

Robert Verkerk
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10th April 2024

Dear Mr Verkerk

Thanks for getting in touch.

Sainsbury's Future of Food Report was issued in 2019 in line with our 150th anniversary. The report celebrated innovation over the past century and a half and looked at hypothetical food trends that could occur over the next 150 years. This was a one-off piece of work and was purely speculative, setting out the various ways that science and technology may impact food in the future and does not represent our official policy towards our farming approaches.

We are committed to offering our customers high quality and good value products with high welfare standards. For example, we've moved our most popular fresh chicken (*by* Sainsbury's) to a lower stocking density, giving our birds 20% more space to roam than the Red Tractor industry standard. The change means that our chickens will live healthier, happier lives while offering the same great quality and great price. When customers buy chicken from Sainsbury's they can be confident that they are making better choices without compromising on value.

Alongside maintaining high animal welfare, we work with our farmers and growers on sustainable and resilient food production, including approaches based on agro-ecological and regenerative farming practices. By working closely together, we aim to create food supply chains that are more sustainable and secure whilst also working towards our carbon reduction commitments. We have clear goals around being a nature positive retailer, and as a member of the Soil Health Industry Partnership and Fenland SOIL we acknowledge that soil health plays an important role in this. We have been working with the [Land App project](#) to help our farmers and suppliers balance land use for farming and habitat creation. You can read more about our commitment to nature protection and regeneration [here](#).

We are open to the role of science and technology in how we produce healthy and sustainable food for the future and are supportive of precision breeding technologies and its potential to help us achieve net zero by creating more sustainable and secure food supply chains. However, use of this technology and the development of policy will need to carefully consider the implications for sustainable and resilient production and for farmers, as well as the impact of consumer acceptability. We continue to follow the development of this legislation closely.

Yours sincerely,



Claire Hughes | Director of Product and Innovation
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