







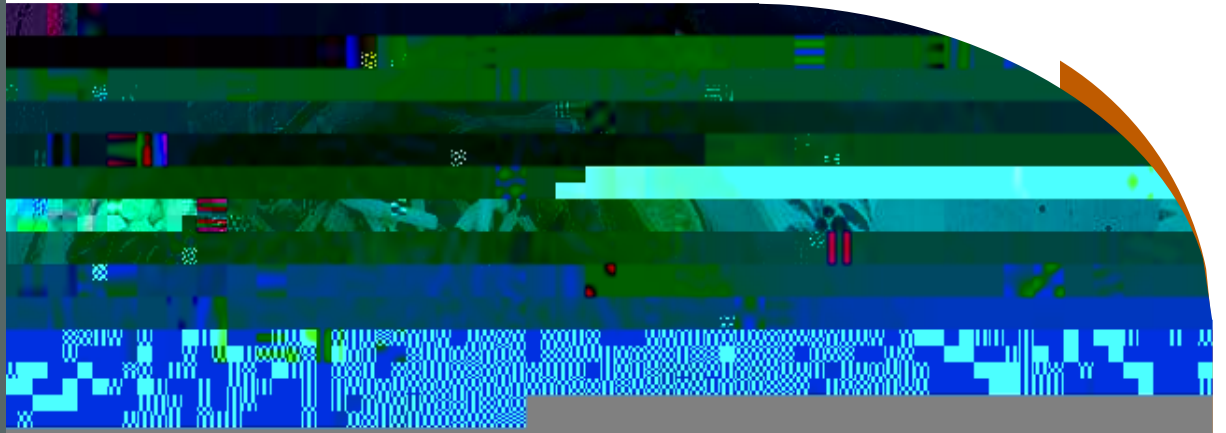




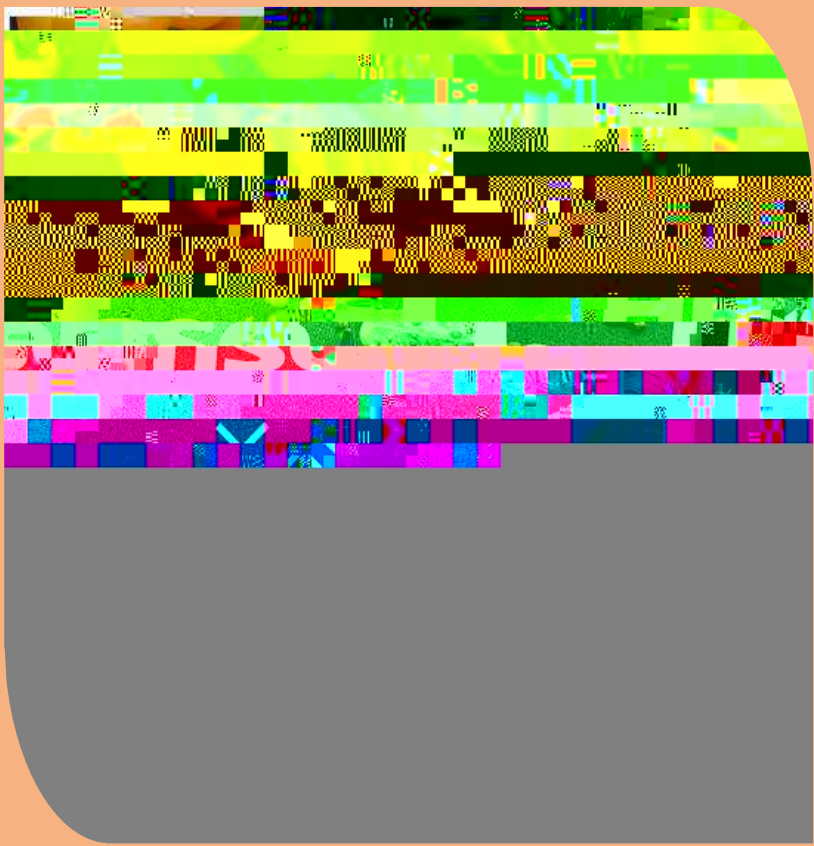




# WORKING WITH PARTNERS







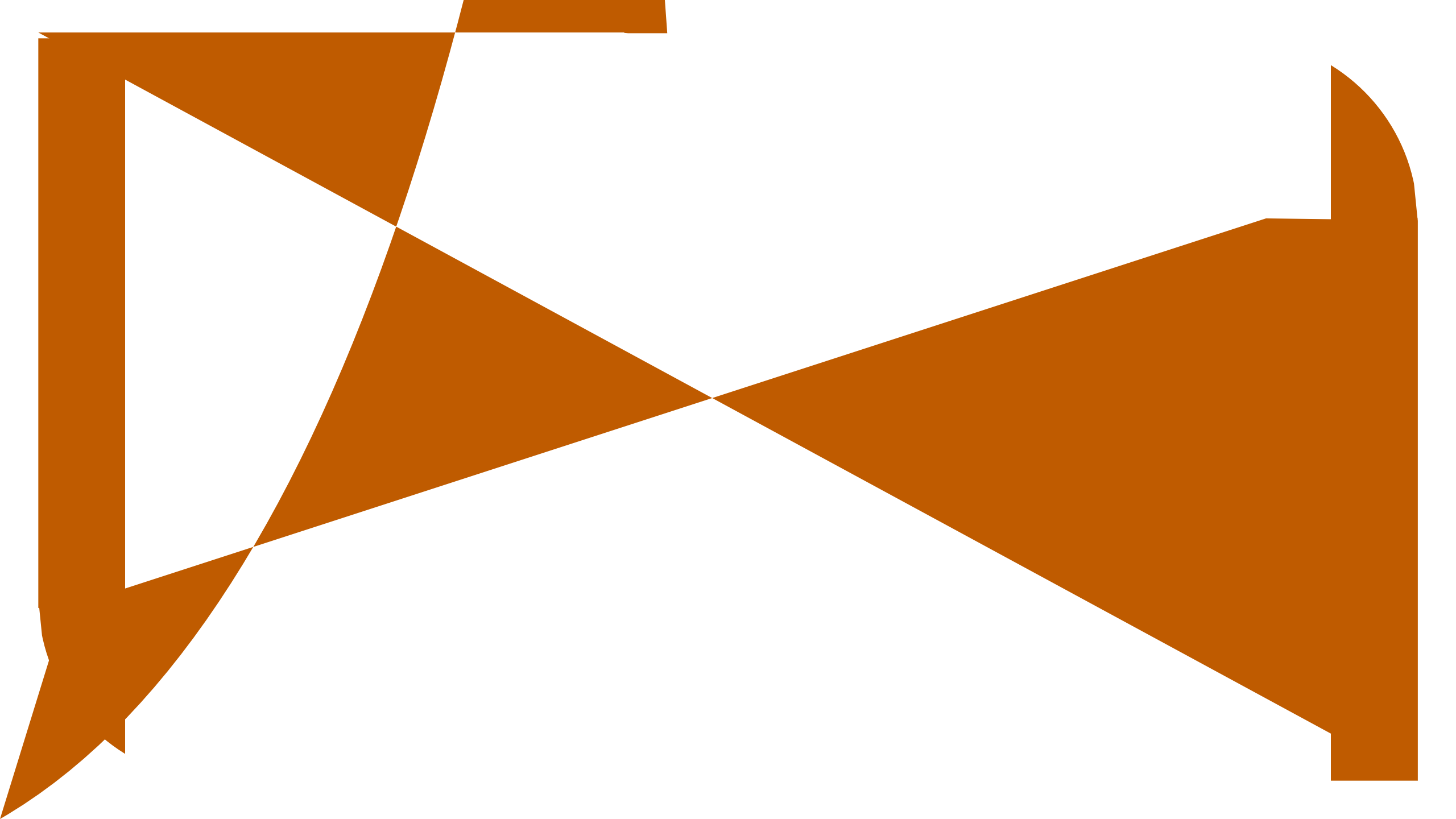


















# Retail Surveyt



and

## Date labels

More (uncut, fresh) **fruit and veg** with no date label (or % potatoes with no date label)

Milk and yoghurts carry a BB date

## Product life

Increase in average available life **potatoes, bread, milk**

Priority products (**cheese, bagged salad and bacon** sausages and milk) that do not have open life)

## Storage

and



They added information about freezing



# They linked their packaging to stronger online content

Invited consumers to our  
upgraded website



# Results

