

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

**TEMPLATE FOR COMPANIES**  
**THE MIDCOUNTRIES CO-OPERATIVE**  
**REPORT SUBMITTED ON: 19/7/22**

<b>Type of business/sector</b>  <i>(E.g. retail, dairy)</i>	<b>Sustainability dimension</b>  <i>(E.g. environmental, social)</i>	<b>Individual commitments with baseline</b>	<b>Progress on KPIs and goals (qualitative and/or quantitative)</b>	<b>Additional information (optional)</b>  <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	<b>Comments (optional)</b>  <i>(E.g. enablers, ideas on how to improve)</i>
<b>Co-operative / Retail</b>	Environmental	Reduce our direct Greenhouse Gas (GHG) emissions by 50% by January 2027 (compared to 2019 levels)	Reduced our direct GHG emissions by 17% compared to 2019 levels (as of year-end January 2022)	<p>We continue to encourage our colleagues and members to cut their emissions through our 1 Change campaign by inviting them to make small changes to reduce their impact on the planet and by providing low carbon products and services to support this - <a href="https://www.midcounties.coop/our-campaigns/1change/">https://www.midcounties.coop/our-campaigns/1change/</a></p> <p>The adoption of online meeting technology as a result of the pandemic has significantly reduced our greenhouse gas emissions associated with colleague business miles. As we emerge from the pandemic, we will continue to use the technology to help reduce our environmental impact in the future. We have also reduced emissions through a</p>	We have completed energy-saving surveys across selected food stores to identify behaviour change and property investment opportunities to save more energy, using the findings to help shape our property investment plan for the next few years and to inform our colleague education activities. We have also changed our company car fleet to

	Environmental	Reduce our waste footprint across our operations by a third by January 2027 (compared to 2019 levels)	Reduced waste across our operations by 11% compared to 2019 (as of year-end January 2022)	<p>programme of improved maintenance for the refrigeration used in our Food Retail estate.</p> <p>We have continued to reduce our waste footprint by encouraging colleagues to waste less in the workplace and by working with our partners to implement new waste reduction initiatives.</p>	<p>now only offer hybrid/electric cars</p> <p>We have slashed our business waste by working closely with waste suppliers and tackling food waste through the introduction of our Too Good To Go 'magic bags'. These offer food nearing its use by date at a discounted rate via an app. Since the initiative launched in September 2021, we have saved the equivalent of 33,000 meals from being thrown away.</p>
	Social	Engage our members, partner schools and our Young Co-operator Network to inspire and educate	Our climate action report outlines our progress in this area	Climate action report: <a href="https://www.midcounties.coop/siteassets/footer/corporate-info/reports--accounts/202122/climate-action-report-2021.pdf">https://www.midcounties.coop/siteassets/footer/corporate-info/reports--accounts/202122/climate-action-report-2021.pdf</a>	

		around climate action through our '1 Change' programme			
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