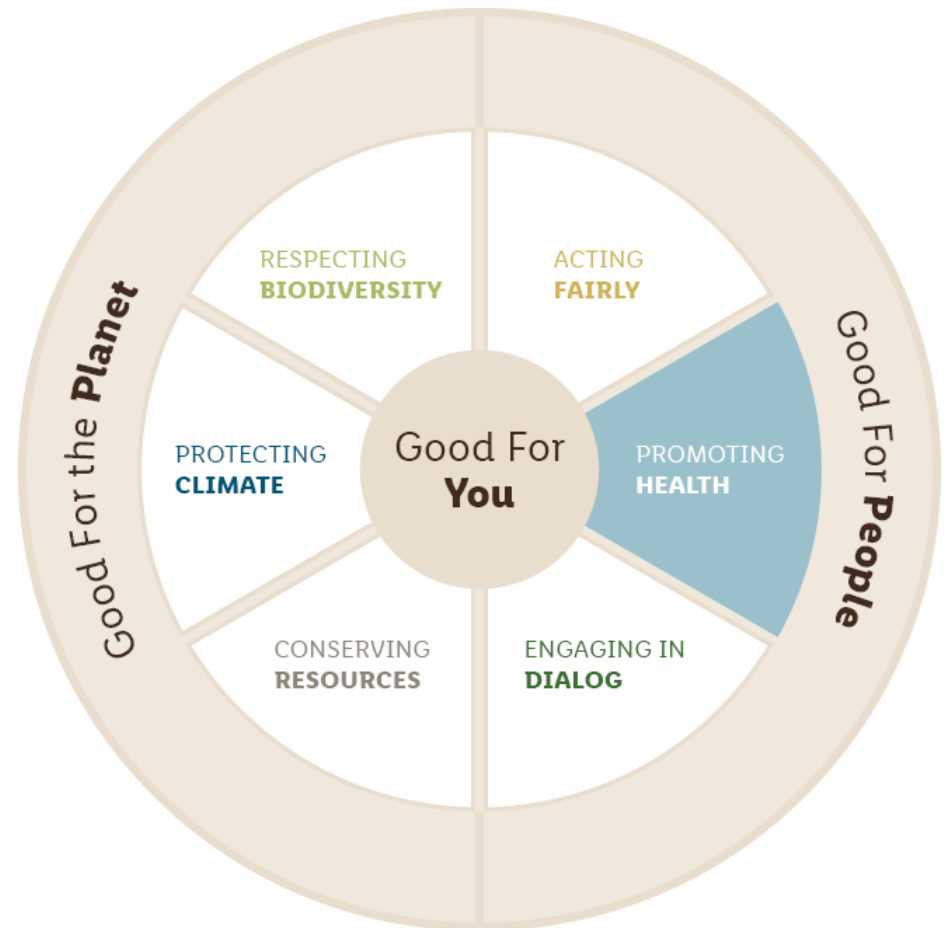
## Our CSR strategy

Sustainability is one of Lidl's core strategic goals for a brighter future. Wherever our actions impact people and the environment, we are there to take responsibility. This is how we reaffirm our commitment to quality each and every day, thereby ensuring the best possible future for the Company.

It is against this backdrop that we have developed our CSR strategy, which gives us clear guidance in fulfilling our responsibility to act responsibly. Our joint and comprehensive understanding of sustainable conduct addresses six strategic focus areas: conserving resources, protecting the climate, respecting biodiversity, acting fairly, promoting health, and engaging in dialog. In this way, we describe how we understand Lidl's responsibility for the environment, people, and our customers.

### A better tomorrow: Conscious nutrition

As a food retailer with currently 10 stores in Malta, we reach our customers daily and contribute to their nutrition with our numerous products. Since the production of food also has negative social and ecological effects, we want to reduce these effects and offer our customers a range of products for a healthy and sustainable lifestyle. A conscious nutrition not only makes a positive contribution to our field of action "Promoting Health", it also has a positive impact on many other fields of action.



# Background to the topic of conscious nutrition



# The Planetary Health Diet

In 2017, Lidl was the first company in the food retail market to publish a comprehensive reduction strategy for sugar and salt, as well as targets for residues, contaminants and additives in our own brand assortment.

Almost 5 years later, has changed continuously in the area of nutrition. As well as individual health, this issue is now also about how 10 billion people around the world can eat in a sustainable way in 2050 within ecological boundaries.

The effect that food systems have on the environment is becoming increasingly clear and ever-present. Food currently takes up 55 percent of the planet's biocapacity, more than half of the world's biocapacity.<sup>1</sup> In 1970, the global Earth Overshoot Day was on December 31, but in 2022 it was moved forward to July 28. Our food has a big impact on our health in addition to the environment. One third of premature deaths in Europe and North America could be prevented by having a healthy diet.<sup>2</sup> Despite a growing awareness of the issue, eating habits haven't noticeably changed in Europe or the USA. Around 65 percent of the population is still overweight or obese.<sup>3</sup>

The consequences are widespread diseases such as type 2 diabetes, arteriosclerosis, obesity, cardiovascular disease and strokes.

At the same time, two-thirds of consumers in the EU want to eat healthier and more sustainable foods.<sup>4</sup> Proposed EU legislation, such as the "Farm to Fork" strategy, draft legislation for deforestation-free supply chains and tax on CO<sub>2</sub>, plastic, sugar or salt, shows the political will to move towards a more mindful and sustainable diet.

<sup>1</sup> Earth Overshoot Day: Earth Overshoot Day 2022: Ecuadors Umweltminister ruft zum Handeln auf: „Nutzen wir unsere ökologische Stärke, um unsere Zukunft zu gestalten“, 2022.

<sup>2</sup> Global Nutrition Report: What we eat matters: Health and environmental impacts of diets worldwide, 2021.

<sup>3</sup> EAT Lancet Commission: Food, Planet, Health, 2021.

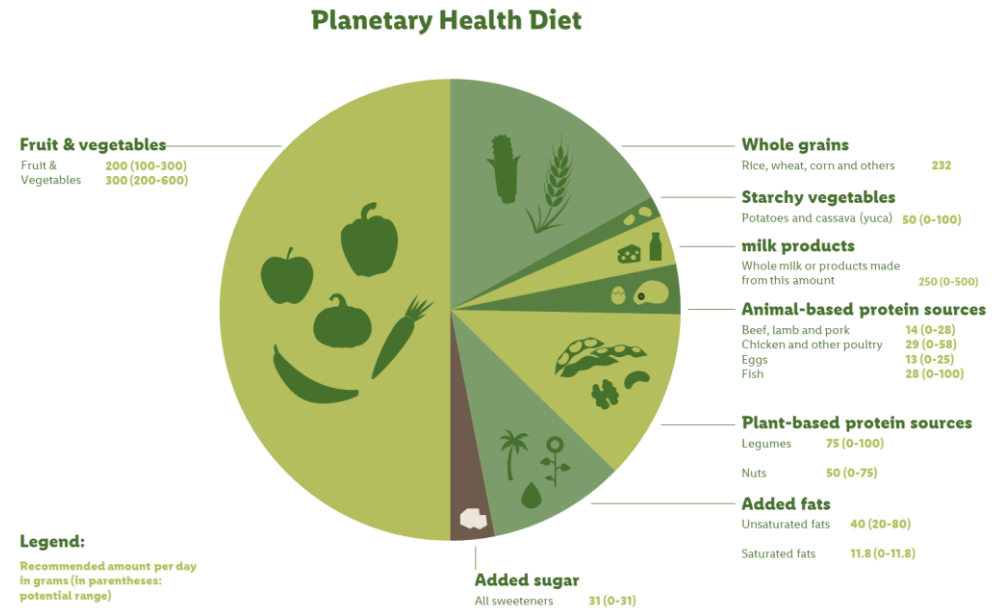
<sup>4</sup> European Commission: Making our food fit for the future – Citizen's expectations, 2020.

## What is a sustainable and healthy diet?

In 2019, the EAT Lancet Commission issued its Planetary Health Diet (PHD)<sup>5</sup> as the scientific basis for global dietary change. It was prepared under the leadership of Prof. Johan Rockström and developed by 37 scientists from 16 countries in the disciplines of nutrition, health, sustainability, agriculture and politics. According to the study, if everyone were to follow a predominantly plant-based diet, around 10 billion people could be fed with healthy foods in 2050 without overburdening the planet.

In the future, menus are predominantly plant-based, although a small share of animal-based products will also still be possible. Even if PDH is still just a theoretical model today, it provides an initial specific, holistic nutritional framework that is within the limits of what the planet can handle. This scientifically based knowledge is the basis for the objectives that Lidl has set itself with regard to the topic of conscious nutrition.

<sup>5</sup> EAT Lancet Commission: Food, Planet, Health, 2021.



# Our **commitment** to conscious nutrition



## Our commitment to conscious nutrition

The field of action “conscious nutrition” has an impact on all our strategic focus areas and brings together the topics of “food safety”, “healthy nutrition”, “sustainable nutrition” and “transparency”.

Food safety is the foundation of our strategy for conscious nutrition and is thus a prerequisite for the implementation of the other pillars. The aim of healthy nutrition focuses on improving the physiological nutritional aspects of our product range. Sustainable nutrition describes the objective of having ecologically and socially just nutrition that is within the planet’s limits. To support our customers in the process of accepting this offer, it is crucial to have transparency and communication so they can make more conscious purchasing decisions.

Based on these pillars, we are continually driving the further development of the assortment of our own-brand products in order to offer products that are safe, sustainable, healthy, and affordable.



# Promoting a healthy diet

## Our approach

Consumers are becoming increasingly conscious of maintaining a healthier and more sustainable diet. According to an EU-wide survey, 70 percent of the consumers surveyed indicated that having a healthy diet was the most important thing for a sustainable lifestyle.<sup>6</sup> Eating healthier means focusing on consuming more fruit, vegetables and fiber and reducing the intake of salt, sugar and saturated fats. With our assortment of around 3500 products, the 80% of them is a private label, we offer our customers a wide selection of food for a healthy lifestyle. Moreover, we keep further developing our product range based on the latest scientific knowledge.

We are taking a holistic approach to the reduction of sugar, salt, saturated fats, energy density, flavorings, preservatives and colorings. At the same time, we will gradually increase the whole grain content and Lidl's range of own-brand, whole grain products as well as the content of plant-based sources of protein. Children are a priority for us, as dietary patterns are established in childhood. From January 2023, in line with the recommendation by the World Health Organization (WHO), we will not be advertising any foods to children that are high in saturated fats, sugar or salt.

Our nutrition experts check our own brand range on an ongoing basis. We work with our suppliers to improve their recipes in line with our

specifications, which take all aspects of nutritional physiology into account. This also enables us to keep an eye on energy density. As an example, it prevents the sugar content of a food from being reduced while the fat content is increased at the same time, which would ultimately result in the product having the same number of calories or even more. We have developed nutrient profiles that reflect the WHO recommendations, and to some extent, stricter national regulations (see p. 11 “WHO Recommendations” for additional information).

In doing so, our focus remains on meeting the wishes and needs of our Lidl customers. Our unwavering standard is the taste. For this reason, we also let the feedback of our customers flow into product development by making changes to the assortment and recipe together with our suppliers.

<sup>6</sup> European Commission: Making our food fit for the future – Citizen's expectations, 2020.

## Children's marketing only for healthy food

The number of overweight schoolchildren in the EU has been increasing for the past 20 years<sup>7</sup>. Children and adolescents who use media in Germany see at least 15 advertising spots or ads for unhealthy food every day. Of these, 92 percent are for fast food, snacks and sweets.<sup>8</sup> Unlike adults, children don't question advertising messages, which directly increases their desire for the advertised product.

Having a poor diet as a child increases the risk of food-related diseases as an adult, so the advertising of healthy food and the avoidance of adverts for unhealthy food up to the age of 14 is crucial for health<sup>9</sup>.

In addition to non-governmental organizations and consumer advocacy organizations in the EU, the European Consumer Organisation (BEUC) also promotes prohibiting advertising for unhealthy food that targets children.<sup>10,11</sup>

Therefore, we have set the following goals:

### Our objectives for children's marketing

1. With immediate effect, we will promote the marketing of a healthier and more sustainable diet for children.
2. Starting in 2023, we will no longer advertise unhealthy food to children for our own brands.  
This includes advertising on the television, radio, social media, and on our leaflets.
3. By the end of 2025, we will only sell food with children's designs<sup>12</sup> on the packaging of our own brands if they fulfill the WHO criteria for healthy<sup>13</sup> food.  
Packaging will therefore be changed gradually. Exception: Promotional items for Christmas, Easter, and Halloween.

We use the WHO criteria to decide whether a children's products are classified as healthy or unhealthy.

<sup>7</sup> World Health Organization: Digital food environments, 2021.

<sup>8</sup> Universität Hamburg: Kindermarketing für ungesunde Lebensmittel in Internet und TV, 2021.

<sup>9</sup> Verbraucherzentrale Bundesverband: Lebensmittel mit Kinderoptik und deren Bewerbung, 2021.

<sup>10</sup> The European Consumer Organisation: Food marketing to children needs rules with teeth, 2021.

<sup>11</sup> Foodwatch: Pressemitteilung Marktcheck, 2015.

<sup>12</sup> Artikel mit Kinderoptik sind alle Lebensmittel, deren Verpackung Elemente enthält, die Kinder bis einschließlich 14 Jahren ansprechen oder suggerieren, dass sie besonders für Kinder geeignet sind.

<sup>13</sup> Alle Lebensmittel, die die Nährwertvorgaben (z.B. Salz, Zucker, gesättigte Fettsäuren) des WHO-Nährwertprofils einhalten, werden als gesunde Lebensmittel betrachtet.

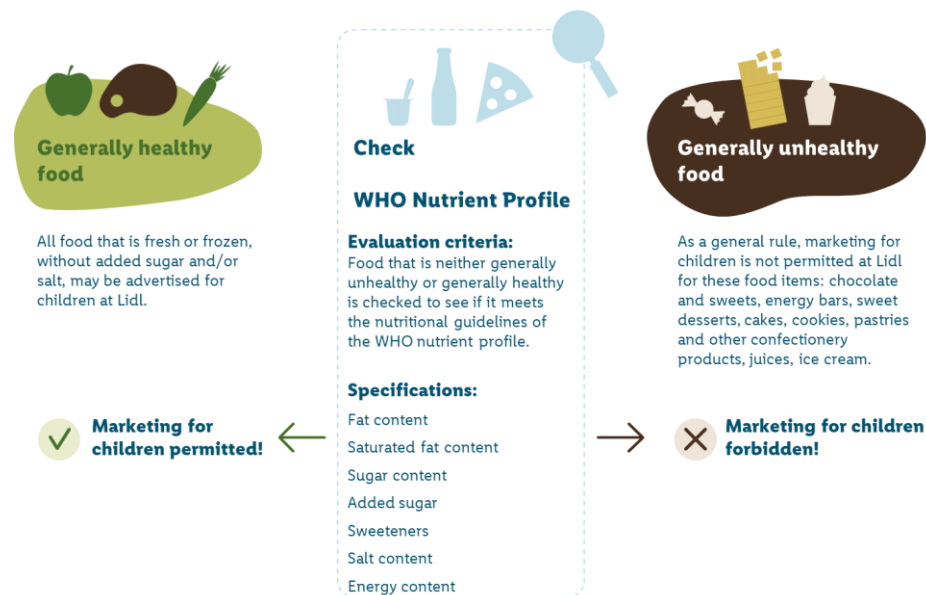
All foods that meet the nutritional guidelines of the WHO nutrient profile are considered healthy food and can be advertised in environments where children are present. Christmas, Easter, and Halloween are special occasions in a child's life and so do not define everyday diets. For this reason, we have decided to make an exception for these occasions. For example, a chocolate Santa Clause and an Easter Eggs are cultural symbols that we do not want to deprive children of.

### WHO-Recommendation

The World Health Organization (WHO) has defined a system aimed specifically at children's diets that classifies foods as healthy or unhealthy. The nutrient profile divides foods into 17 categories and defines thresholds for nutrients, beyond which marketing should not be aimed at children.

The assessment criteria used are the total fat and total sugar content, saturated fats, added sugars and sweeteners, salt, and the energy density of the food.

### Food classification for children according to WHO Nutrient Profile



## More whole grains equal more fiber

Having a diet that is high in whole grains plays a key role in a person's health and is the most important factor in the average European dietary pattern when it comes to growing old in a healthy way.<sup>14</sup>



Whole grain products contain more fiber, phytochemicals, and minerals (zinc, iron, magnesium) than ground white flour products, as the outer layers of the grain are retained. Fiber is indigestible to us humans, but it forms the nutritional basis for our gut bacteria. Fiber is fermented by our gut bacteria, which in turn improves our gut health.

This then reduces the risks of diabetes and cardiovascular disease and has a positive impact on longevity.<sup>15</sup>

### Our goals for more fiber

1. By the end of 2023, we will analyze where we could add whole grain alternatives to our assortment.
2. By 2025, we will gradually increase the share of whole grains in our Lidl's own brands.
3. By 2025, we will also create transparency by gradually adding the fiber content to the nutritional information on our products.

<sup>14</sup> University of Washington: Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study, 2017.

<sup>15</sup> Geng Zong, Alisa Gao, Frank B. Hu, Qi Sun: Whole Grain Intake and Mortality From All causes, Cardiovascular Disease, and Cancer: A Meta-Analysis of Prospective Cohort Studies, 2016.

## More healthy fats and oils

As a result of the continually increasing consumption of animal products in the past, the proportion of saturated fatty acids in our diet in the EU has also increased.<sup>16</sup> The excessive consumption of saturated fatty acids increases the risk for cardiovascular disease – the number one cause of death in Europe and North America.<sup>2,17</sup> Unsaturated fatty acids like Omega 3 are primarily of plant origin and prevent cardiovascular disease.<sup>18</sup> We have set ourselves the aim of continually increasing the quality of fats and oils in Lidl's own brand products. We will realize this by increasing our use of unsaturated fatty acids and reducing our use of saturated fatty acids. Additionally, we are mindful that the fats and oils should come from sustainable sources as far as possible.

If a product requires a solid oil due to texture or other physical properties, we prefer vegetable fats. Hardened vegetable fats can be used, provided they are fully hardened fats. Partially hydrogenated vegetable fats carry the risk of containing harmful trans-fatty acids and will therefore still not be used.<sup>19</sup>

<sup>16</sup> European Environment Agency: Consumption of Meat, Dairy, Fish and Seafood, 2017.

<sup>17</sup> Eurostat – Statistics Explained: Causes of Death Statistics, 2022.

### Our objective for healthy fats and oils

We will increase the quality of the fats and oils in our Lidl own brands in terms of their nutritional physiology and sustainability. To do this, we will check all of our own brand products to see whether it is possible to use high-quality vegetable oil. Vegetable oil grown in Europe will be the preferred choice. This is how we will continue to increase the share of unsaturated fatty acids in Lidl's own brands by 2025.

When the goal is to make the most sustainable choice, it needs to be considered whether to use certified palm oil or a fully hydrogenated vegetable fat.

<sup>18</sup> MD Dr PH Dariush Mozaffarian: Dietary fat, 2022.

<sup>19</sup> World Health Organization: Nutrition – Trans fat, 2018.

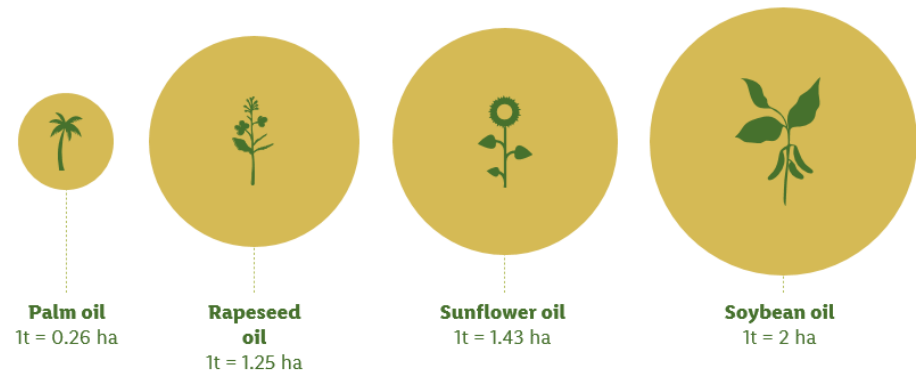
### What is palm (kernel) oil and how does Lidl deal with it?

The oil palm, from which palm oil is extracted, is particularly high-yielding and, compared to other vegetable oils, makes much better use of the available land. Due to its consistency, palm oil does not need to be hydrogenated like other vegetable oils. These properties make palm oil the most widely used vegetable oil in the world. However, palm oil is cultivated in highly sensitive tropical regions.<sup>20</sup>

Responsible commerce that protects the rainforests and biodiversity and that benefits the local population is important to Lidl. For this reason, the palm (kernel) oil used in Lidl's own brand products has been required to have sustainability certification since 2019.

To do this, we work closely with recognized initiatives and seal organizations such as the Round Table on Sustainable Palm Oil (RSPO), Fairtrade, Bio, Rainforest Alliance.

### Required space for producing one tonne of oil



<sup>20</sup> WWF: Auf der Ölspur: Berechnungen zu einer palmölfreieren Welt, 2016.

## Less sugar and salt

In the EU, an average of approximately 37 kg of sugar is consumed per head per year<sup>21</sup> – according to the WHO a maximum of nine kg would be healthy.<sup>22</sup> Additionally, in the EU, an average of approximately 3.5 kg<sup>23</sup> of salt is consumed per head per year – according to the WHO, a maximum of 1.8 kg would be healthy.<sup>24</sup> This overconsumption of sugar results in people becoming overweight and increases their risk of diabetes<sup>25</sup>, while the overconsumption of salt increases their risk of cardiovascular disease and strokes.

### Our goal for reducing sugar and salt

Our goal is to reduce the sales-weighted average content of sugar and salt in our own brand assortment by 20%.

<sup>21</sup> Organisation for Economic Co-operation Development: Agricultural Outlook 2021-2030, 2022.

<sup>22</sup> World Health Organization: WHO calls on countries to reduce sugars intake among adults and children, 2015.

<sup>23</sup> Loreen Kloss, Julia Meyer, Lutz Graeve, Walter Vetter: Sodium intake and its reduction by food reformulation in the European Union – A Review, 2015.

<sup>24</sup> World Health Organization: Salt Intake, 2022.

## Not all kinds of sugar are the same

Isoglucose in food has been linked to people becoming overweight and fatty liver disease. However, new nutritional evaluations show that this assumption is not confirmed and that isoglucose has no different effect on human health than other types of sugar.<sup>26</sup>

## Not using sweeteners as sugar substitutes

When reducing sugar, we want to gradually introduce our customers to our own brands having a less sweet taste. In doing so, we do not replace sugar with sweeteners, as sweetener-containing foods contribute to a sweet habit due to their intense sweetness. This would further encourage a poor, sugar-rich diet and reduce the consumption of healthy foods such as fruits and vegetables. We also reduce fructose in the form of pure fructose and fructose-glucose syrup in our products, as high fructose intake is suspected to be a risk factor in the development of obesity and fatty liver disease.<sup>27</sup>

In addition to products sweetened with sugar, we also offer reduced sugar and sugar-free alternatives, which contain sweeteners. Our reduced-sugar or sugar-free foods are aimed at customers who want to

<sup>25</sup> World Health Organization: Diabetes, 2022.

<sup>26</sup> Max Rubner-Institut: Ernährungsphysiologische Bewertung und Auswirkungen des Isoglukosekonsums auf die menschliche Gesundheit, o.J.

<sup>27</sup> James J DiNicolantonio, Ashwin Subramonian, James H O'Keefe: Added fructose as a principal driver of non-alcoholic fatty liver disease: a public health crisis, 2017.

eat foods with a low energy density, but not give up the sweetness they are familiar with.

**Our objective for different types of sugar**

We will continue, where possible, to avoid the use of fructose-glucose syrups and pure fructose, where they are being used primarily for sweetening.

## **Fewer additives – streamlined ingredient lists**

Additives are substances that are added to food for technological reasons. Preservatives, for example in sausage, protect against microbial spoilage.

Scientific findings and consumer advice centers generally advise against consuming highly processed foods containing certain additives, especially for children.<sup>28</sup> In addition, many consumers have a critical view of additives.<sup>29</sup> Therefore we are constantly working to reduce additives in our Lidl own brand products.

## **Food coloring**

We will continue to avoid artificial colorings in our own brands as far as possible. As a matter of principle, we prefer coloring foods that are food ingredients with beetroot, for example, to using artificial food colorings.

We have not used azo dyes in food since 2009, with the exception of some spirits and aperitifs. Quinoline yellow and Green S have not been used since 2018.

<sup>28</sup> Leonie Elizabeth, Priscila Machado, Marit Zinöcker, Phillip Baker, Mark Lawrence: Ultra-Processed Foods and Health Outcomes: A Narrative Review, 2020.

## **Aromas**

Excessively flavored foods can result in children forgetting what natural foods normally taste like. For this reason, we believe the moderate use of flavorings is therefore key. If flavorings are used, then flavor extracts or natural flavors derived from the foods of the same name are preferred.

## **Flavorings in vegan substitute products**

Vegan substitute products that are supposed to taste like chicken, for example, are a special case when it comes to the use of flavorings. If using a natural flavoring would mean that the food were no longer vegan, then we consciously use artificial flavorings.

## **Vitamination and mineralization**

With a few exceptions, a balanced diet provides an adequate amount of vitamins and minerals. Only certain groups of people (e.g. pregnant women or smokers) or people with certain illnesses usually need additional quantities. For everyone else, excessive intake of foods with added vitamins and minerals may have a negative impact on their health in isolated cases. We therefore only add vitamins and minerals to selected products, such as multi-vitamin drinks (vitamins), sports

<sup>29</sup> Europäische Behörde für Lebensmittelsicherheit: Eurobarometer Spezial 354: Lebensmittelrisiken, 2010.

drinks, meat substitute products (vitamin B12), plant-based milk alternatives (calcium), margarine and iodized table salt.

## **Preservatives**

Our aim is to reduce the use of preservatives so far as possible, or to avoid them altogether, while also paying attention to possible effects on food losses. The safety of the food must not be impaired.

### **Our objectives for fewer additives**

1. Favoring natural food ingredients over food additives.
2. Reduction of colorants in addition to not using azo dyes, quinoline yellow and Green S.
3. Moderate use of flavorings, including in vegan substitute products
4. No general, wide-scale addition of vitamins and minerals
5. Reducing and avoiding the use of preservatives while taking food safety into consideration.

# Promoting sustainable nutrition

## Our approach

According to the planetary health diet, the diet of the future should be predominantly plant-based, with moderate consumption of meat and dairy products. The production of animal products currently causes approximately:

- 20 percent of global greenhouse gas emissions<sup>30</sup>
- 80 percent of the global use of agricultural land<sup>31</sup>
- 40 percent of the global deforestation of primary forests<sup>32</sup>
- 30 percent of the global use of fresh water<sup>33</sup>

Our goal is to increase the share of plant-based protein sources and to simultaneously reduce the negative ecological and social effects on the supply chains of raw materials. To make it easy to choose foods for a more sustainable diet, we will offer more seasonal and regional foods, organic where possible, and develop our assortment to include a wider selection of vegan and vegetarian foods.

We are committed to the sustainable production of fruit and vegetables, soy, palm (kernel) oil, coffee, tea, cacao, rice, nuts, meat, fish and shellfish. You can find additional information in our respective [purchasing policies](#).

To make the food of the future even more sustainable, we need to reduce food waste. According to studies, one third of all food produced worldwide never ends up on a plate.<sup>34</sup> We are therefore putting a number of measures in place to reduce food waste (see page 22).

<sup>30</sup> Food and Agriculture Organization of the United Nations: GLEAM 2.0 Assessment of Greenhouse gas emissions and mitigation potential, 2017.

<sup>31</sup> Statista: Distribution of land use for food production worldwide as of 2019, 2021.

<sup>32</sup> Our World in Data: Cutting down forests: what are the drivers of deforestation?, 2021.

<sup>33</sup> P.W. Gerbens-Leenes, M.M. Mekonnen, A.Y. Hoekstra: The water footprint of poultry, pork and beef: A comparative study in different countries and production systems, 2013.

<sup>34</sup> World Food Programme: 5 facts about food waste and hunger, 2020.

## Development of sustainable product range

In view of changing climatic conditions, increasing loss of biodiversity and associated consequences for people's living and working conditions, we as a food retailer have a responsibility for ensuring sustainable development and economic activity within the boundaries of our planet. We are meeting this challenge by continuously aligning our extensive and high-quality assortment with scientifically based sustainability criteria. In concrete terms, this results in a continuous improvement process for existing products and the development of new, more sustainable alternatives. That is why we work closely with credible certification systems, initiatives and partners from science, society and politics. For example, Lidl became the first discounter to sell fair trade food under its own brand in 2006.

### Our objectives for more sustainability in the assortment

1. We certify our critical raw materials according to recognized standards and engage in Initiatives and Projects. All our raw material objectives can be found in [the Purchasing Policy for Raw Materials](#).
2. Increase certified organic products by 5% (compared to 2021) of fixed and promotional assortment by 2025 and promote their consumption.

## More plant-based sources of protein

We want to offer our customers a wider choice of food to enable them to have a regional, seasonal, and plant-based diet, where possible. To do this, we are continuously expanding Lidl's own brand assortment according to our protein strategy.

### Our objectives for more plant-based protein sources

1. From the 2023 fiscal year, we will be transparent about the proportion of animal-based sources of protein in comparison to plant-based sources.
2. Protein strategy: By 2025, we will increase the proportion of plant-based sources of protein in our assortment by adding new products that support a plant-based diet. This includes pulses, nuts and vegan substitutes for meat and dairy products.

Since 2021, Lidl has been selling vegan and vegetarian products in Malta under its own brand Vemondo. With some of the purely plant-based products, we not only want to appeal to vegans and vegetarians, but we also want to build a bridge for all customers who are on their way to a plant-based diet.

There are currently more than 30 products for sale. We will continue to expand our vegan and vegetarian assortment and develop these

products in terms of their taste, appearance, texture and nutritional physiology while keeping sustainability in mind.

## Reduction of food waste

It is estimated that approximately 1.3 billion<sup>35</sup> tons of food waste is created every year worldwide. European countries, approx. 55 percent is accounted for by losses in consumption and 29 percent by losses in production, storage and further processing. Approx. nine percent of annual food waste is attributable to the food and catering sector and around seven percent to (wholesale) trading.<sup>36</sup> These losses are followed by direct effects on the use of resources (soil, water, biodiversity) and greenhouse gas emissions. Therefore, a reduction in food waste automatically has a positive effect on the climate, the use of land and resource efficiency.

### Our objective for less food waste

On its way to achieving “zero waste”, Lidl, on an international base, has committed itself to reducing food waste by 2030 by 50 percent.

To achieve this, we are relying on a demand-based MRP (material requirements planning) system, efficient supply chains with short transport routes, end-to-end compliance of cold chains, fresh produce

controls, stock monitoring, discount promotions, and raising customer awareness of waste reduction.

Within the scope of the campaign Too Good To Waste, we are selling discounted products in our stores. It applies to products that are close to their best-before date, as well as still edible, slightly damaged or discolored fruit and vegetables, and bakery products.

Lidl makes the goods that can still be enjoyed but are no longer fit for sale available to charitable organizations, which distribute the food to those in need.

<sup>35</sup> J. Aulakh, A. Regmi: Post-harvest food losses estimation: development of consistent methodology, 2013.

<sup>36</sup> Eurostat: Food waste and food waste prevention - estimates, 2022.

# Labeling and transparency

## Our approach

Through transparent labeling of our products, we want to empower our customers to make conscious purchasing decisions. Our own brands therefore carry clear information and recognized labels.

Moreover, our customers can find information about the sustainability of our products in household leaflets, on our [website](#) and through other channels.

# Ensure food safety

## Our approach

Food safety is the foundation of our conscious nutrition strategy and therefore our most important focus. Lidl quality assurance starts with the selection of our suppliers.

As a general rule, our suppliers are certified according to the International Featured Standard (IFS) or the British Retail Consortium's (BRC) Global Standard. We work closely and in partnership with them to ensure the ongoing safeguarding and improvement of their manufacturing and production processes.

## Verified quality – Lidl's own brands are tested thoroughly

To ensure the safety, legal conformity and quality of our own food brands, all of our own-brand products are systematically tested at regular intervals by independent and accredited institutes during unannounced on-site audits. This testing includes declarations as well as chemical, microbiological, physical and sensory parameters. Buyers and QA employees at Lidl also test the sensory quality within the scope of expert tasting sessions. This quality assurance is supplemented by regular tasting sessions by consumers, which indicate how customers rate the product. In principle, the following procedure always applies: the more sensitive a food is, the more careful you have to be during the production, transportation and sale, so we test here more thoroughly. The standards of our quality assurance department is also checked externally and independently. This means that our quality assurance department meets the requirements of UNI EN ISO 9001:2015, among

others. The Italian testing institute IMQ has confirmed this in annual certification audits.

## How we are reducing unwanted substances in food

We already had established internal limits with our suppliers for many unwanted substances before legal limits were set at the EU level. This is the case, for example, with acrylamide, 3-monochloropropanediol, mineral oil hydrocarbons, pyrrolizidine and tropane alkaloids and trans fatty acids. This is because we not only monitor compliance with food regulations, but also keep an eye on new findings from research and residue analysis and consumer testing magazines. We also remain in close contact with the experts at testing institutes. We provide our suppliers with these specifications in the form of assured quality standards and consistently monitor compliance.

### **Our objective for unwanted substances in food**

Reduction of contaminants and residues to significantly below legal requirements. The existing target specifications still apply in this regard.

## Reducing pesticides

Pesticides are used to protect plants or plant products from diseases such as fungal or pest infestations. However, there can be risks involved in this for biodiversity and people's health. That is why the European "Farm to Fork" strategy as well as the "Biodiversity Strategy for 2030" both require a 50 percent reduction of chemical pesticides. We, at Lidl, have had targets for the reduction of pesticides for a long time which far exceed current European regulations.

### **Our goals for reducing pesticides**

1. Selling food that is as residue-free as possible.
2. Permitting residues of active ingredients up to a third of the legally permitted maximum levels.
3. The total percentage rate of utilization of the legally permitted maximum quantity of all active substance residues must not exceed a maximum value of 80 percent.
4. A maximum of four active ingredient residues may be detectable in total.



## OVERVIEW OF THE CONSCIOUS NUTRITION OBJECTIVE

### BACKGROUND:

The role that food systems play in the environment is becoming increasingly clear and relevant. Today, food takes up 55% of our planet's biocapacity, i.e. more than half of the earth's surface.<sup>1</sup> Our diet not only affects the environment, it also has a major impact on our health. One third of premature deaths in Europe and North America could be prevented by a healthy diet.<sup>2</sup>

### CHALLENGE:

#### SUSTAINABLE AND HEALTHY DIET

The planetary health diet is the scientific basis for global dietary change.<sup>3</sup> If everyone were to follow a plant-based diet, around 10 billion people could be fed healthy food in 2050 without overburdening the planet.

### TARGET:

Our goal is to offer **the best range of products for a mindful and sustainable way of living by 2025**. Food safety is the foundation for this. By setting goals for healthy and sustainable nutrition, we want to support the transformation of food systems.

<sup>1</sup> <https://www.overshootday.org/newsroom/press-release-july-2022-german/>

<sup>2</sup> <https://globalnutritionreport.org/reports/2021-global-nutrition-report/health-and-environmental-impacts-of-diets-worldwide/>

<sup>3</sup> [https://eatforum.org/content/uploads/2019/07/EAT-Lancet\\_Commission\\_Summary\\_Report.pdf](https://eatforum.org/content/uploads/2019/07/EAT-Lancet_Commission_Summary_Report.pdf)

## FOOD SAFETY



### REDUCTION OF UNWANTED SUBSTANCES

Ongoing Reduction of contaminants and residues to significantly below legal requirements.

### REDUCTION OF PESTICIDES

Ongoing Selling food that is as residue-free as possible  
Reduction of residues of active ingredients up to one-third of the maximum legally permitted levels  
Total percentage rate of all residues of active ingredients up to a maximum of 80% of the legally permitted amount  
Residue can be detected from a maximum of four active ingredients for each food

## HEALTHY DIET



### CHILDREN'S MARKETING

Effective immediately We promote the marketing of a healthy and sustainable diet for children  
2023 onwards We do not advertise our own brands of unhealthy food to children  
By the end of 2025 Children's designs are only used on the packaging of our own brands which fulfill WHO criteria.  
Exception: Christmas, Easter, Halloween

### WHOLE GRAIN & FIBER

By the end of 2023 Assortment analysis for expanding the product range to include whole grain alternatives  
By 2025 Gradual increase of the whole grain content in our own brands  
Transparency by declaring the fiber content in our own brands

### HEALTHY FATS AND OILS

Ongoing Increasing the share of high-quality and sustainable vegetable oils in our own brand items, preferably from regional sources

### SUGAR AND SALT REDUCTION

By 2025 20% reduction of the average, sales-weighted content of added sugar and salt in our own brands

### ADDITIVES

Ongoing Using natural ingredients instead of food additives  
Reduction of colorants, no use of azo dyes, quinoline yellow and Green S  
Moderate use of flavorings, including in vegan substitute products  
No general, large-scale vitamination and mineralization  
Reduction and avoidance of preservatives while taking food safety into account

## SUSTAINABLE



## NUTRITION

### PLANT-BASED PROTEIN SOURCES

Starting at FY 2023 Protein strategy: Transparency about the proportion of animal-based sources of protein compared to plant-based sources of protein  
By 2025 Increasing the share of plant-based sources of protein in our assortment

### DEVELOPMENT OF SUSTAINABLE PRODUCT RANGE

Ongoing We certify our critical raw materials according to recognized standards and engage in Initiatives and Projects. All our raw material objectives can be found in the Purchasing Policy for Raw Materials.  
By 2025 Increase certified organic products by 5% (compared to 2021) of fixed and promotional assortment by 2025 and promote their consumption.

### REDUCTION OF FOOD WASTE

By 2025 Reduction of food waste, and organic waste, on an international base, by 50%

## TRANSPARENCY



### LABELING

Through transparent labeling of our products, we want to empower our customers to make conscious purchasing decisions. Our own brands therefore carry clear information and recognized labels.

# Glossary



# Glossary

**Energy density**

The energy content of a food per 100 grams. This can be measured in calories (kcal) or kilojoules (kJ). Foods that are high in water and fiber, such as most fruits and vegetables, tend to have low energy density. Products that contain a lot of sugar, fat or starch have high energy density.<sup>37</sup>

---

**Glucose-fructose syrup**

Sugar syrup produced from starchy plants such as corn, potatoes or wheat. In glucose-fructose syrup, the share of fructose (fruit sugar) is between 5 and 50 percent. This syrup has a higher sweetening power and is often used for better solubility or to improve the texture. Consuming too much fructose can lead to an increased risk of severe obesity, diabetes, metabolic disorders and cardiovascular disease.<sup>38</sup>

<sup>37</sup> BMEL: Kompass Ernährung, 2019.

<sup>38</sup> VGMS: Glukose-Fruktose-Sirup, o. J.

# Sources and links



## Sources and links

Bundesministerium für Ernährung und Landwirtschaft (BMEL):

### **Kompass Ernährung, o. J.**

<https://www.bmel.de/DE/service/publikationen/kompass-ernaehrung/kompass-ernaehrung.html>

(Last updated: 10/06/2022)

---

Bundesministerium für Ernährung und Landwirtschaft (BMEL):

### **Nutri-Score, o. J.**

[https://www.bmel.de/DE/themen/ernaehrung/lebensmittel-kennzeichnung/freiwillige-angaben-und-label/nutri-score/nutri-score\\_node.html](https://www.bmel.de/DE/themen/ernaehrung/lebensmittel-kennzeichnung/freiwillige-angaben-und-label/nutri-score/nutri-score_node.html)

(Last updated: : 04/20/2022)

---

Dr. med. Peter von Philipsborn/Verbraucherzentrale Bundesverband:

### **Lebensmittel mit Kinderoptik und deren Bewerbung, 2021**

[https://www.vzbv.de/sites/default/files/downloads/2021/02/16/vzbv\\_philipsborn\\_bericht\\_kindermarketing\\_2021-02.pdf](https://www.vzbv.de/sites/default/files/downloads/2021/02/16/vzbv_philipsborn_bericht_kindermarketing_2021-02.pdf)

(Last updated: 10/06/2022)

---

Global Footprint Network:

### **Earth Overshoot Day 2022: Ecuadors Umweltminister ruft zum Handeln auf: “Nutzen wir unsere ökologische Stärke, um unsere Zukunft zu gestalten”, 2022**

<https://www.overshootday.org/newsroom/press-release-july-2022-german/>

(Last updated: 10/06/2022)

---

EAT Lancet Commission:

### **Food, Planet, Health, 2021**

[https://eatforum.org/content/uploads/2019/07/EAT-Lancet\\_Commission\\_Summary\\_Report.pdf](https://eatforum.org/content/uploads/2019/07/EAT-Lancet_Commission_Summary_Report.pdf)

(Last updated: 10/06/2022)

---

Emma Calvert/The European Consumer Organisation:  
**Food marketing to children needs rules with teeth, 2021**

[https://www.beuc.eu/sites/default/files/publications/beuc-x-2021-084\\_food\\_marketing\\_to\\_children\\_needs\\_rules\\_with\\_teeth.pdf](https://www.beuc.eu/sites/default/files/publications/beuc-x-2021-084_food_marketing_to_children_needs_rules_with_teeth.pdf)

(Last updated: 10/06/2022)

---

Europäische Behörde für Lebensmittelsicherheit:

### **Eurobarometer Spezial 354: Lebensmittelrisiken, 2010**

[Eurobarometer Summary DE \(europa.eu\)](https://ec.europa.eu/eurobarometer/surveys/index.cfm?id=354)

(Last updated: 10/06/2022)

---

European Commission: **Impact Assessment Report, 2022**

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX%3A52022SC0085>

(Last updated: 10/06/2022)

---

European Commission:

### **Making our food fit for the future – Citizen expectations, 2020**

<https://europa.eu/eurobarometer/api/deliverable/download/file?deliverableId=73867>

(Last updated: 10/06/2022)

---

European Environment Agency:

### **Consumption of meat, dairy, fish and seafood, 2017**

<https://www.eea.europa.eu/data-and-maps/indicators/13.2-development-in-consumption-of/assessment-1>

(Last updated: 10/06/2022)

---

Eurostat – Statistics Explained:

### **Causes of death statistics, 2022**

[Causes of death statistics - Statistics Explained \(europa.eu\)](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&code=sdg-3-6.2)

(Last updated: 10/06/2022)

---

Eurostat – Statistics Explained:

### **Food Waste and food waste prevention – estimates, 2022**

[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Food\\_waste\\_and\\_food\\_waste\\_prevention\\_-\\_estimates#Amounts\\_of\\_food\\_waste\\_at\\_EU\\_level](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Food_waste_and_food_waste_prevention_-_estimates#Amounts_of_food_waste_at_EU_level)

(Last updated: 10/27/2022)

---

Food and Agriculture Organization of the United Nations:

### **GLEAM 3.0 Assessment of greenhouse gas emissions and mitigation potential, 2017**

<https://www.fao.org/gleam/results/en/>

(Last updated: 10/06/2022)

---

Foodwatch – die Essensretter:

### **Pressemitteilung – Marktcheck: Comic-Figuren werben fast ausschließlich für Junkfood – „Biene Maja“ und „Wickie“ verleiten Kinder zu ungesunder Ernährung, 2015**

<https://www.foodwatch.org/de/pressemitteilungen/2015/pressemitteilung-marktcheck-comic-figuren-werben-fast-ausschliesslich-fuer-junkfood-biene-maja-und-wickie-verleiten-kinder-zu-ungesunder-ernaehrung/>

(Last updated: 10/06/2022)

---

Geng Zong, Alisa Gao, Frank B. Hu, Qi Sun:

### **Whole Grain Intake and Mortality From All Causes, Cardiovascular Disease, and Cancer: A Meta-Analysis of Prospective Cohort Studies, 2016**

<https://www.ahajournals.org/doi/full/10.1161/CIRCULATIONAHA.115.021101>

(Last updated: 10/06/2022)

---

George A Bray, Samara Joy Nielsen, Barry M Popkin/The American Journal of Clinical Nutrition:

### **Consumption of high-fructose corn syrup in beverages may play a role in the epidemic of obesity, 2022**

<https://www.efsa.europa.eu/en/topics/topic/food-additive-re-evaluations>

(Last updated: 10/06/2022)

---

Global Nutrition Report:

### **What we eat matters: Health and environmental impacts of diets worldwide, 2021**

<https://globalnutritionreport.org/reports/2021-global-nutrition-report/health-and-environmental-impacts-of-diets-worldwide/>

(Last updated: 10/06/2022)

---

Hannah Ritchie/Our World in Data:

### **Cutting down forests: what are the drivers of deforestation?, 2021**

<https://ourworldindata.org/what-are-drivers-deforestation>

( Last updated: 10/06/2022)

---

J. Aulakh, A. Regmi:

### **Post-harvest food losses estimation: development of consistent methodology, 2013**

(Last updated: 10/06/2022)

---

James J DiNicolantonio, Ashwin M Subramonian, James H O`Keefe:

### **Added fructose as a principal driver of non-alcoholic fatty liver disease: a public health crisis, 2017**

[Added fructose as a principal driver of non-alcoholic fatty liver disease: a public health crisis | Open Heart \(bmj.com\)](#)

(Last updated: 10/06/2022)

---

Leonie Elizabeth, Priscila Machado, Marit Zinöcker, Phillip Baker, Mark Lawrence:

**Ultra-Processed Foods and Health Outcomes: A Narrative Review, 2020**

[Ultra-Processed Foods and Health Outcomes: A Narrative Review - PMC \(nih.gov\)](#)

(Last updated: 10/06/2022)

---

Loreen Kloss, Julia Meyer, Lutz Graeve, Walter Vetter:  
**Sodium intake and its reduction by food reformulation in the European Union – A review, 2015**

[\(PDF\) Sodium intake and its reduction by food reformulation in the European Union – A review \(researchgate.net\)](#)

(Last updated: 10/06/2022)

---

Max-Rubner-Institut:

**Ernährungsphysiologische Bewertung und Auswirkungen des Isoglukosekonsums auf die menschliche Gesundheit, o.J.**

[Isoglukose Ernährungsphysiologische Bewertung.pdf \(bund.de\)](#)

(Last updated : 10/06/2022)

---

MD Dr PH Dariush Mozaffarian:

**Dietary fat, 2022**

<https://www.uptodate.com/contents/dietary-fat>

(Last updated: 10/06/2022)

---

Organisation for Economic Co-operation Development:  
**Agricultural Outlook 2021-2030, 2022**

[https://www.oecd-ilibrary.org/agriculture-and-food/sugar-projections-consumption-per-capita\\_4ad4cf3a-en](https://www.oecd-ilibrary.org/agriculture-and-food/sugar-projections-consumption-per-capita_4ad4cf3a-en)

(Last updated: 10/06/2022)

---

PD Dr. Tobias Effertz/Universität Hamburg:

**Kindermarketing für ungesunde Lebensmittel in Internet und TV, 2021**

<https://www.bwl.uni-hamburg.de/irdw/dokumente/kindermarketing2021effertzunihh.pdf>

(Last updated : 10/06/2022)

---

Prof Christopher J L Murray/University of Washington:

**Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study, 2017**

[Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study 2017 - PMC \(nih.gov\)](#)

(Last updated: 10/06/2022)

---

P.W. Gerbens-Leenes, M.M. Mekonnen, A.Y. Hoekstra:

**The water footprint of poultry, pork and beef: A comparative study in different countries and production systems, 2013**

[https://www.sciencedirect.com/science/article/pii/S2212371713000024?\\_ga=2.8553269.1801499850.1659819119-2140775266.1659819118](https://www.sciencedirect.com/science/article/pii/S2212371713000024?_ga=2.8553269.1801499850.1659819119-2140775266.1659819118)

(Last updated: 10/06/2022)

---

Statista:

**Distribution of land use for food production worldwide as of 2019, 2021**

<https://www.statista.com/statistics/1260751/global-land-footprint-of-food-production-by-type/>

(Last updated: 10/06/2022)

---

Verband der Getreide-, Mühlen-, und Stärkewirtschaft (VGMS) e.V.:  
**Glukose-Fruktose-Sirup, o. J.**

<https://www.vgms.de/staerkeindustrie/lebensmittel/staerkebasierte-zucker/glukose-fruktose-sirup>

( Last updated: 10/06/2022)

---

World Health Organization:  
**Diabetes, 2022**

[Diabetes \(who.int\)](https://www.who.int/diabetes)

(Last updated: 10/06/2022)

---

World Food Programme:  
**5 facts about food waste and hunger, 2020**

<https://www.wfp.org/stories/5-facts-about-food-waste-and-hunger>

( Last updated: 10/06/2022)

---

World Health Organization:  
**Digital food environments, 2021**

<https://apps.who.int/iris/bitstream/handle/10665/342072/WHO-EURO-2021-2755-42513-59052-eng.pdf?sequence=1&isAllowed=y>

(Last updated : 10/06/2022)

---

World Health Organization:  
**Nutrition: Trans fat, 2018**

<https://www.who.int/news-room/questions-and-answers/item/nutrition-trans-fat>

(Last updated: 10/06/2022)

---

World Health Organization:  
**Salt Intake, 2022**

<https://www.who.int/data/gho/indicator-metadata-registry/imr-details/3082>

( Last updated: 10/06/2022)

---

World Health Organization:  
**WHO calls on countries to reduce sugars intake among adults and children, 2015**

[https://www.who.int/news/item/04-03-2015-who-calls-on-countries-to-reduce-sugars-intake-among-adults-and-children#:~:text=A%20new%20WHO%20guideline%20recommends,](https://www.who.int/news/item/04-03-2015-who-calls-on-countries-to-reduce-sugars-intake-among-adults-and-children#:~:text=A%20new%20WHO%20guideline%20recommends,would%20provide%20additional%20health%20benefits)

[would%20provide%20additional%20health%20benefits](https://www.who.int/news/item/04-03-2015-who-calls-on-countries-to-reduce-sugars-intake-among-adults-and-children#:~:text=A%20new%20WHO%20guideline%20recommends,would%20provide%20additional%20health%20benefits)

(Last updated: 10/06/2022)

---

World Health Organization:  
**WHO Regional Office for Europe nutrient profile model, 2015**

[https://www.euro.who.int/\\_data/assets/pdf\\_file/0005/270716/Nutrient-children\\_web-new.pdf](https://www.euro.who.int/_data/assets/pdf_file/0005/270716/Nutrient-children_web-new.pdf)

( Last updated: 10/06/2022)

---

WWF:

**Auf der Ölspur: Berechnungen zu einer palmölfreieren Welt, 2016**

[WWF-Studie Auf der Ölspur.pdf](#)

(Last updated: 10/06/2022)

---

## Image Credits

### **Title photo**

marylin barbone, stock.adobe.com



## Contact

Lidl Malta  
Triq il-Karmnu  
Luqa, LQA 1311, Malta

## Further information about CSR

[Our Responsibility – Lidl Malta](#)

### Copyright notice

The content of this document (including text, images, photos, logos, etc.) and the document itself are protected by copyright. This document and/or its content may not be disclosed, modified, published, translated or reproduced without the written consent of Lidl.

### Gender usage

To improve readability, the male form was used for referring to people and gender-related nouns in this publication. The relevant terms apply to all genders in line with the equal treatment of all. This use of language is only for editorial reasons and does not reflect any value judgment.

© Lidl Malta