

FAO Andy Higginson  
Chairman, Wm Morrisons Supermarkets plc  
Hilmore House, Gain Lane  
Bradford, West Yorkshire  
BD3 7DL

9<sup>th</sup> June 2021

Dear Mr. Higginson,

We welcome Morrisons' recent engagement with ShareAction's Healthy Markets investor coalition and your commitments and progress to support customers to access healthier food and drink options.

We are sending this letter today calling on Morrisons to strengthen its ambition in the area of health and nutrition and to increase transparency on this topic. Other major listed supermarkets are currently demonstrating greater leadership in this area.

We appreciate that Morrisons continues to deliver annual reductions in the calorie, salt and sugar content of its products through reformulation and also that you expect 65% of own-brand products to be healthier by 2025. We also recognise that the company is focused on making food affordable for all its customers.

While acknowledging Morrisons' efforts, the company's disclosure does not yet provide investors or other stakeholders with a clear picture of its position and long-term strategy. In this context, a recent review by the Access to Nutrition Initiative of UK supermarkets' commitments to promote better diets found that Morrisons reported information on only 20% of all possible indicators.<sup>1</sup> Encouraging healthy diets is also Morrisons' area of weakest performance across major environmental and social topics according to the Food Foundation.<sup>2</sup>

As you will be aware, regulatory and consumer trends towards healthier diets are accelerating, catalysed by the recent pandemic and the clear link between excess weight and increased severity of symptoms in Covid-19 patients. Now, in this period of transition following the pandemic, investors are looking for stronger performance and disclosure from all supermarkets, in particular on the healthiness of their sales portfolio.

We are asking Morrisons to include in your Annual Reports in 2021/22 onwards:

- Disclosure of the share of *total* food and non-alcoholic drink sales by volume made up of healthier products, and publication of a long-term target and a strategy to significantly increase that share;
- a description of progress in delivering your targets and strategic commitments.

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<sup>1</sup> <https://accesstonutrition.org/app/uploads/2020/03/ATNI-UK-Supermarket-Spotlight-report-FINAL.pdf>

<sup>2</sup> <https://foodfoundation.org.uk/wp-content/uploads/2020/07/Morrisons-scorecard-2020-update-20.07.pdf>

We would welcome a conversation with you to discuss these proposals and can be contacted via  
Louisa Hughes, Engagement Manager - [Louisa.Hughes@shareaction.org](mailto:Louisa.Hughes@shareaction.org)

Yours sincerely,

A handwritten signature in black ink that reads "Catherine Howarth". The signature is written in a cursive style with a large initial 'C' and a long, sweeping tail on the 'h'.

Catherine Howarth

Chief Executive, ShareAction

[shareaction.org](https://shareaction.org)

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