

# Cause or compromise?

A survey into marketing partnerships  
between food companies and  
health charities or medical associations

## The Food Commission

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## About the Food Commission

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The Food Commission is the UK's leading consumer watchdog on food issues. Funded by public subscriptions and donations, The Food Commission campaigns for safer, healthier food and reports on such issues as food labelling and advertising, children's food, food poverty, genetically modified food, food irradiation, animal growth hormones, additives, pesticides, as well as health issues such as functional foods, fat, sugar and salt. Our journal, *The Food Magazine*, is available on subscription.

The Food Commission undertakes independent research into food issues, often relating to nutrition, children's food, and food marketing. The Food Commission also publishes posters on a range of food issues, including *Children's Food*, *Food Labelling*, and *Food Additives*, and promotes books and reports relating to food and nutrition issues.

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# Terminology and definitions

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1. This study examines promotional and fundraising activities of not-for-profit organisations when they engage in marketing relationships with the food industry. The study is concerned with claims made on food labels and in food advertising and promotions. For the purposes of this study, the definition of the terms 'labelling', 'advertising' and 'promotion' are those used by the Joint Health Claims Initiative (a joint venture between consumer organisations, enforcement authorities and industry bodies to establish a code of practice for the use of health claims on foods), and laid out in its Code of Practice [JHCI, 2001a], as follows:

- **Labelling:** “Includes any words, particulars, trademark, brand name, pictorial matter or symbol relating to the food and/or appearing on the packaging. It also includes any document, notice, label, ring or collar accompanying the food.”
- **Advertising:** “Includes any notice, circular, mailing, invoice, or other document destined to be seen by the public and any public announcement made orally or by any means of producing or transmitting light or sound by any medium including TV, radio, telephone or computer, but not including any form of labelling. 'Advertisement' shall be likewise construed.”
- **Promotion:** “Includes product promotions and any public relations materials used directly or in association with the food, including, for example, testimonials and press releases, either written or broadcast, or materials provided alongside the food where it is displayed for sale where these are clearly a part of the advertising for the food and directly related to the food. It also includes the activities and statements of company and sales representatives. Material exclusively aimed at health professionals is not included provided there is no intention to bring the content of such materials to the attention of the general public. Promotion does not include editorial, opinion or the reporting of statements or activities by independent third parties not connected with the companies.”

2. **Not-for-profit:** An adjective used for charities, research charities, campaign groups, unions, the church, and other civil-society organisations with charitable and/or educational objectives.

3. **Marketing partnerships:** Not-for-profit organisations and for-profit companies form partnerships for mutual benefit in a number of different ways.

- Some of the examples examined in this survey can be described as ‘cause-related marketing’ (CRM), a marketing relationship in which a charity or professional association enters into a partnership with a manufacturer (in this case, a food manufacturer), for a variety of reasons [see Section 3], but mainly for fundraising, awareness-raising and brand-building purposes. Some other terms used to refer to this activity, or variations on this activity, include *social marketing*, *social issues marketing*, *charity marketing*, *corporate philanthropy*, *strategic philanthropy*, *responsible marketing*, *affinity marketing*, *passion trading*, *co-branding* and *sponsorship*.
- Some of the examples examined in this survey are formal endorsement-style marketing partnerships in which a charity or professional association allows a logo (usually in return for a fee) to appear on products, denoting a level of approval or recommendation.
- Some of the examples examined in this survey are a mixture of the two types of relationship described above.

Since all of the marketing relationships studied in detail for this report involved a fee or donation transaction (except for one involving the British Dietetic Association), the terms ‘cause-related marketing’ and ‘marketing partnership’ have been used throughout to refer to marketing activities engaged in by charities, professional associations and companies.

4. **Food:** In the context of this report, the term ‘food’ can be taken to include food, beverages and food supplements intended for human consumption.

## Abbreviations

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AMRC	Association of Medical Research Charities
BDA	British Dietetic Association (note that BDA is also an acronym for the British Dental Association, but it has not been used as such in this report)
BHF	British Heart Foundation
CRC	Cancer Research Campaign (note that in 2002, the Cancer Research Campaign and the Imperial Cancer Research Fund merged to form Cancer Research UK.)
CRM	cause-related marketing
DEFRA	Department of the Environment, Food and Rural Affairs
DH	Department of Health
FSA	Food Standards Agency
FSC	Forest Stewardship Council
HACSG	Hyperactive Children's Support Group
ICRF	Imperial Cancer Research Fund (note that in 2002, the Cancer Research Campaign and the Imperial Cancer Research Fund merged to form Cancer Research UK.)
JHCI	Joint Health Claims Initiative
MAFF	Ministry of Agriculture, Fisheries and Food
M&S	Marks & Spencer
MSC(I)	Marine Stewardship Council (International)
NOS	National Osteoporosis Society
NSPCC	National Society for the Prevention of Cruelty to Children
NCVO	National Council for Voluntary Organisations
RDA	Recommended Daily Amount
RSPB	Royal Society for the Protection of Birds
RSPCA	Royal Society for the Prevention of Cruelty to Animals
Sustain	Sustain: The alliance for better food and farming
US	United States (of America)
WWF	World Wide Fund for Nature

## Section 1

### Causes and compromises

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Recent decades have seen a shift in consumer demand towards foods with an improved nutritional profile, in the interests of better health and the avoidance of disease. This has led food manufacturers to develop new products with added ‘functional’ ingredients that deliver, or claim to deliver, specific health benefits.

The shift in demand has also led to changes in the way food is described, both on the label and in associated marketing materials. Manufactured foods in many categories now carry health-related marketing phrases, from claims concerning nutrient content to claims that a food or drink can help to maintain health [EC: DG Sanco, 2001]. During a product survey conducted in support of this study, health-related descriptions were observed on products as diverse as tinned spaghetti, margarine, cereals, jelly sweets, tinned fish, fruit, squash, bread, tea bags, processed cheese and chocolate. Some descriptions highlighted the presence of a particular nutrient, such as calcium; others carried claims for the benefits for particular organs of the human body, or for disease risk reduction, which would follow the consumption of the food on a regular basis.

To stand out amid this plethora of claims for the health benefits of food products, endorsements (and apparent endorsements) may be used by food marketers, potentially adding weight and authority to the claims. Thus, heart-health claims on Nestlé Cheerios cereal are reinforced by BBC TV science reporter Judith Hann; the bone-health benefits of Osteocare calcium supplements are promoted in association with the English National Ballet; and Olympic rower Steve Redgrave tells of his remarkable recovery from high cholesterol levels, in order to help promote Flora Pro.Active margarine. These were all marketing schemes operating during 2001, observed during survey work conducted for this study.

Relatively new entries into the field of endorsement-style marketing are the increasingly prevalent partnerships between food companies and charities or professional associations. As the National Council for Voluntary Organisations says, the value of a not-for-profit organisa-

tion's brand brings with it a “proxy for quality”, which “automatically engenders a threshold level of trust and confidence” [NCVO, 1998]. Charities and professional associations have found that their logos, reputations and endorsements or ‘approvals’ are tradeable assets, providing good opportunities for increasing revenue and/or furthering campaign objectives. Companies are seizing the opportunity to associate their products with these organisations. Many, most notably environmental organisations, but some health organisations, also use association with food companies as a means to influence production standards, and to reward good practice [see the product table on page 13 for examples].

Of particular interest to this survey are instances in which food companies team up with charities and professional associations working on health issues. Sometimes these marketing partnerships take the form of simple donation schemes, where the food company donates money to a health charity or cause in return for announcing its corporate good will on food packaging. In other schemes, the link-up between the two organisations is used to make, imply or reinforce a claim for the health benefits to be derived from consuming the food. The common factor is that a food product's image may be enhanced by a partnership with a health charity or a medical association. Such marketing partnerships “stimulate consumer purchases because they instil the belief that the sponsor’s product has special, differentiating attributes worthy of the consumers’ time and money” [OAG, 2000].

Yet, as health charities and medical associations enter into commercial relationships with food companies, questions start to arise. Are the claims supported by these marketing partnerships substantiated? Are they trustworthy? Who is making the health statements - the company or the not-for-profit health organisation? If a logo appears on the food packaging, what exactly does it represent? Did a fee change hands, and if so, did this compromise the accuracy of the claims? And crucially, will following the advice help people stay healthy?

These questions are of special importance because not-for-profit health organisations are (or are potentially) influential players in the fields of food policy and public health. For example, individual organisations:

- Give advice to the public on healthy eating;
- Warn of the risks associated with certain dietary habits;



- Sponsor scientific research into public health, including the effects of, and ways to encourage, dietary change;
- Promote improved environmental protection and ethical standards of production through food choices;
- Advocate and lobby for political and policy changes to support public health.

In performing these services and activities, health charities and medical associations enjoy a high degree of public trust and respect, in part due to their independence from commercial or government pressure [see Section 4.1]. As such, they have a crucial role to play in enabling and encouraging people to make healthier, more ethical and environmentally friendly food choices. The use of their names in food marketing is a matter of legitimate concern for the not-for-profit sector as a whole, for regulators, government, health promotion workers and the general public.

This purpose of this survey, and associated interviews and research, was to assess the nature and extent of the use of health-charity and medical-association logos where they are used in food marketing. Throughout, the questions were asked: How should consumers understand these marketing partnerships, and are these partnerships supporting or compromising healthy eating advice?

## Section 2

### Details of the survey and research

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#### 2.1 The research

The aims of the research were:

- To investigate why not-for-profit organisations enter into marketing relationships with food companies and what forms these relationships take;
- To assess what effects marketing relationships between not-for-profit health organisations and food companies may have upon food choices and upon the public's understanding of healthy eating;
- To find out whether marketing relationships between not-for-profit health organisations and food companies support or compromise healthy eating advice.

Evidence was gathered by means of:

- Scrutiny of existing food products and marketing relationships (case studies);
- Phone conversations with selected health charities, medical associations and policy officers in other not-for-profit organisations, relating to marketing partnerships, cause-related marketing, public health promotion and labelling policy;
- Analysis of consumer research, especially relating to cause-related marketing, health promotion, nutrition labelling and health messages on food;
- Desk research into policy analysis relating to not-for-profit organisations, companies, health promotion, and advice on healthy eating.

#### 2.2 Putting products and marketing partnerships to the test

In scrutinising a product or advert carrying the logo of a health charity or medical association, a series of assessments were made.

To assess the status of the health organisation whose logo appeared on the food product, the following questions were asked:

- Is the organisation whose logo is associated with a food product a health charity or medical association?
- Does the organisation offer advice on healthy eating relating to its central campaign,

research or professional theme?

- Is it a national organisation?
- Can the organisation reasonably be said to have a reputation for independent health advice?

To assess the status of the claim carried on the product or advert, in association with a health-related logo, the following questions were asked:

- Does the product label or advert carry the name of a diet-related disease?
- Does the product label or advert carry the name of a human organ whose health is affected by diet?
- Does the product label or advert carry the name and/or logo of a health charity or medical association?
- Does the product label or advert carry an image of an organ whose health is affected by diet?
- Does the product label or advert carry a word akin to “endorsement” (appearing in *Roget’s Thesaurus* as related or synonymous to “endorsement”)?

To assess how far a consumer might feel that the advice came from an independent source (the health charity or medical association), the following questions were asked:

- Does the product label carry advice on healthy eating?
- Does the product tell the consumer how to get advice on healthy eating?
- Does the product label say how much the charity or medical association recommends you eat to benefit health?
- Does the label mention any groups who would benefit especially?
- Does the packet give an advice line, postal or website address? For the company or charity/ medical association?
- Does it appear that any advice given is coming from or is offered by the company or the charity/medical association?
- How are products assessed for suitability to carry the logo? Nutritional criteria?  
General principles?
- Do the individual products correspond with the health charity or medical association’s

healthy eating advice?

- Was the product best of sector in terms of claimed health benefit and total nutritional benefit?
- Had the Joint Health Claims Initiative agreed on a claim for the specific benefit of the food, food group or nutrient? If not, was it considering one?

To assess the nature of the relationship between the company and the health charity or medical association, and the level of transparency, the following questions were asked:

- Was the partnership exclusive, either contractually or because only one product in a food category carried the logo or claim?
- Did the partnership involve a fee or donation from the company to the charity or medical association?
- Was the fee or donation declared on-pack?
- How expensive were products carrying a health charity or medical association logo, in comparison to similar products that didn't carry the logo?

### **2.3 Policy and background research**

To understand the meaning and purpose of marketing relationships for the not-for-profit sector, information was sought in NGO policy journals, fundraising publications, public relations newsletters, and from the National Council for Voluntary Organisations. Sources included publications and networks in the UK and abroad (notably the US, Canada and Australia), articles in consumer policy journals, and specialist features in mainstream. Also collected were policy papers and critiques (both supportive and critical) of not-for-profit partnerships with companies, published by the not-for-profit sector.

To understand the meaning and purpose of marketing relationships for the business sector, information was sought in business and trade journals, from progressive business consultants and from Business in the Community. Sources included publications and networks in the UK and abroad (notably the US, Canada and Australia), and specialist publications from advertising and PR agencies. The influence of branding upon consumer purchasing patterns was explored through academic and business papers and the business media. A specialist brand licensing fair was visited during 2001, to gain a better understanding of the use of brand partnerships to boost product sales and loyalty.

To understand the impact of marketing relationships between not-for-profit organisations and food companies upon consumers, food choices and health policy, policy documents and survey findings were sought from: the National Consumer Council, Consumers' Association, Ministry of Agriculture, Fisheries and Food, the Food Advisory Committee, the Joint Health Claims Initiative, the Local Authority Coordinating body on Trading Standards, the Office of the Attorneys General (US) and consumer policy journals from the UK and US. These related to food labelling; consumer understanding of health information; reports on the practice and theory of health promotion; legislation on health and medical claims; and surveys of consumer attitudes to food, labelling and not-for-profit organisations.

## 2.4 Identification of marketing partnerships

Over a six-month period, a survey was conducted to identify food products promoted by means of marketing partnerships between the food companies and charities or professional associations. Products collected for the survey were either:

- Purchased in a supermarket in London (retailers in different geographic and demographic areas were visited and re-visited over the period);
- Promoted in print advertising, advertorial and articles in trade and consumer publications, such as *The Grocer*, *Waitrose Illustrated*, *Family Circle*.

Product table 1: Health organisations and their links to food products and companies examined in this survey

Not-for-profit health charity, cause or medical association	Food company or product with which the health charity or medical association works in partnership	Type of relationship
Alzheimer's Society/ Alzheimer's Society Scotland	Tesco	Awareness-raising promotional partnership
Breast Cancer Campaign	Shloer grape juice drink	Sponsorship scheme
Breast Cancer Research	Pink Lady apples	Donation scheme
British Dental Association (has not-for-profit objectives on behalf of members)	Ribena ToothKind	Health approval or endorsement ("accredited by the British Dental Association")
British Dietetic Association (has not-for-profit objectives on behalf of members)	Marks & Spencer own-brand pure fruit juices	Health approval or endorsement (on-pack advice on healthy fruit and vegetable intake, including fruit juice)
	Safeway own-brand 100% pressed fruit juices	Health approval or endorsement (on-pack advice on healthy fruit and vegetable intake, including fruit juice)

British Heart Foundation	Nestlé Shredded Wheat, Helping Hearts Campaign	Implied* health approval or endorsement (actually a promotional partnership)
	Tetley Tea bags, Healthy Folk Campaign	Implied* health approval or endorsement (actually a promotional partnership)
	Sainsbury's	Awareness-raising promotional partnership
Cancer Research Campaign (now Cancer Research UK)	Fresh British tomatoes (sold under the Sainsbury's own-brand label)	Health approval or endorsement (leaflet in pack with advice on healthy fruit and vegetable intake, including tomatoes)
	Karyatis Greek Extra Virgin Olive Oil (cold pressed)	Donation scheme and implied* health approval or endorsement
	Sunraysia prune juice	Donation scheme and implied* health approval or endorsement
Cancer Research UK (previously Cancer Research Campaign and ICRF)	Kellogg's Bran Flakes	Implied* health approval or endorsement (actually sponsorship scheme)
Coeliac UK	Glutafin, Juvela, and Schar range of food products	Health approval or endorsement
Family Heart Association	Original Flora, Flora Buttery, Light Flora, Flora Pro.Active margarines	Health approval or endorsement ("approved by" claim)
	Quaker Oats	Health approval or endorsement
	Provamel soya products, e.g. soya dairy-free yogurts	Health approval or endorsement ("approved by" claim)
Hyperactive Children's Support Group	Sainsbury's Blue Parrot range of children's food	Implied* health approval or endorsement (supporting retailer policy of controlled use of additives in own-brand children's foods)
Imperial Cancer Research Fund (now Cancer Research UK)	Nutribread - Race for Life campaign	Sponsorship scheme
	Tesco - Five a Day campaign	Awareness-raising promotional partnership
National Osteoporosis Society	Müller yogurt range (Light, Crunch Corner, Fruit Corner)	Health approval or endorsement ("bone friendly" claim)
	Osteocare calcium supplements (ads also linked to English National Ballet)	Donation scheme and implied health approval or endorsement
	Danone Activ' 'Source of Calcium' bottled water	Health approval or endorsement ("bone friendly" claim)
	Express Dairies milk	Health approval or endorsement ("bone friendly" claim)
	Warburton's Milk Roll 'calcium' bread	Health approval or endorsement ("bone friendly" claim)

NICHSA - Northern Ireland Chest, Heart and Stroke Assoc.	Kerry Low Low margarine	Health approval or endorsement, and awareness-raising promotional partnership
Osteoporosis research (unspecified recipient)	Marvel dried milk powder	Implied* health approval or endorsement (actually a donation scheme)
Vegetarian Society	An extensive range of food and drinks products	Production standards & quality approval or endorsement (vegetarian, not tested on animals, use of free-range eggs)
	Fry's Chocolate Cream	Sponsorship scheme (sponsor of the "Achievement Award")
	Tesco, National Vegetarian Week	Sponsorship scheme
World Cancer Research Fund	Sainsbury's	Promotional partnership
World Heart Federation	Kellogg's Cornflakes (print advert) Kellogg's Bran Flakes (food label) Kellogg's Fruit & Fibre (food label) Kellogg's Sultana Bran (food label)	Implied* health approval or endorsement (actually sponsorship scheme)

Product table 2: Other not-for-profit organisations or causes and their links to food products and companies examined in this survey

Not-for-profit (non-health) charity or professional association	Food or drinks company with which the not-for-profit (non-health) organisation is associated	Type of relationship
Barnardo's	Lyle's Golden Syrup	Donation scheme
	Packet sugar	Awareness-raising promotional partnership
ChildLine	Kellogg's Cornflakes	Donation scheme and awareness-raising promotional partnership
Children's Hour / International Youth Federation	Danone: Daddies Tomato Ketchup	Donation scheme
	Vittel and Evian waters	Donation scheme
Children's Society	Thornton's chocolate	Donation scheme
Comic Relief (note: many food and non-food products carried donation schemes for Comic Relief - this is a representative sample)	Virgin Cola Flora margarine Maltesers 'bag of laughs' Mr Kipling red nose cakes New Covent Garden soups	All donation schemes
English Nature	Riverford Farm organic semi-skimmed milk	Production standards approval or endorsement (bat friendly claim)
EnviroKidz (a joint name for donations to: Orangutan Foundation International; Amazon Conservation Team; Australian Koala Foundation; Dian Fossey Gorilla Fund)	Nature's Path: Gorilla Munch organic cereal; Koala Crisp organic cereal; Orangu-tanos organic cereal	Donation scheme

Fairtrade Foundation	Day Chocolate Company	Production standards approval or endorsement (fair trade)
	A wide range of foods and beverages	Production standards approval or endorsement (fair trade)
Future Forests	Whole Earth Organic Cocoa cereal	Not clear - probably awareness-raising promotional partnership
Honeypot charity	ASDA	Donation scheme
Irish Society for the Prevention of Cruelty to Children	Kellogg's cereals	Donation scheme
London Marathon	Flora margarine	Sponsorship scheme
London Zoo	Wildlife Choobs fromage frais	Donation scheme
Make a Wish Foundation	Jelly Babies	Donation scheme
Marine Stewardship Council	Various fish products and 'Fish!' restaurants	Production standards approval or endorsement (sustainable fish production and catching methods)
National Farmers' Union, Little Red Tractor logo (has not-for-profit objectives on behalf of members)	Various food products	Production standards approval or endorsement (animal welfare and safety)
National Trust	Shloer grape juice drink	Donation scheme
	Thayers Real Dairy Ice Cream	Donation scheme
National Society for the Prevention of Cruelty to Children	Mars: Twix and Bounty chocolate bar multi-packs	Donation scheme
Oxfam	Various food products (coffee, tea, chocolate, etc.)	Production standards approval or endorsement (fair trade)
Prince of Wales Charitable Foundation	Duchy of Cornwall organic products	Production standards approval or endorsement ("organic")
Project Seahorse	Guylian sealife-shaped chocolates	Donation scheme
Ronald McDonald's Children's Charities	McDonald's fast-food restaurants	Donation scheme
RSPB - Royal Society for the Protection of Birds	Percol coffee	Production standards approval or endorsement ("bird friendly" claim)
	Various agricultural (food) products	Production standards approval or endorsement (wildlife friendly)
RSPCA - Royal Society for the Prevention of Cruelty to Animals	Lindt Rudi the Reindeer chocolates	Donation scheme
	HP Animal Hospital pasta shapes	Donation scheme
	An extensive range of foods under the 'Freedom Foods' scheme (meat, milk, eggs, etc.)	Production standards approval or endorsement (animal welfare - five freedoms)



Save the Children Fund	Morrisons	Donation scheme
Schools	Coca Cola - Literacy Projects	Donation scheme
Schools	KitKat - Art Materials Prize Draw	Donation scheme
Schools	McDonald's - Literacy Projects	Donation scheme
Schools	McVities with Mirror Group - Maths Stuff scheme	Donation scheme
Schools	Nestlé Shreddies “Box Tops for Education”	Donation scheme
Schools	Pringles crisps - Sports Equipment	Donation scheme
Schools	Sainsbury's - School Equipment	Donation scheme
Schools	Starbucks coffee shop - Literacy Projects	Donation scheme
Schools	Tesco - Computers for Schools	Donation scheme
Schools	Tetley tea with <i>Express</i> newspapers “Sports Stuff” scheme	Donation scheme
Schools	Walkers Crisps with <i>The Sun</i> newspaper “Books for Schools” scheme	Donation scheme
Soil Association (has some not-for-profit objectives on behalf of members)	An extensive range of food and drinks	Production standards approval or endorsement (wildlife and environment friendly, animal welfare, nutritional quality, etc.)
Terrence Higgins Trust	Selfridges	Donation scheme
Trees for Life	Viridian nutritional supplements	Donation scheme
UNICEF - United Nations Children's Fund	Apricot juice drink	Not clear - probably donation scheme
Wildlife Trusts (UK)	White & Wild milk	Production standards approval or endorsement (wildlife friendly)
Woolworths Kids First	Woolworths	Donation scheme
WWF - WorldWide Fund for Nature	Delverde Organic Pasta	Implied* production standards approval or endorsement (actually a donation scheme)
	Kenco organic coffee	Implied* production standards approval or endorsement (actually a donation scheme)
	Cadbury's chocolates	Donation scheme

### Notes on category definitions

\* Awareness-raising promotional partnership - usually a partnership between a supermarket and a charity promoting a message such as ‘eat five portions of fruit and vegetables a day’;

\* Donation scheme - usually a charitable purchase-triggered donation;

- \* Equipment donation scheme - usually to schools by means of customers collecting tokens, to be ‘traded in’ for school equipment;
  - \* Formal health approval or endorsement - usually a campaigning health charity's logo and health message appearing on a food product, explicitly stating “approved by” or “accredited by” the participating not-for-profit organisation;
  - \* Implied [*see note below*] health approval or endorsement - usually a campaigning health organisation's logo and health message associated with food marketing without an explicit statement of the meaning of the use of the logo on the food label or in marketing materials [*see note below*];
  - \* Production standards approval or endorsement - often a campaigning charity’s logo appearing on a food product with a statement about the social or environmental benefits of the purchase of the product;
  - \* Sponsorship scheme - often a charitable fundraising sports or educational event financed by a company in return for the company's logo appearing on banners, marketing materials, etc.
- \* Where the word ‘implied’ is used, this is an assessment arrived at by comparing the product or advertisement to the criteria outlined in Section 2.2.

From the list of products and marketing partnerships observed, examples were selected of actual or implied health approval or endorsement schemes, for further analysis.

## Section 3

### The claimed benefits of marketing partnerships

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Business in the Community, a coalition of UK companies “committed to improving continually their positive impact on society”, calls marketing partnerships between not-for-profit organisations and companies “cause-related marketing”. This is defined as “a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit” [BIC, 1999]. Business in the Community also calls cause-related marketing “the ultimate win win win” [BIC, 1999], because of its potential to deliver benefits for the consumer, for companies and for the participating not-for-profit organisations, charities or causes.

Marketing partnerships may also take the form of endorsement-style marketing partnerships in which a charity or professional association allows a logo (usually in return for a fee) to appear on products, denoting a level of approval or recommendation.

Some of the examples of marketing partnerships examined in this survey are a mixture of the two types of relationship described above.

Yet little research has been conducted into the impact of marketing partnerships upon the core principles and objectives of charities and professional associations, and upon their relationship with the public in general, and with their key target audiences in particular.

To investigate the meaning and impact of the association of charities and professional associations with food marketing, it is important to understand what food manufacturers and not-for-profit organisations aim to achieve by participating in this type of marketing activity. For these groups, and for consumers, what are the expected benefits? And are there circumstances in which the outcomes do not match up to the expectations?

Informed by desk research into company and not-for-profit marketing policy, and the findings of consumer and company surveys, the following sections outline the expected benefits for consumers and participating companies.

### 3.1 How the company can benefit

“Cause Related Marketing enables a company to contribute to the community, whilst also building its reputation and brands. True cause-related marketing will also achieve very specific and measurable marketing objectives. Something that philanthropy simply cannot do” [Popcorn, 1992].

The partnership between a not-for-profit organisation and a food company can offer a number of benefits to the company, with increased sales, improved brand image, and the opportunity to be associated with causes or organisations that give the product “a bright consumer halo” [Abdy; Barclay, 2000]. Corporate philanthropy is not a new phenomenon, but over the past twenty years company giving has become integrated into marketing strategies, offering companies high-profile, profitable and sustained sales benefits.

#### 3.1.1 Consumer support

For companies, associating their brands with a good cause makes good business sense. Business in the Community states that “67% of consumers are now buying products or services linked to a cause or charity [amounting to] 32 million consumers in the UK alone” [BIC, 2001d], and quotes 75% of CEOs, marketing directors and community affairs directors as saying that cause-related marketing enhances corporate brands or reputations [BIC, 2001c].

Consumer support for marketing partnerships between companies and charities is strong: 74% of consumers polled by Business in the Community thought that it was acceptable for companies to involve a charity or cause in their marketing; 81% agreed that they were more likely to buy a product associated with a cause they cared about (price and quality being equal) [BIC, 1999]; and over 66% said they had participated in some form of programme involving a marketing partnership [BIC, 2000]. More conservative findings from a quantitative survey conducted by Taylor Nelson Sofres in 2001 still showed 30% of respondents being more likely to buy from a company involved in cause-related marketing (evenly distributed across age groups, and up to 40%, for those on higher incomes) [TNS, 2001]. See Figure 2, below.

Q: Could the fact that a company is linked to a charity make you more or less likely to buy their products?							
	Total	16-24	25-34	35-44	45-54	55-64	65+
More likely	30%	35%	33%	29%	20%	31%	28%
No difference	66%	61%	63%	69%	73%	64%	66%
Less likely	4%	3%	2%	2%	6%	5%	6%
Don't know	1%	1%	1%	--	1%	--	1%

Figure 1: The likelihood of buying a product linked to a charity [TNS, 2001]

### **3.1.2 Price premiums**

Research shows that some consumers are prepared to pay a price premium for products or services associated with good causes [Research International, 1996], with:

- 64% of consumers willing to pay slightly more for a product associated with a cause - on average 5% more;
- 20% willing to pay 10% more, for the 'right' cause.

These findings were broadly corroborated by a survey conducted by BT and The Future Foundation [BT/The Future Foundation, 1997].

It has been suggested that “this price premium is probably best seen in the consumer’s mind not in terms of extra profit to the brand owner, but as a proxy charity payment to the good cause that the consumer would like to support. In effect, the brand is being used as an easily accessible, credible and trustworthy ‘collection box’ on the shelf” [Pringle; Thompson, 1999, p.121].

### **3.1.3 Product differentiation**

Stating that “81% of UK adults would rather buy from a company associated with a cause they care about” [Research International, 1998], the Royal Society for the Protection of Birds (RSPB) also points out that working with a charity “gives companies an excellent Unique Selling Point and helps them to raise their own profile, revenue channels and, potentially, their market share” [RSPB, 2001a]. The RSPB runs a brand-licensing programme, charging a fee to companies in return for allowing the RSPB logo to appear on products with a statement about the company's support for wildlife conservation. In this way, support for a charity or cause can offer companies the opportunity to differentiate their brands and products, to “rise above the clutter” [Popcorn, 1992], gaining an individualised and enhanced brand image. In respect of this, the Chairman of Cadbury Schweppes calls such marketing “an effective way of enhancing corporate image, differentiating products and increasing both sales and loyalty” [Cadbury, 1996].

### **3.1.4 Practical benefits**

As well as financial and brand benefits, proponents of cause-related marketing point to practical benefits for companies associated with cause-related marketing programmes, including

improved staff motivation [CharityVillage, 1994], and services donated by celebrities - helping both the company and the cause. In an interview conducted for this survey, one health charity said that footballing stars had been pleased to offer their time and image in support of cause-related marketing activities in association with food products. Benefits 'in kind' can also include promotion of the company's brand or products via the not-for-profit's network, which the company might not otherwise have access to. Examples observed during research for this study include:

- Promotion of Kellogg's as a primary sponsor on the World Heart Federation website [WHF, 2001];
- The Northern Ireland Chest, Heart and Stroke Association's promotion of Kerry Low Low margarine, through its internal magazine, reaching hundreds of members [NICHSA, 2001];
- The British Heart Foundation offers partner companies "considerable support" from "a committed account team... PR support... nine regional offices... 400 voluntary fundraising branches... a network of over 400 BHF high-street shops ... [and a] popular website with over 50,000 visits a month" [BHF, 2001a].

### **3.1.5 Countering bad publicity**

A positive corporate reputation built upon relationships with charities and causes may also be beneficial for a company facing public criticism for its ethical stance or business activities. As Patti Rundall, director of the not-for-profit Baby Milk Action, states, "The advantages of an ethical image are well known and PR companies openly advise businesses who face criticism to adopt 'cause-related marketing' strategies to advertise aggressively their links with charities and good causes in order to counter-balance bad publicity" [Rundall, 2000]. Marketing professionals sometimes speak of cause-related marketing as effective "investment" and "brand-building", with cause-related marketing "building a surplus account for times when you have crisis" [Thompson, 1999].

Nestlé, faced with criticisms of its marketing activities relating to breastmilk substitutes, and a consumer boycott of Nestlé products, has emphasised that its "commitment to the family doesn't end in the kitchen or at the dining room table," and that it is working to build a more positive corporate image through sponsoring charitable literacy schemes around the world

[Nestlé, 2001]. Coca Cola, criticised for its promotions of sugared drinks to children [CSPI, 2001; Dairy Council, 2001], has sponsored literacy projects to gain ethical kudos and thus earned the chance to sponsor the Harry Potter films [CRM News, 2002; Coker, 2002]. Starbucks coffee retailer, faced by the prospect of a US boycott for using dairy products from cows treated with bovine growth hormone, and a UK boycott for failing to stock fair-trade coffee, has announced in the UK that it will be supporting the National Literacy Trust through its 'Reading is Fundamental' initiative [CRM News, 2002; OCA, 2001].

### **3.1.6 Enhancing the brand image**

A bedrock principle for companies hoping to run successful marketing partnerships is achieving an appropriate 'marriage' between the company's brand values and the not-for-profit organisation or cause [Polonsky; Macdonald, 2000], comprising "specialisation funding" in "areas where [companies] have a vested interest" [CharityVillage, 1994]. This is sometimes termed "brand synergy", or "brand territory", achieved through "the development of a marketing relationship which 'fits' very well with other core aspects of the brand to create a truly holistic persona" [Pringle; Thompson, 1999, pp3-4]. Brand 'fit' may take direct or indirect forms, for instance:

- By sponsorship of the Vegetarian Society's Achievement Award in summer 2001, the Fry's Chocolate brand was publicised to the Society's members, helping raise awareness with a key target group of potential customers that Fry's Chocolate contains no ingredients of animal origin [Vegetarian Society/Fry's, 2001b], illustrating a direct 'fit' between Vegetarian Society values and the vegetarian ingredients of Fry's Chocolate.
- In a donations scheme in support of the WorldWide Fund for Nature, Kenco organic coffee carried WWF's iconic panda symbol. The brand 'fit' was between wildlife benefits of organic coffee production and WWF's practical conservation measures, enhancing Kenco's 'wildlife friendly' brand values.
- A number of food companies have worked with the National Society for the Prevention of Cruelty to Children (NSPCC) as a partner in cause-related marketing programmes. In 2001, Mars Confectionery ran a donations scheme on 'family-bag', 'treat size' Twix and Bounty Bars. The brand 'fit' was an emotional appeal to parents likely to buy the product, who were also likely to sympathise with a charity working on behalf of vulnerable children. The 'feel-good' emotional appeal (sometimes called

“Capturing HeartShare™” [Cavill + Co, 2001]) was reinforced by cartoons of smiling, jumping children - a positive marketing approach also adopted in a cause-related marketing programme called “The Happy Kids”, run by Unigate Dairies in association with the NSPCC in 1992. This programme was credited by Unigate’s Promotions Manager as helping the company “tactically to achieve specific sales objectives” [Hopkins, 1992].

### **3.1.7 Enhancing ‘healthy’ brand values**

Of special interest for this survey is another type of brand synergy or ‘fit’ that taps into a trend of many consumers seeking healthier foods, and into the rise in popularity of marketing claims for enhanced health functionality of some foods and food types. In 2001, a European Commission discussion paper commented that:

“The food industry has responded to the increased interest of consumers in nutrition by providing nutrition labelling on many foods and by highlighting the nutritional value of products through claims in their labelling, presentation, marketing and advertising. Many would argue that this evolution could be considered as a positive one for providing relevant information to the consumer. However, for the food industry, it has also been an opportunity to use claims as a marketing tool” [EC: DG Sanco, 2001].

In the examples examined in more detail for this study [see product table, page 13], the brand ‘fit’ in the cause-related marketing schemes is between companies with brand values for their food products such as ‘good health’, ‘healthy eating’, or ‘good for the heart’, and not-for-profit organisations working on health issues whose own brands include properties such as ‘offering unbiased advice’, ‘having sound scientific understanding of good nutrition’, and ‘supporting people to help prevent or treat diet-related disease’. One key benefit accrued by the company, in these cases, is the alliance of the product’s ‘healthy’ brand values with the independent ‘healthy’ brand values of the not-for-profit health organisation.

For many years, a key component of the marketing strategy for Flora margarine, manufactured by Van den Bergh Foods, has been sponsorship of the charity fund-raising London Marathon. Whilst this sponsorship relationship is not thought to have a significant direct impact on sales of Flora [Pringle; Thompson, 1999, p.191], it is used as “part of the total marketing effort and positioning of the brand” as a “healthy” food:

“Flora is a leading UK brand of margarine which has had a long-term positioning as a healthier alternative to butter and which has built its business with a primary appeal to women purchasers who wish to ‘look after the men in their lives’. This is an area which



is hedged about with rules and regulations governing health claims and Flora has been very successful in managing to create an association in consumers' minds that it is indeed a healthier product and may actually help prevent heart disease, without actually directly saying so" [Pringle; Thompson, 1999, p.191].

Flora has also engaged in marketing partnerships or co-branding with the British Heart Foundation and the Family Heart Association [see Appendix 1], again benefiting from an enhanced brand reputation by association with these heart charities, as part of a wider marketing programme to establish Flora as 'heart-healthy' food. The success of this approach is in achieving an "image transfer" between the cause and the food product or brand [Sedgwick, 1984].

Similarly, the Tetley tea bags brand worked during 2001 to associate itself with 'heart healthy' brand values - for example, a Tetley promotional leaflet associated tea drinking with heart-health benefits akin to those gained from consuming fruit [see Appendix 1]. A £15-million was launched in 2002 "which concentrates on the health benefits associated with brewing up, to reinvigorate the flagging hot beverages sector" [*The Grocer*, 2002d; Mowbray, 2002]. Claims on Tetley print advertisements include: "Tetley is rich in antioxidants that can help keep your heart healthy." Tetley has also linked up with the British Heart Foundation in a high-profile cause-related marketing programme (formally a donations scheme and awareness-raising promotional partnership) that also emphasises the presence of antioxidants in Tetley tea bags [see Appendix 1].

It can be seen, then, that where link-ups with charities and professional associations (particularly those working on health issues) are used in the marketing of food products, one benefit for some participating companies is the opportunity to make a nutrition or health claim - whether explicitly, or by implication. Although participating not-for-profit organisations surveyed interviewed for this survey said that their logo schemes should not be understood as an endorsement of the food product or brand, the effect of their logo or name appearing on the food product is likely to add "the weight of credibility of an endorsement message" to a manufacturer's claims [OAG, 2000].

Product table 3: Summary of assessment of health organisations

Product	Not-for-profit organisation name	Is the not-for-profit organisation a health charity or medical association?	Does the organisation offer advice on healthy eating relating to its central professional theme?	Is it a national organisation	Can the organisation reasonably be said to have a reputation for independent health advice?
Ribena ToothKind	British Dental Association	Yes	Yes	Yes	Yes
Safeway fruit juices	British Dietetic Association	Yes	Yes	Yes	Yes
M&S fruit juices	British Dietetic Association	Yes	Yes	Yes	Yes
Tetley tea bags	British Heart Foundation	Yes	Yes	Yes	Yes
Nestlé Shredded Wheat	British Heart Foundation	Yes	Yes	Yes	Yes
Karyatis Olive Oil	Cancer Research Campaign	Yes	Yes	Yes	Yes
Fresh British tomatoes	Cancer Research Campaign	Yes	Yes	Yes	Yes
Kellogg's Bran Flakes	Cancer Research UK	Yes	Yes	Yes	Yes
Flora Buttery margarine	Family Heart Association	Yes	Yes	Yes	Yes
Flora Pro.Active	Family Heart Association	Yes	Yes	Yes	Yes
Quaker Oats	Family Heart Association	Yes	Yes	Yes	Yes
Provamel soya yogurts	Family Heart Association	Yes	Yes	Yes	Yes
Flora Original & Light	Family Heart Association	Yes	Yes	Yes	Yes
Müller Light yogurts	National Osteoporosis Society	Yes	Yes	Yes	Yes
Müller Crunch and Fruit Corner yogurts	National Osteoporosis Society	Yes	Yes	Yes	Yes
Osteocare supplements	National Osteoporosis Society	Yes	Yes	Yes	Yes
Danone Activ' bottled water	National Osteoporosis Society	Yes	Yes	Yes	Yes
Express Dairies milk	National Osteoporosis Society	Yes	Yes	Yes	Yes
Warburton's Milk Roll	National Osteoporosis Society	Yes	Yes	Yes	Yes
Kellogg's Fruit 'n Fibre	World Heart Federation	Yes	Yes	No, international	Yes
Kellogg's Bran Flakes	World Heart Federation	Yes	Yes	No, international	Yes

Product table 4: Summary of assessments of claims

Product	Health charity or medical association	Does the food label or advert carry...					
		..the name of a diet-related disease?	..the name of an organ affected by diet?	..the name and/or logo of a health charity or medical association?	..an image of an organ whose health is affected by diet?	..a word akin to 'endorsement'?	..advice on healthy eating?
Ribena ToothKind	British Dental Association	Yes (Tooth decay)	Yes (Tooth)	Yes	No	Yes ("Accredited")	No
Safeway fruit juices	British Dietetic Association	No	No	Yes	No	Yes ("Recommended")	Yes (5 a day)
M&S fruit juices	British Dietetic Association	No	No	Yes	No	Yes ("Recommended")	Yes (5 a day)
Tetley tea bags	British Heart Foundation	No (Heart)	Yes	Yes	Yes (Heart)	No (two organisations working "In association")	On smaller packs, a mixture of Tetley and BHF. On larger (240) bags, no dietary advice
Nestlé Shredded Wheat	British Heart Foundation	No	Yes	Yes	Yes (Heart)	No (Nestlé working "In support of")	Yes, from the company
Karyatis Olive Oil	Cancer Research Campaign	Yes (Cancer)	No	Yes	No	No	Yes, advice from manufacturer in CRC neck tag
Fresh British tomatoes	Cancer Research Campaign	Yes (Cancer)	No	Yes	No	No	Yes, advice from manufacturer & CRC in leaflet
Kellogg's Bran Flakes	Cancer Research UK	Yes (Cancer)	Yes (Bowel)	Yes	Yes (Bowel and Heart)	No (but two organisations "Working with" each other)	Yes, list of Kellogg's healthy eating logos relating to diet and cereals
Flora Buttery margarine	Family Heart Association	No	Yes (Heart)	Yes	Yes (Heart)	Yes ("Approved")	General statement from Flora on how Flora can help lower cholesterol "as part of a healthy diet"
Flora Pro.Active	Family Heart Association	No	Yes (Heart)	Yes	Yes (Heart)	Yes ("Approved")	Some packs carried detailed info; others general statements as above
Quaker Oats	Family Heart Association	No	Yes (Heart)	Yes	Yes (Heart)	No (but "Quaker Oats are working with the FHA")	Only relating to oats, in advice from the company
Provamel soya yogurts	Family Heart Association	No	Yes (Heart)	Yes	Yes (Heart)	Yes ("Approved")	No
Flora Original & Light	Family Heart Association	No	Yes (Heart)	Yes	Yes (Heart)	Yes ("Approved")	General statement from Flora on how Flora can help lower cholesterol, as above

Product table 4 continued...

Product	Health charity or medical association	<i>Does the food label or advert carry...</i>					
		..the name of a diet-related disease?	..the name of an organ affected by diet?	..the name and/or logo of a health charity or medical association?	..an image of an organ whose health is affected by diet?	..a word akin to 'endorsement'?	..advice on healthy eating?
Müller Light yogurts	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	Yes (Bone)	No (but carries "National Osteoporosis Society 'Bone Friendly' logo)	No
Müller Crunch and Fruit Corner yogurts	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	Yes (Bone)	No (but carries "National Osteoporosis Society 'Bone Friendly' logo)	No
Osteocare supplements	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	No	No	No, advises that tablets contain more calcium than a pint of milk
Danone Activ' bottled water	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	Yes (Bone)	No (but carries "National Osteoporosis Society 'Bone Friendly' logo)	No, but advice about RDA in relation to the product
Express Dairies milk	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	Yes (Bone)	No (but carries "National Osteoporosis Society 'Bone Friendly' logo)	No, but advice about RDA in relation to the product
Warburton's Milk Roll	National Osteoporosis Society	Yes (Osteoporosis)	Yes (Bones)	Yes	Yes (Bone)	No (but carries "National Osteoporosis Society 'Bone Friendly' logo)	No, but advice about RDA in relation to the product
Kellogg's Fruit 'n Fibre	World Heart Federation	No	Yes (Heart)	Yes	Yes (Heart)	No (but two organisations working "In partnership")	No generic advice - list of Kellogg's healthy nutrients and RDA advice
Kellogg's Fruit 'n Fibre	World Heart Federation	No	Yes (Heart)	Yes	Yes (Heart)	No (but two organisations working "In partnership")	No generic advice - list of Kellogg's healthy nutrients and RDA advice

### 3.2 How consumer can benefit

Proponents of marketing partnerships say that the partnership between a not-for-profit organisation and a food manufacturer can offer a number of benefits (or perceived benefits) to the consumer. Indeed, such marketing has been described by one business commentator as being "unlike most other marketing [...] designed to add value for the consumer" [Mitchell, 2001]. Marketing partnerships associated with food products takes a number of forms, offering different benefits to a consumer, and potentially affecting their food choices in different ways.

### **3.2.1 The feel-good factor**

In a simple donations scheme (what Business in the Community calls “a purchase-triggered donation mechanic” [BIC, 2001a, p.1]), the consumer knows that for every purchase, a percentage of the sale price, or a contribution to a fixed total donation, is given to the cause promoted in conjunction with the product. An example of a simple donations initiative is a cause-related marketing scheme (2001) appearing on packs of Jelly Babies, in which a donation was made to the Make-A-Wish Foundation for each bag of sweets purchased. For the consumer, this contributes to the “feel-good factor” or “satisfaction” of buying a product and helping a cause at the same time [DiMarzio, 1997]. They may also seek to “align their loyalty and purses with companies that align with their values” [Cavill + Co., 1997].

As the manufacturer Cereal Partners says, on the back of Shredded Wheat packs promoted in association with the British Heart Foundation, “You’ll feel good that you’re helping yourself and that you’re helping others” [Cereal Partners, 2001].

### **3.2.2 Bonus opportunities**

In a promotional partnership (one that usually, but not always, involves a donation, and is designed for mutual promotional benefit for the participating not-for-profit organisation and company), a consumer may receive something extra with each purchase, for instance:

- The opportunity to take part in a fundraising activity: When Shloer promoted its fundraising commitment in support of a breast cancer charity, customers could take part in a sponsored cycle ride [BCC, 2001];
- The opportunity to purchase a special item: In the promotional partnership between Tetley Tea and the British Heart Foundation, Tetley Tea customers could send off for a recipe book [see Appendix 1];
- Advice on healthy eating: In the promotional partnership between Marks & Spencer and the British Dietetic Association, people buying pure fruit juice received dietary information on a healthy intake of fruit and vegetables [see Appendix 1].

### **3.2.3 Product differentiation**

A not-for-profit name or logo can be used on the food label or in food marketing materials, often as a shorthand indicator to a whole set of values, production standards or ingredients

criteria. A consumer aware of the meaning of the logo, trusting the organisation that the logo represents, or generally in favour of the set of values that the logo embodies, is saved the trouble of searching through the ingredients list for the items that they wish to consume or avoid, and is also saved the trouble of interpreting or checking product descriptions that may imply benefits or production standards when the consumer has no other easy means of verifying the accuracy of a manufacturer's claims.

Firstly, a logo scheme can help the consumer to avoid certain ingredients, product attributes or production standards with which they do not wish to be associated, for instance:

- For vegetarians, the Vegetarian Society logo on a food gives the assurance that the food contains no animal products, that it has not been tested on animals, and that any eggs used were free-range [Vegetarian Society, 2001a];
- For people suffering from coeliac disease, a product's inclusion on the Coeliac UK approved list indicates that a food manufacturer has committed to excluding wheat, rye, barley and oats from its foods [Coeliac UK, 2001];
- For people concerned about the environmental and health effects of pesticides, the Soil Association organic certification logo offers an assurance that artificial pesticides have not been used in the growing or processing of the food [Soil Association, 2001].

Secondly, a logo scheme can help the consumer make positive choices in favour of certain ingredients, product attributes or production standards with which they wish to be associated, for instance:

- The Marine Conservation Society logo offers an assurance that fish products are from sustainable supplies, backed by an independent verification procedure [MSCI, 2000];
- The RSPCA Freedom Foods logo and brand offers an assurance that food animals enjoyed five basic freedoms, in support of improved animal welfare [RSPCA, 2000];
- The British Dental Association accreditation of Ribena ToothKind offers parents an assurance that the drink will damage their children's teeth much less than other fruit-based drink products [SmithKline Beecham, 2001].

In these ways, the appearance of a not-for-profit organisation's name or logo on a food product can help a consumer to differentiate with ease between one product and another.

### 3.2.4 Shorthand health messages

Of special interest to this survey are instances where health charities or medical associations appear on food labels or in food marketing as a shorthand indicator of a health benefit associated with the food (whether intentionally or by implication). There is some evidence to suggest that logo schemes that express a shorthand message on health benefits are favoured by consumers, and that many find them useful when making food choices.

For instance, as testimony to the efficacy and popularity of such shorthand indications of the health benefits of food products, most of the major UK supermarkets have some form of well-established and prominently displayed ‘healthy eating’ logo scheme, usually for own-brand products with (for instance) low or reduced levels of fat, salt and added sugar. In Sainsbury, these are the ‘Healthy Choice’ and ‘Eat Smart’ ranges. In Tesco, these are the ‘Healthy Eating’ branded foods. In Sainsbury’s, such products carry the label, ‘Be Good To Yourself’ and, on own-brand Blue Parrot Café children’s foods, the ‘Beady Eye Promise’.

Government-commissioned research by the National Consumer Council into consumer perceptions of health messages on food labelling [NCC, 1997] showed that:

- Short one-word or one-phrase claims and symbols on the front of food packs influence consumers’ purchasing, especially when buying new products;
- Consumers find longer, more complex claims impenetrable and confusing, resulting in a loss of trust;
- Consumers’ purchasing decisions depend on whatever on-pack information they have previously ‘accepted’ or information reinforced by other sources.

This evidence suggests that health-related logos, whether backed by a retailer, a health charity or a medical association, are one way of communicating complex messages in a simple and direct manner that consumers can readily accept and understand, since:

- Logos in this survey were usually displayed on-pack accompanied by a short one-phrase claim on health benefits (such as “bone friendly” or “supporting heart health”);
- Independent verification, apparent approval or endorsement by a not-for-profit organisation chimes with consumers’ preference for previously accepted information and reinforcement by independent sources.

Product table 5: Summary of health information associated with the product

Product	Not-for-profit organisation	Does the label tell consumers how to get further advice on healthy eating?	Does the product label say how much the charity or medical association recommends you eat to benefit health?	Does the label mention groups who might benefit most?	Does the label give an advice line, postal or website address? For the company or health organisation?	Does it appear advice is from the company or the health organisation?	How are products assessed?
Ribena ToothKind	British Dental Association	No	Max 1 carton for toddlers - advice looks like it's from Ribena	No	No, only general company contact	Probably from company	Full criteria on Association's website
Safeway fruit juices	British Dietetic Association	No	Yes, 1 glass to contribute to five-a-day fruit and vegetables	No	No, only general company contact	Advice from BDA	These products chosen as one of 5 a day
M&S fruit juices	British Dietetic Association	No	Yes, 1 glass to contribute to five-a-day fruit and vegetables	No	No, only general company contact	Advice from BDA	These products chosen as one of 5 a day
Tetley tea bags	British Heart Foundation	Two sizes of pack have healthy eating advice	No direct advice on drinking tea	No	Yes, for the company (Tetley website and helpline)	Advice from charity & company	Passed by BHF medical team
Nestlé Shredded Wheat	British Heart Foundation	No	There's advice from "experts" on having 3 servings of whole-grain food/day	Yes - "anyone, young or old, male or female"	No, there's a BHF address only for donations	Advice from the company & "experts"	Passed by BHF medical team
Karyatis Olive Oil	Cancer Research Campaign	Yes, contact details for CRC	General cooking advice, probably from company	No	Yes, contact details for CRC	Advice from the company	Passed by CRC medical team
Fresh British tomatoes	Cancer Research Campaign	Yes, special CRC helpline	Talks about the 5-a-day message	Advice aimed at men	Yes, special CRC helpline	Advice from the charity & company	Passed by CRC medical team
Kellogg's Bran Flakes	Cancer Research UK	No	Not directly - nutrition info given on bowl of branflakes	No, the impression is that everyone can benefit	Yes, for the charity and company	Advice from the company	Passed by CRUK medical team
Flora Buttery margarine	Family Heart Association	Yes, from Flora	No	No	Yes, for the company (Flora helpline)	Advice from the company	Passed by FHA medical team
Flora Pro.Active	Family Heart Association	Yes, from Flora	No	No	Yes, for the company (Flora helpline)	Advice from the company	Passed by FHA medical team
Quaker Oats	Family Heart Association	No	No	No	No	Advice from the company	Passed by FHA medical team



Product table 5 continued...

Product	Not-for-profit organisation	Does the label tell consumers how to get further advice on healthy eating?	Does the product label say how much the charity or medical association recommends you eat to benefit health?	Does the label mention groups who might benefit most?	Does the label give an advice line, postal or website address? For the company or health organisation?	Does it appear advice is from the company or the health organisation?	How are products assessed?
Provamel soya yogurts	Family Heart Association	No	No	No	No	Advice from the company	Passed by FHA medical team
Flora Original & Light	Family Heart Association	Yes, from Flora	No	No	Yes, for Flora	Advice from the company	Passed by FHA medical team
Müller Light yogurts	National Osteoporosis Society	No	No	No	No	No advice but “bone friendly”	Passed by NOS medical team
Müller Crunch and Fruit Corner yogurts	National Osteoporosis Society	No	No	No	No	No advice but “bone friendly”	Passed by NOS medical team
Osteocare supplements	National Osteoporosis Society	Yes, for NOS and company	No, only RDAs	Yes “for men & women of all ages”	Yes, NOS details and company web address	Advice from company on RDA	Passed by NOS medical team
Danone Activ’ bottled water	National Osteoporosis Society	Yes, “For more info write to Danone Activ’”	Company advice on calcium content of water	“At every age and at every stage of our lives”	Yes, for the company	Advice from company; “bone friendly” from charity	Passed by NOS medical team
Express Dairies milk	National Osteoporosis Society	Yes, NOS phone line	General advice on RDA	No	Yes, for the charity	Advice from company; “bone friendly” from charity	Passed by NOS medical team
Warburton’s Milk Roll	National Osteoporosis Society	Yes, NOS phone line	“Five slices provide 18% of RDA of calcium”	No	Yes, for the charity	Advice from company and charity	Passed by NOS medical team
Kellogg’s Fruit ‘n Fibre	World Heart Federation	Only Kellogg’s website	No, general statements on a “balanced diet”	No	Kellogg’s website address	Advice from the company	Partnerships “promote healthy eating”
Kellogg’s Bran Flakes	World Heart Federation	Only Kellogg’s website	No, general statements on a “balanced diet”	No	Kellogg’s website address	Advice from the company	Partnerships “promote healthy eating”

Many doubts exist about the efficacy of formal accreditation schemes in actually influencing consumer choice, but proponents of such schemes say that they can work. Research by the Australian National Heart Foundation, which operates a formal accreditation scheme on food products, a “Tick” approval scheme, has found through opinion polls that 60% of Australian consumers say they use the Tick (regularly and sometimes) to help them choose which products to buy, and that those on a low income used the tick more than wealthier consumers. In addition, 85% believed that the Tick was a symbol that could be trusted, and held the correct view that food products carrying the tick met heart-friendly nutritional criteria [ANHF, 2001a].

### **3.2.5 Help with interpreting nutrition information**

“As food production has become more and more complex, consumers are increasingly interested in the information appearing on food labels. They have also become more interested in their diet, its relationship to health, and, more generally, the composition of foodstuffs that they select. For these reasons it is important that information about foodstuffs and their nutritional value appearing on the labelling and used for their presentation, marketing and advertising should be clear, accurate and meaningful” [EC: DG Sanco, 2001].

When logo schemes are designed to help consumers buy and eat a healthy diet - or to convey information about the composition of food - truthfulness, accuracy and ease of interpretation are of special importance. A person suffering from coeliac disease may rely on the Coeliac UK approval to help them identify gluten-free foods and hence avoid an allergic reaction. When the Cancer Research Campaign's logo and helpline appears on fresh tomatoes, the organisation hopes to communicate that the food can contribute to a diet that can help people stay healthy [CRC, 2001a]. In this way, logo schemes run by not-for-profit health organisations have the potential to affect the pattern of people's food choices and people's understanding of the relationship between diet and health outcomes.

Recent research conducted by the Food Standards Agency [FSA, 2001e] showed that many consumers found nutritional labelling difficult to interpret: 27% being unable correctly to identify ‘high fat’ foods, and 66% being unable correctly to identify products containing high levels of salt, using standard nutrition information carried on the majority of food products in the UK.

On the supermarket shelves, a potentially bewildering array of food products is available, carrying all sorts of positive sounding nutritional and health claims, some more accurate than others. Sometimes dozens of branded products exist in particular food categories, arrayed

together in the same supermarket fixture [see Appendix 1,2 and, *Food Magazine*, 2000; 2001a]. In these circumstances, logo schemes embodying accurate health messages may serve to assist consumers so that they do not need to have a sophisticated understanding of nutrition or comparative benefits of products - devolving the responsibility for this assessment to the organisations operating the logo schemes.

### **3.2.6 Assurance from a trusted authority**

In devolving responsibility for a judgement about whether the product constitutes a 'healthy' food, or a food that can contribute to a healthy diet, a consumer is likely to place their faith in the organisation making the judgement on their behalf. In cause-related marketing schemes where the presence of a not-for-profit organisation's logo or name on a food product is used to communicate health messages, the relationship of trust and understanding between the consumer and the not-for-profit organisation is critical.

The types of logo scheme that raise questions of particular interest to this study are those in which a not-for-profit organisation working on health issues expresses either a formal approval, or an implied approval of a food product. This is through the presence of the not-for-profit organisation's logo on food packaging and/or in marketing materials, usually accompanied by statements or imagery relating to health benefits, or implied health benefits, derived from the consumption of the particular food or food type. Research has shown that advice from not-for-profit organisations working on health and medical issues is considered by the public to be especially reliable and trustworthy [AMRC, 1999]. If the health messages on food is initiated or supported by a not-for-profit organisation that has a reputation for impartial and reliable advice, especially on health matters, it is reasonable to suppose that consumers will have a higher level of trust in the nutrition and health claims made for the product. This crucial 'trust' aspect of logo schemes, and public perception of not-for-profit organisations, is examined in more detail in Section 4.

### **3.3 How the not-for-profit organisation can benefit**

"The partnership [between Kellogg's and ChildLine] demonstrates Kellogg's strong and informed commitment to corporate social responsibility, but most importantly it will generate greater awareness, better understanding and much-needed funding for ChildLine" [Woodcock, 2000].

Although not-for-profit organisations may see cause-related marketing as one of a range of marketing tools to help them achieve their core objectives and to “maximise fundraising potential” [Survey response, 2001], interviews and research conducted in support of this survey showed that some health charities and medical associations had concerns about how their own schemes had progressed, and how they had been perceived by the public, by other charities or medical associations, and by regulatory agencies and the media. Some organisations said they had taken steps to address their concerns. Others said they would benefit from guidance on what they had found to be a complicated balancing act between commercial and not-for-profit objectives.

The Cancer Research Campaign and the British Heart Foundation said that they had engaged in cause-related marketing activities for many years, and expressed great confidence in the benefits, in terms of charitable fundraising and increasing public awareness of their campaign messages. The British Dietetic Association and the Hyperactive Children’s Support Group said that they had ventured into this field more recently, and were exploring ways in which marketing partnerships with the corporate sector could help them meet their own objectives, such as disseminating healthy eating advice or influencing manufacturing processes.

Many comments and observations in this section are drawn from the survey and interviews of these and other not-for-profit organisations, supplemented by information from policy documents examining marketing partnerships, and published by the not-for-profit and commercial sectors. Some academic papers also proved to be useful sources of information.

Not-for-profit organisations engage in three main areas of marketing [NCVO, 1998] that can be undertaken independently or in partnership with companies:

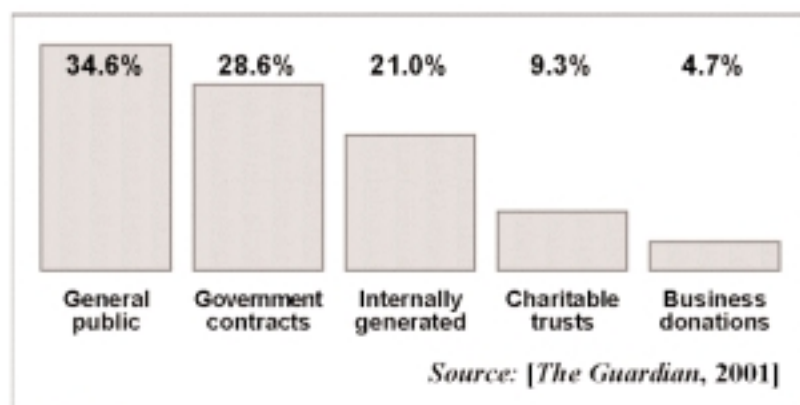
- Marketing for the purpose of fundraising - either through sales of goods and services, or through generating donations from the public, government, companies and charitable foundations. Fundraising is driven by the need to sustain the core charitable or campaign objectives of the organisation;
- Promotion of information or publications to help further the organisation's work, for

instance: publicising a helpline number [e.g. The Samaritans and ChildLine]; the publication of research in support of an organisation's wider campaign objectives [e.g. Sustain, 2001]; or the promotion of lifestyle advice, such as how to achieve a healthy and balanced diet [e.g. BDA, 2001d];

- Complimenting and supporting these activities, many charities and medical associations also develop marketing strategies to enhance the long-term public profile of their cause, organisation or 'brand'. This may involve, for instance, educational activities, media work, advertising and cause-related marketing. The NCVO credits the RSPCA, NSPCC and Oxfam as using marketing to develop this type of brand awareness [Abdy; Barclay, 2000, p.10].

### 3.3.1 Fundraising

Marketing for the purpose of fundraising is undertaken in an economic climate in which not-for-profit organisations face stiff competition for limited funds, and in which many organisations are seeking new and creative ways to maintain or increase income. In the period 1999-2000, the total amount of money donated to not-for-profit organisations (termed "the voluntary sector" in the report from which this data was taken) was £14.55 billion. Of this, only 4.7% was donated by companies [The Guardian, 2001]. See Figure 2, below.



The relatively small proportion of income sourced from companies is a cause of concern to not-for-profit organisations in the UK, especially because "as charities take on more of the implementation of statutory social policy, so they need more cash" [Armstrong, 2001]. Experience in other industrialised nations, such as the US and Australia, shows that companies can achieve and sustain higher average levels of donations, underpinning the financial stability of the not-for-profit sector. In the UK, The National Council for Voluntary

Organisations (NCVO) has called for the government to set a target for companies to give 1% of their profits to charities and other not-for-profit organisations - equivalent to the average level achieved in the US, and worth £1.25 billion a year. Currently, the average company donation in the UK is 0.2% of profits [DSC, 2001].

Marketing partnerships can raise large amounts of money, and in many cases it takes the simple form of a donation scheme tied to marketing benefits for a food brand. This type of scheme was described by one charity interviewed for this study as a “way in” or “lever” to attain higher levels of income from companies perceived, as one survey respondent said, as “reluctant to part with their money”. This response was indicative of a practical rather than ideological approach to fundraising by means of marketing partnerships with companies. As one not-for-profit organisation commented, “It would be foolhardy to reserve all our eggs in one basket - we can’t expect to receive the majority of our income from one source” . Another, saying that some members had expressed doubts about working with companies, said that it had taken the decision to proceed because, “In the end, it’s better that we run the campaign than we don’t”.

### **3.3.2 Reaching new audiences**

In addition to financial benefits, not-for-profit organisations also identified significant ‘in-kind’ benefits, usually from cause-related marketing programmes. London Zoo, for instance, works in promotional partnership with Wildlife Choobs Fromage Frais, a dessert product marketed as suitable for children’s lunchboxes. Firstly, London Zoo benefits financially through purchase-triggered donations, and secondly it gains valuable publicity to a key audience - parents who are likely to want to find interesting places to visit with their children [London Zoo, 2001].

The opportunity to reach new and larger audiences is a key aspect of cause-related marketing, frequently described by not-for-profit organisations surveyed or interviewed for this study. ChildLine, for instance, explained that its “Helping Kids Grow” promotional partnership with the major cereal brand Kellogg’s Cornflakes meant that the request for support, and details of its services, displayed on 31.4 million cereal packets, could reach millions of children and families, displayed prominently and repeatedly on their breakfast tables. As

ChildLine's director, Esther Rantzen, stated in a press release:

“This is the biggest single campaign ChildLine has ever been able to undertake. It will allow us, for the first time, to reach the majority of people in the UK with the message that we are here for children - but that we need the support of companies like Kellogg's and of the public in order to answer more of the children's calls. [...] The Helping Kids Grow campaign will enable us to reach most primary school-age children - over the breakfast table or at school - with the message that they can help themselves, but that ChildLine is here should they feel they need us” [Rantzen, 2001].

In a report commissioned by the NCVO [Abdy; Barclay, 2000], entitled *Marketing collaborations in the voluntary sector*, this type of “co-branding” between organisations with strong brand identities (such as that between Kellogg's Cornflakes and ChildLine) is advocated as a strategy that could offer sustained financial and brand-building benefits to the not-for-profit sector. Abdy and Barclay observe that during the 1990s, corporate alliances world-wide, including marketing collaborations with not-for-profit organisations, grew by up to 40% per year. They concluded that, for the not-for-profit sector, “In ever more competitive markets, creating partnerships with compatible brands, often with complementary skill sets, can help to reach new customers, overcome barriers to entry and create new brand synergies” [Abdy; Barclay, 2000].

### **3.3.3 Communicating campaign messages**

“In general, people do not ‘decide’ or ‘make choices’ [about] products simply in the rationalistic fashion assumed by information providers (working through to decisions in linear, calculative fashion). In many cases, they rely crucially on the judgement of trusted ‘others’, whether personal or institutional - for example, friends, NGOs, or, more superficially, brands” [Grove-White *et al*, 2000].

In pursuance of broader campaign objectives, some not-for-profit health organisations exploit opportunities to disseminate campaign messages and dietary advice through cause-related marketing partnerships with food manufacturers. In the table on page 13, these types of cause-related marketing partnerships are categorised as ‘awareness-raising promotional partnerships’, and ‘approval or endorsement schemes’. Often these also involve financial transactions (such as a fee for logo use) or donations; occasionally they do not. Examples of cause-related marketing schemes observed for this study include:

- In a cause-related marketing partnership with Tesco, it was estimated that the Imperial Cancer Research Fund “could reach an unprecedented 30% of all UK households”

with its promotion of the “five portions of fruit and vegetables per day” message, since the supermarket chain received 12 million customers in its 660 stores each week [EuroFood, 2001];

- The National Osteoporosis Society’s “bone friendly” logo on products such as Express Dairies milk aims to increase public awareness of foods that may contribute to bone health [NOS, 2001a];
- The British Dietetic Association, which received no fee or donation for its name and/or logo appearing on Safeway and Marks & Spencer fruit juices, entered into a marketing partnership with these retailers to compliment the BDA’s national campaign as part of a campaign to promote the message ‘eat five portions of fruit and vegetables a day’ [BDA, 2001c]. The schemes also helped to raise awareness of the BDA’s members (State Registered Dietitians) as a source of nutrition advice.

### **3.3.4 Influencing production or compositional standards**

The opportunity to communicate advice or campaign messages may be taken a stage further by exerting an influence over manufacturers to improve production practices, in furtherance of campaign objectives. The British Dental Association, for instance, states on its website that by means of its accreditation of Ribena ToothKind it hoped to help individuals understand the link between soft drinks and tooth decay, and “to encourage the manufacture of dentally healthy variants of food and drink products, the two major food-related oral diseases being dental caries and dental erosion” [British Dental Association, 2001]. In Australia, the Australian National Heart Foundation's formal food accreditation scheme aimed “To provide an incentive to the food industry to develop and market food consistent with Heart Foundation nutrition philosophy” [ANHF, 2001b].

In cases where not-for-profit organisations set specific standards for products carrying their logo, some licensors say that qualifying to carry the logo can become a significant competitive advantage for the company that earns the right to be associated with the not-for-profit organisation, adding value and a unique selling point to their products [e.g. RSPB, 2001a].

Among the food products observed during this study, this type of relationship was usually evident in logo schemes that signified improved environmental protection, wildlife-friendly



farming practices, ethical trade practices, or enhanced animal welfare. The Marine Conservation Society [MCS, 2001b], Royal Society for the Protection of Birds [RSPB, 2001c], FairTrade Foundation [FairTrade Foundation, 2001], and the Royal Society for the Prevention of Cruelty to Animals [RSPCA, 2000] are examples of these types of schemes run in association with food products [see product table, page 13]. Foods qualifying to carry these organisations' logos and names must meet specified production standards and in most cases are subject to verification and inspection systems to ensure standards are maintained.

Other organisations, the majority in pursuance of environmental objectives, promote non-food consumer products or services, for example renewable electricity supplies actively promoted by the RSPB and Greenpeace [RSPB, 2001c; Greenpeace, 2001]. The United Nations uses a logo scheme (The United Nations Roll of 500) to reward and encourage environmental best practice [Ecover, 2001] and the Forest Stewardship Council's logo appears on wood products from sustainably managed forests. As a core part of their campaign work, organisations may also draw up league tables to encourage competition between companies on environmental issues [see, for instance: FOE, 2001]. The Marine Conservation Society lists among key objectives to be furthered by means of its logo scheme: "To influence the fishing industry, retailers and processors to become more environmentally and socially responsible" [MCS, 2001a]. Such campaign work is also credited with having a "ratchet effect" in improving companies' environmental performance [FOE, 2001a; FOE, 2001b]. Consumer demand is in this way utilised as a driver for progressive environmental change in agricultural and manufacturing practice.

Such an approach was not common among health charities and medical associations working in marketing partnerships with food companies. In a fax survey conducted as part of the background research for this survey, some charities responded to the question: "What nutritional, compositional and/or ethical criteria do you have for food products with which your name, logo or endorsement can be associated?" by describing the attributes of a food company or product that they would avoid being associated with, rather than citing positive attributes of foods or companies they would agree to work with.

Logo schemes signifying specific food composition issues are an exception to this approach.

For instance, Coeliac UK's approved list of food products denotes that the foods are suitable for a gluten-free diet. The Vegetarian Society's logo on food products denotes that the food contains no meat or meat products, and that it has not been tested on animals. In a more recent exploratory scheme, a statement of support from the Hyperactive Children's Support Group appeared on Sainsbury's own-brand children's foods. For all three organisations, the association of their name or logo was seen as a service offered to a membership or key constituency, for instance: "People suffering from the coeliac condition or dermatitis herpetiformis"; "Vegetarians"; and "Parents wishing to avoid foods containing additives", respectively. These logo schemes (although varying in stringency and verification procedures) were also seen as a means to further campaign objectives, demonstrating to food manufacturers that there is a market for foods that meet these criteria, and prompting more foods meeting the criteria to become available.

The Hyperactive Children's Support Group, for instance, said that it hoped its work with Sainsbury's would directly benefit families suffering the effects of children with Hyperactivity or Attention Deficit Disorder. The group had worked with Sainsbury's to develop a new range of children's foods (the "Blue Parrot" range) that (for the most part) satisfied the group's campaign objectives of "reduced additives, fats, sugars and sweeteners [and] avoidance where possible" [HACSG, 2001]. With its name appearing in Blue Parrot food marketing and food labels, the Hyperactive Children's Support Group described this partnership with a major retailer as "a good start", "a step in the right direction" - expressing the continued need for ratchet-like compositional improvements across many food categories.

When it comes to more complex dietary advice, and claims relating to health maintenance or disease-risk reduction, it was observed that schemes seemed more fraught with difficulties and challenges. This seemed to arise when health charities and medical associations were working on health issues in which dietary change was only one of a number of key campaign messages; or when dietary advice was not easily summarised into one or two compositional criteria; or when the 'target population' or membership was broader or less well-defined than those described above.

Responses to a fax survey and interviews carried out in support of this survey pointed to a

piecemeal approach to marketing partnerships, with varying expectations of what such partnerships could deliver; often a poor understanding of how consumers perceived the appearance of not-for-profit names and logos in food marketing; and sometimes evidence of worrying side-effects of the schemes, that the participating organisations had not foreseen. In several key areas, possible compromises to the not-for-profit organisations' core objectives were identified. These issues of concern are discussed in the following section.

## Section 4

### The problems associated with marketing partnerships

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“There is no more ‘free money’ - corporations want clearly defined benefits, value and return on their investment” [CharityVillage, 1994].

“Working with industry raises all sorts of difficulties relating to one's independence. It's a tightrope” [Juniper, 2001].

From evidence gathered in a shopping survey, survey responses from charities and professional associations, interviews with key policy officers, a series of problems were identified with the endorsements or implied endorsements of food products by health charities or medical associations.

A health charity or medical association may find that its core goals, and broader public health objectives, can be compromised when:

- The organisation's reputation and/or credibility are damaged. For a not-for-profit health organisation, reputation and trust are two of its most precious assets. Without careful management of marketing partnerships, there is the potential for the not-for-profit organisation to be seen as profiteering; to become linked to companies with a dubious reputation; to be linked with food products that attract criticism for attributes outside the organisation's usual remit; or for the organisation to be associated with commercial marketing practices that do not sit well with the organisation's objectives.
- An organisation gets drawn into embarrassing media or legal difficulties. For a not-for-profit organisation, legal challenges and unsolicited media attention can prove costly both in terms of reputation and resources.
- An organisation is diverted from communicating core messages clearly, accurately and in its own terms. Without careful management of marketing partnerships, there is the potential for the not-for-profit organisation to find itself promoting something that was at odds with its core objectives; expressed in a manner that the organisation would not usually condone; that raises broader ethical or health concerns than dealt with in the organisation's normal remit; that diverted precious resources (which in their turn created a pull on the organisation to expand such activities); and which influenced consumer perception in ways often unforeseen by the organisation.

## 4.1 Reputation and trust in the not-for-profit sector

“Public perceptions matter, and the voluntary sector depends on them” [NCVO, 1998].

“The trend of promoting products through commercial-nonprofit marketing alliances [has a] potential impact on nonprofits’ most important asset - the integrity of their names and reputations - and on the high level of trust placed by the public on these organisations, especially those whose central mission involves promoting public health” [OAG, 2000].

In its survey response, one children’s charity stated that, “We would not enter into any arrangement or endorsement that compromised the integrity of our name or our work”. Other respondents expressed a similar sentiment, for instance a health charity which worked to policy guidelines and procedures “to ensure that its reputation and authority are not jeopardised or brought into disrepute”. Protecting reputation and credibility emerged as a key concern for participating not-for-profit organisations. As another health charity stated, “We test all of the messages on our supporters, talk to local committees and groups. People trust us at our word. We lose our supporters at our peril”.

Further investigation showed that not-for-profit organisations had good cause to be concerned about engaging in activities that could damage their reputation, as this could have a detrimental effect upon the long-term support for, and efficacy of, their work.

In a research programme launched in 1998, the National Council for Voluntary Organisations investigated the factors that underpin trust and confidence in charities and not-for-profit organisations [NCVO, 1998]. It concluded that respect for charities was high, and that “trust” and “confidence” were two assets that not-for-profit organisations should seek to protect and nurture: “Public confidence and trust are important to the voluntary sector for two reasons. Firstly, to maintain public donations (money and time). Secondly, it provides the political space within which charities can operate, by providing them with legitimacy as lobbyists” [NCVO, 1998].

In support of these conclusions, the NCVO cited the following findings (drawn from a quantitative survey of attitudes) [NCVO, 1998]:

- 70% of respondents agreed that: “One of the most important things about charities is the values they hold”;

- 83% of respondents said that it was important/very important that charities were not profit-making organisations;
- 67% of respondents said that it was important/very important that charities were independent of business;
- Charities were positively distinguished from commercial organisations and the state (although concerns were raised about the boundaries between the not-for-profit sector, business and the state becoming “ever more blurred”).

Survey results published by Eurobarometer in 1997 also suggested a trend in consumer attitudes towards relatively greater trust in organisations perceived as “independent” from government and the profit motive [CEC, 1997]. These findings were supported by the Henley Centre Planning for Social Change survey which (in 1996) found that 33% of respondents had “a great deal” or “quite a lot” of confidence in charitable organisations, this score ranking well in comparison with the church (25%), the civil service (14%), and the government (11%), although faring less well against the NHS (40%) and the police (58%). People were also asked how much they trusted groups to be “honest and fair”, to which 56% responded that they trusted charities “a great deal” or “mostly” [Henley Centre, 1996].

It can be seen, then, that charitable and not-for-profit organisations enjoy a good level of trust from the general public, in large part because of their not-for-profit status, their values, and their perceived independence from commercial pressures.

In evidence submitted to the House of Lords Select Committee on Science and Technology (Science & Society subcommittee) in 1999, the Association of Medical Research Charities asserted that research conducted by not-for-profit organisations working on medical issues, and advice based on that research, was considered by the public to be especially reliable and trustworthy [AMRC, 1999]. The AMRC highlighted a “public thirst” for well-presented information about medical research; a greater degree of trust in medical scientists than in non-medical scientists, and a high level of support from the public in terms of trust, donations and goodwill in comparison to charities working on non-medical issues.

It can be seen, then, that a not-for-profit health organisation’s reputation and credibility are

precious assets that enable the organisation to act as an advocate for change, and to influence public opinion and behaviour. Health organisations that do not take active steps to protect these assets when entering into marketing partnerships with food companies may undermine the trust that the public places in them, to the detriment of future health promotion activities and people's dietary choices. Such damage may arise in the areas discussed below.

## **4.2 Ethical values**

Four survey respondents stated, unprompted, that they would not consider a marketing partnership with Nestlé, since this company is the subject of an international consumer boycott in protest at its promotion of breastmilk substitutes. This judgement, the organisations said, was based either on a desire to denounce the company's marketing practices, or to avoid high-profile and damaging criticism such as that experienced by the British Red Cross when it engaged in a sponsorship relationship with Nestlé in 2001 [Hughes, 2001]. Two organisations added that they would not want to help legitimate Nestlé's marketing activities by "lending" the company their organisation's "good name". Of special concern to these organisations was maintaining their ethical reputation within the not-for-profit sector.

This reasoning echoed an assessment expressed in academic analysis of cause-related marketing activities: "Activists are scrutinising these [partnerships] to ensure that the NGO is not legitimating its partner; shielding it from criticism of its corporate practices; or becoming co-opted into the corporate agenda" [Russel-Currah, 2000]. Only one organisation surveyed for this study was found to be working with Nestlé in a promotional partnership.

It is not the purpose of this survey to examine these ethical issues in detail, but it is useful nonetheless to note that a not-for-profit organisation may regard itself to be judged on the corporate company that it keeps. An organisation may also lose the opportunity for provoking progressive change in the corporate sector if it does not consider ethical issues when it chooses corporate partners. If not-for-profit organisations gain in confidence in their engagement in marketing partnerships, they may be able to influence companies by setting strict criteria and rules of engagement. As Anita Roddick, CEO of The Body Shop, notes: "Partnership is a very different business model. It gives NGOs a central role, and it turns business into a lever that can change perceptions and change the world" [Roddick, 2000].

### 4.3 Consumer perception of health benefits

“Often, when we showed our panel of consumers the endorsement logos displayed on product packaging, they didn't know what they meant, who had awarded them, or why. They also made many wrong assumptions about what the endorsements meant based on the pictures and wording on the logos” [CA, 2001h].

Whilst confident of public support for their work and public trust in their advice, some charities interviewed for this study expressed some level of concern about how consumers understood logo schemes on food products, and expressed a desire to find out more about how (or if) their logo influenced eating habits.

One organisation said that it undertook qualitative assessments of the acceptability to members of its own schemes - the director taking examples to local membership groups for comment, but other organisations did not. Two said that they did not properly understand how consumers would understand their own logo scheme. Another expressed concern about a Consumers' Association focus-group study of consumer perceptions of endorsement-style logo schemes on food products [CA, 2001]. The study had found that some consumers thought that a logo meant that individual food brands offered superior health benefits to compositionally similar food products. In the current survey, one participating not-for-profit organisation said that it had not intended to give this impression, and had aimed to promote the health benefits of a generic food category, rather than a single brand.

The same research by the Consumers' Association showed that some consumers felt that the National Osteoporosis Society logo displayed on Müller yogurt “must mean that the yogurt had some sort of added benefit” [CA, 2001]. While confident of its internal process of scientific review of food products bearing its “bone-friendly” logo, the NOS explains on its website that in light of legal questions raised by the Ribena “ToothKind” case and the *Which?* report on functional foods (2001), the organisation had suspended its logo scheme and had sought advice from the Joint Health Claims Initiative [NOS, 2001c]. A new logo has been launched which no longer features a bone symbol, and which does not carry the word “osteoporosis”, but states “bone friendly” and gives the NOS website address. At the time of publication of this survey report (May 2002), the old-style logo was still in use.



Most charities stated that any association of their logo with a product should not be understood as an “endorsement”. Instead, some used words such as “approval” or “accreditation”, while some said that their logo appearing on the food product should not be understood as any sort of product approval or recommendation, some that it was a general encouragement to eat more of that category of food. One said that the appearance of its logo on a food product was coincidental with any health claim made for the product, and the intention of the marketing partnership had been simply to raise awareness of, and funds for, the organisation. Only one participating not-for-profit organisation acknowledged that it was likely that a consumer would understand a logo appearing on a food product to be some form of endorsement, and said that consumer perception of logo schemes was something they would like to understand better.

Consumer research conducted in America, where the association of not-for-profit organisations with food marketing is much more widespread, formalised and well-established than in the UK, shows that “Consumers do believe there is some implied endorsement with the [American Cancer] Society’s involvement with cause-related marketing,” and “88% of those surveyed believe that a product [carrying the American Heart Association logo] had been tested in some way by the Association” [OAG, 2000]. These findings sound a note of caution for organisations that do not test individual food brands before allowing their name or logo to be associated with their marketing.

In the UK, it appeared that some not-for-profit health organisations might be proceeding with logo schemes without fully understanding (in some cases without having sought to understand) their impact upon people’s food choices. Yet in embarking upon the marketing partnerships, many not-for-profit organisations clearly believed that there were educational and health benefits in such logo schemes appearing on food products. In the absence of a sound understanding of consumer perceptions, logo schemes may be inappropriately formulated, giving potentially misleading healthy messages. They may also be used by food companies to make (or imply) inappropriate claims, and may be used to state or imply that one branded product offers superior benefits to another in the same food category.

#### 4.4 Health claims

It is useful to consider the relationship between logo schemes run by not-for-profit health organisations with “health claims”, defined by the Joint Health Claims Initiative (JHCI) as:

“A direct, indirect or implied claim in food labelling, advertising and promotion that consumption of a food carries a specific health benefit or avoids a specific health detriment. This includes nutrient function claims describing the physiological role of the nutrients in growth, development and normal functions of the body (e.g. calcium aids in the development of strong teeth and bones) but does not include nutrient content claims (e.g. that a food is low in fat, has reduced cholesterol or high fibre content)” [JHCI, 2001a, section 3.1].

Health claims are of increasing interest to policy makers and food manufacturers, for their marketing benefits, and for the opportunities they present to promote healthy eating messages. Yet health claims have already provoked legal challenges and high-profile court cases, largely relating to scientific authentication of claims, and the exaggeration of health benefits. In two prominent cases, not-for-profit health organisations were associated with the marketing of the food products, and in their turn shared in adverse media and regulatory attention. These were the promotion of Shredded Wheat in association with the British Heart Foundation, and the promotion of Ribena ToothKind in association with the British Dental Association. In both cases, health claims made for the products had been found to be misleading (in a court case and by the Advertising Standards Authority, respectively).

The Joint Health Claims Initiative is a tripartite scheme involving Sustain: The alliance for better food and farming (an alliance of not-for-profit organisations), the Local Authority Co-ordinating body on Trading Standards (LACOTS), and the food industry’s Food and Drink Federation. Together, these organisations advocate a robust scientific basis for health claims appearing on food labels and in food promotions by means of a code of practice and an independent claims-assessment procedure. This, they believe, would benefit food manufacturers and consumers. Whilst approved claims would not have a legal basis, companies seeking approval of claims (and not-for-profit organisations approving or endorsing the claims) could show ‘due diligence’ if legally challenged [JHCI, 2001a].

[It should be noted that the Food Commission, although a member of Sustain: The alliance for better food and farming, is not a signatory to the JHCI process, believing that regulation is a better way forward than a voluntary code of practice on health claims.]

At the end of March 2002, the JHCI Expert Committee had approved generic claims relating to saturated fat in the diet; wholegrain foods and heart health; fruit and vegetables and stomach cancer; fruit and lung cancer; vegetables and bowel cancer. Consideration of further claim is planned, relating to saturated fat, fruit and vegetables, calcium, wholegrain foods, folic acid/folate and soya protein [Powell, 2002; JHCI, 2001b].

The JHCI Council's view on endorsements or logos on food products is that while such practices do not in themselves constitute a health claim [Ruffell, 2002], health claims may be enhanced or "exaggerated" by the use of associated marketing materials, pictures, phrases, the shape of packaging, and (importantly for this study) approvals, endorsements and logos.

On foods for which health claims are made or implied, pictures, endorsements and logos are usually supplemented with words, but as the Director of the British Heart Foundation Health Promotion Research Group points out, these additional elements:

"...often help to reinforce the claim - to ensure that the consumer notices the words, to underline the words in some way, to make the claim more believable. [...] The logo of a trusted authority - such as a health charity - is particularly useful if you want your claim to be believed. The logo of the British Heart Foundation [on Shredded Wheat] makes the health claim particularly believable" [Rayner, 2001].

Whilst research in the UK into the public's understanding of health claims is scarce, research on this topic has been conducted in Canada and Australia [Health Canada, 2000; ANHF 2001a]. Health Canada undertook focus-group research in 2000 on the use of health claims on food labels, with the overall objective of testing the wording of the statements to see how well consumers understood them and if they could use them effectively to help make food choices. Health Canada's researchers found that survey participants used labels as a source of nutrition information, but that "there did not appear to be a solid basis of nutritional knowledge among participants," and that "people did not know how much of a nutrition or component was healthy for them". In the absence of detailed knowledge, participants expressed "a very strong desire for guarantees" in the form of "authoritative information" [Health Canada, 2000].

As discussed in Section 3, the approval or endorsement by a health charity or medical association can be seen as just such a statement of authoritative information, constituting a type of claim relating to health benefits and fulfilling a consumer desire for health "guarantees".

As such, approval or endorsement schemes run by health charities and medical associations are different in nature from other endorsement marketing, such as the promotion of Flora Pro.Active cholesterol-lowering spread, by Olympic rower Steve Redgrave [*Food Magazine*, 2001c]; Nestlé Cheerios by TV science journalist Judith Hann [Nestlé, 2002], or Osteocare calcium supplements by the English National Ballet [Vitabiotics, 2000]. Whilst consumers may know that these celebrities and organisations are likely to have been paid to endorse the products, and that their ‘advice’ should be judged with this in mind, health charities and medical associations bring with them the assurance of unbiased and trusted scientific judgement.

#### **4.5 Exclusive contracts and brand promotion**

“Commercial non-profit product advertisements often communicate the false and misleading messages that the products have been endorsed by the non-profit partner in the commercial/non-profit relationship and that such products are superior to other competing products” [OAG, 2000].

“Being open and honest about our relationships with business is the secret of our success” [Survey respondent, 2001].

Some not-for-profit health organisations in this study said that the contract between themselves and the participating food company was “exclusive” in nature. This meant that the contract stipulated that the not-for-profit organisation could not enter into a marketing arrangement with another food manufacturer to promote a food brand of the same food category for the duration of the cause-related marketing programme. Four national not-for-profit organisations included in the detailed product assessments had entered into this sort of exclusive contract with food manufacturers, or offered the possibility of this arrangement to corporate partners. Other organisations also demonstrated a version of exclusivity by arranging for their logo or endorsement to appear on only one brand within a particular food category. Only one scheme was found to be non-exclusive in both these respects.

Whilst recognising problems with exclusive contracts, or exclusivity of claims, some charities or professional associations said that for practical and organisational reasons, exclusivity offered advantages. Sometimes, these related to staffing and resource considerations. Some organisations said that the level of donations accruing from exclusive contracts was greater than from broader-based cause-related marketing work. One health charity said that exclusive

contracts were simpler to operate and matched well with its focused, project-based campaigns. One respondent expressed concern about its own non-exclusive contract, saying that it had been very time-consuming and labour-intensive to deal with two separate manufacturers at the same time. These considerations were of significance to busy, over-stretched organisations, seeking to raise funds and to further campaign objectives.

Exclusivity in marketing partnerships was also observed where the name or logo of a not-for-profit organisation appeared on one brand within a food category, but not on others. This might or might not be associated with an exclusive contractual agreement.

Whilst health charities and medical associations working under an exclusive contract, or working in an exclusive partnership, had ensured that they maintained the right to criticise the company's products or praise others, concern was expressed explicitly by one organisation participating in an exclusive contract, and by one organisation that was not participating in an exclusive contract, that exclusive arrangements with companies had the potential to restrict campaign work involving comparisons between products or across food categories.

One organisation also commented that due to exclusivity, there was sometimes tension between the need to raise money and the need to remain objective and campaign-focused. Exclusive contracts, they said, might restrict the development of campaign work analogous to the environmental campaign organisations' work described above, potentially undermining opportunities to stimulate the "ratchet effect" in improving nutritional production standards across whole food categories [see Section 3.3.4]. One survey respondent said that in addition, it was sometimes difficult or personally "embarrassing" to be publicly critical of a company with which they had engaged in a marketing partnership, even if a contract had protected the freedom to do so.

Inherent contradictions were also identified by some not-for-profit organisations (expressed in different ways), between promoting one food brand in an exclusive marketing partnership and the promotion of nutritional advice taking a 'whole diet' approach. What constitutes a "heart healthy" or "bone friendly" diet or a diet that "reduces the risk of cancer" depends on the combination of foods and the balance of the diet as a whole over a lifetime of eating

[BHF, 2001f; NOS, 2001b; ECP, 1996], interwoven with a whole range of other lifestyle factors (such as smoking and exercise). However, many of marketing partnership schemes observed during the product survey were associated with individual food brands - especially where the logo scheme was a contractual arrangement between a food brand and an 'endorsing' or 'approving' health charity or medical association.

Charities or medical associations participating in promotional partnerships with retailers rather than with individual food manufacturers [see product table on page 13] had usually taken steps to resolve or avoid this perceived contradiction. These organisations had entered into partnerships with retailers that sold a range of foodstuffs rather than with individual food companies or brands, reflecting a "whole diet" approach that complimented their own holistic dietary advice (for example, the British Dietetic Association [BDA, 1997; BDA, 2001c]). One attitude expressed (although not shared by all organisations) was that since no individual food can prevent the onset of disease, individual foods, especially individual food brands, should not be promoted in an exclusive manner by health charities or medical associations. Some organisations said that they had either taken steps, or were planning to address this problem, including:

- The Imperial Cancer Research Fund, in a partnership with Tesco, promoted the "five portions of fruit and vegetables a day" message across all types of fruit and vegetables rather than on individual products (in January 2002, the World Cancer Research Fund planned to work with Sainsbury's in a similar promotional partnership [WCRF, 2002]);
- The Hyperactive Children's Support Group worked with Sainsbury's to develop a wide range of foods for children containing reduced additives, fats, sugars and sweeteners, and had worded their approval to state that it was supporting the retailer's policy rather than the individual foods [HACSG, 2001].

One area of concern among some not-for-profit health organisations operating endorsement or approval logo schemes was the potential for consumers to be misled, usually by the exclusive nature of the scheme, into believing that the endorsed food brand offered superior health benefits to similar food products. One health charity, for instance, expressed concern about a *Which?* magazine article in which some consumers (in focus-group research) said they understood a logo to mean that one food brand offered greater health benefits than a

compositionally equivalent food product not carrying the logo [CA, 2001]. The participating charity said that it had intended to promote the food category as a useful food rather than the exclusive benefits of a particular brand. The exclusive nature of the contract with the food manufacturer meant that other compositionally equivalent foods could not be promoted by the charity at the same time as the cause-related marketing campaign.

Consumer research from America suggests that consumers may well interpret the association of a health charity or medical association appearing on just one branded food in a food category to mean that the particular food brand offers superior benefits to others [OAG, 2000]. This finding has led the Attorney General for New York State to warn US food companies and not-for-profit organisations engaged in exclusive marketing relationships to be especially careful about how they describe the product, the marketing relationship and any health claims on food labels and in associated marketing to avoid infringing trading standards regulations relating to fair trading practice. In a report [OAG, 2000], the Attorneys General recommended avoiding exclusive contracts where possible. But if exclusivity was a feature of the scheme, he recommended that “a statement on the financial relationship between the nonprofit and the company” should appear on the label. In the products examined in the UK as part of the present survey, such a statement was rare.

In summary, the Attorneys General report recommended that:

- Both corporate sponsor and not-for-profit organisation share responsibility for all legal issues, including misleading advertising, deceptive trade practices & consumer fraud.
- The nature of the relationship must be made explicit, bearing in mind that many consumers will assume some level of endorsement if the relationship is not explained. Is it an endorsement? Or simply a donations scheme?
- Superiority to other products in the same category must not be stated or implied without proper substantiation.
- If a fee or donation is involved, this should be explicitly stated.
- Exclusive relationships should be avoided, or at very least explicitly stated.

Product table 6: Summary of assessment of financial links in marketing partnerships

Product	Health charity or medical association	Was the partnership exclusive either contractually or because only one product in a food category carried the	Did the partnership involve a fee or donation to the charity or medical association?	Was the fee or donation declared on the label or in promotional material?
Ribena ToothKind	British Dental Association	Yes, only one food or drink was accredited by the British Dental Association	Yes	No
Safeway fruit juices	British Dietetic Association	No, fruit juices in M&S also carried the British Dietetic Association advice	No	Not applicable
M&S fruit juices	British Dietetic Association	No, fruit juices in Safeway also carried the British Dietetic Association advice	No	Not applicable
Tetley tea bags	British Heart Foundation	Yes, in a special “Healthier Folk” campaign. No other tea carried the British Heart Foundation logo	Yes	One pack said 40p would be donated to BHF for every pack sold; one pack said 40p would be donated for every cookbook ordered; one pack did not mention money at all
Nestlé Shredded Wheat	British Heart Foundation	Yes, in a special “Helping Hearts” campaign. No other cereal carried the British Heart Foundation logo	Yes	Yes, £1 donated per pack sold
Karyatis Olive Oil	Cancer Research Campaign	Yes, no other olive oil carried the Cancer Research Campaign logo	Yes	Yes
Fresh British tomatoes	Cancer Research Campaign	Yes, no other tomatoes carried the Cancer Research campaign logo	Yes	No, but a general statement on ‘support’
Kellogg’s Bran Flakes	Cancer Research UK	Yes, no other cereal carried the Cancer Research UK logo	Yes	Money mentioned only in relation to sponsorship of Britain’s Biggest All-Day Breakfast
Flora Buttery margarine	Family Heart Association	Yes, no other margarine brand carried the FHA approval	Yes	No
Flora Pro.Active	Family Heart Association	Yes, no other margarine brand carried the FHA approval	Yes	No
Quaker Oats	Family Heart Association	Yes, no other oats brand carried the FHA approval	Yes	No
Provamel soya yogurts	Family Heart Association	Yes, no other soya brands carried the FHA approval	Yes	No
Flora Original & Light	Family Heart Association	Yes, no other margarine brand carried the FHA approval	Yes	No
Müller Light yogurts	National Osteoporosis Society	Yes, no other yogurt brand carried the NOS logo	Yes	No
Müller Crunch and Fruit Corner yogurts	National Osteoporosis Society	Yes, no other yogurt brand carried the NOS logo	Yes	No
Osteocare supplements	National Osteoporosis Society	Yes, no other calcium supplements carried the NOS logo	Yes	Yes, donation



Product table 6 continued...

Product	Health charity or medical association	Was the partnership exclusive either contractually or because only one product in a food category carried the	Did the partnership involve a fee or donation to the health organisation?	Was the fee or donation declared on the label or in promotional material?
Danone Activ' bottled water	National Osteoporosis Society	Yes, no other bottled water brand carried the NOS logo.	Yes	No
Express Dairies milk	National Osteoporosis Society	Yes, no other milk brand carried the NOS logo	Yes	No
Warburton's Milk Roll	National Osteoporosis Society	Yes, no other bread brand carried the NOS logo	Yes	No
Kellogg's Fruit 'n Fibre	World Heart Federation	Yes, the WHF logo did not appear on any other brand of cereal than Kellogg's	Yes	No mention of money, only "Kellogg's... Supporting World Heart Day"
Kellogg's Bran Flakes	World Heart Federation	Yes, the WHF logo did not appear on any other brand of cereal than Kellogg's	Yes	No mention of money, only "Kellogg's... Supporting World Heart Day"

#### 4.6 Price premiums

"The 'cost' of corporate support may be a lot higher than anticipated. Charities must reset the point of balance in order to remain free-standing, in control, and absolutely true to their mission" [Lister, 1995].

A comparison of prices showed that when health charities or medical associations help to promote food products, the majority of these products sell at a higher price than compositionally similar or equivalent products, or at a higher price than foods that offered similar or better health benefits.

Features and reports in trade magazines showed that food brands had sought to establish partnerships with not-for-profit organisations as part of a portfolio of activities to promote their brand image and sales. Not-for-profit names and/or logos often appeared on such branded products, or on premium versions of commonplace foods such as fruit juices, tea bags, yogurts, margarines, cooking oil and porridge oats, even though the health benefits could not necessarily be said to be significantly greater than others in the same food category. Indeed, a recent study from the Consumers' Association has shown that "value", "economy" or "discount" lines in supermarkets differ very little in nutritional quality from higher-priced items. The main differences identified related to the design of packaging, the brand image, and the consistency of a product's organoleptic properties [CA, 2002; see also: Salmon, 2000].

Galvanised by findings highlighted in the *Acheson Report*, showing that people on a low income can expect significantly worse health outcomes than those on a higher income, it has become important for all health promotion activities to take into account the needs of people

on a low income [DH, 1996]. For not-for-profit health organisations seeking to promote better food choices by means of partnerships with commercial organisations, it is of significant policy concern that price premiums should be generally associated with such activities.

The summary findings of product price comparisons [see Appendix 2] are as follows:

- Pure fruit juice products carrying the BDA logo and/or name cost between 1.50 and 3.90 times as much as the cheapest alternative (and compositionally similar) fruit juices in the same stores. Comparing the prices to other retailers, products carrying the BDA logo and/or name cost between 1.81 and 5.38 times more than the cheapest pure fruit juice products available in Tesco and Sainsbury's [see Appendix 2].
- Tea bags carrying the British Heart Foundation logo and dietary advice cost between 3.14 and 4.45 times more than the cheapest (and compositionally equivalent) tea bags available in Safeway, Sainsbury's and Tesco [see Appendix 2].
- A direct comparison of Ribena ToothKind and other similar products could not be made, since Ribena ToothKind claimed unique tooth-friendly benefits. However, ready-to-drink Ribena ToothKind cost around 90p per litre (in a multipack) in comparison to milk at between 35 and 50p per litre, also cited by dentists as tooth-friendly.
- Olive oil carrying the Cancer Research Campaign's logo and dietary advice cost between 1.38 and 10.61 times as much as the cheapest (and compositionally similar) Extra Virgin olive oils, Regular olive oils, and Sunflower oils available in Waitrose, Safeway, Sainsbury's and Tesco [see Appendix 2].
- Margarine carrying the Family Heart Association logo and 'approval' cost between 1.55 and 2.15 times as much as the cheapest (and compositionally similar) margarines in Safeway, Sainsbury's and Tesco [see Appendix 2].
- Cost comparisons for Flora Pro.Active are complicated by the fact that other margarines (except Benecol) do not claim an active cholesterol-lowering benefit. Flora Pro.Active and Benecol sell at a price premium in comparison to other spreads. However, in Tesco, Flora Pro.Active cost 74p per 100g - 7.25 times as much as an alternative spread (judged as a particularly healthy option by *Which?* magazine nutritionists in June 2001), which cost 10.2p per 100g [see Appendix 2].
- Quaker porridge oats carried the Family Heart Association logo and 'approval' cost between 1.81 and 3.57 times as much as the cheapest (and compositionally equivalent)

porridge oats available in Safeway, Sainsbury's and Tesco [see Appendix 2].

- Müller Light yogurts carrying the National Osteoporosis Society 'bone friendly' logo cost between 2.12 and 2.87 times as much as the cheapest yogurts available in Tesco and Safeway [see Appendix 2].
- Müller Crunch Corner and Fruit Corner yogurts carrying the National Osteoporosis Society “bone friendly” logo cost between 1.17 and 4.36 times as much as the cheapest yogurt available in Safeway and Tesco [see Appendix 2].
- Cost comparisons for Danone Activ calcium-enriched water were complicated by the fact that other waters do not generally announce their calcium level, nor do they contain added calcium. However, Danone Activ sells at a price premium in comparison to other bottled waters. For instance, in Tesco, Danone Activ cost 28p or 36p per litre - 2.95 and 3.79 times as much as the cheapest alternative bottled water, which cost 9.5p per litre.
- Cost comparisons for Warburton's calcium bread were complicated by the fact that not all breads declare their calcium content. However, the NOS lists bread in general as a useful source of calcium. In Sainsbury's and Tesco, the Warburton's bread product carrying the National Osteoporosis “bone friendly” logo product cost between 3.16 and 5.42 times as much as the cheapest white bread available.
- Cost comparisons for Shredded Wheat, Kellogg's Bran Flakes and Kellogg's Fruit 'n Fibre were complicated by the fact that not all labels announce the proportion of wholegrain in a cereal product. However, this product sold at a price premium in comparison to other cereals with a high wholegrain content. For instance, in Tesco, the branded products cost between 1.60 and 2.14 times as much as the cheapest alternative high-fibre or bran-enriched cereal.

Of the 20 products examined in detail, only in the case of fresh tomatoes and milk (and, in Sainsbury's Müller Light yogurt) were products carrying a health organisation's name or logo found to be sold at a non-premium price in relation to other similar products.

- British Tomatoes carrying the Cancer Research Campaign logo and dietary advice were the cheapest tomatoes available in Safeway, and were similar in price to the cheapest tomatoes sold in Sainsbury's and Tesco [see Appendix 2].
- Express Dairies milk carrying the National Osteoporosis Society “bone friendly” logo was found to be of a similar price to supermarket own-brand milks [see Appendix 2].

## Conclusion

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This purpose of this survey, and associated interviews and research, was to assess the nature and extent of the use of health-charity and medical-association logos where they were used in food marketing. Throughout, the questions were asked: How should consumers understand these marketing partnerships, and are these partnerships supporting or compromising healthy eating advice?

Interviews with participating organisations, and assessment of food products and consumer research highlighted a number of serious problems that arise when not-for-profit health organisations help to market food products. These are explored in Section 3 of this report.

The Food Commission is concerned that a piecemeal or voluntary regulatory approach to such schemes will be ineffective to control what looks set to become a growing trend in food marketing. A legal report issued in America [OAG, 2000] shows that if not-for-profit health organisations do choose to engage in marketing partnerships with food companies, some basic principles should prevail to maintain transparency and support consumer protection and the delivery of unbiased health information. The US report recommends that:

- Both corporate sponsor and not-for-profit organisation share responsibility for all legal issues, including misleading advertising, deceptive trade practices & consumer fraud.
- The nature of the relationship must be made explicit, bearing in mind that many consumers will assume some level of endorsement if the relationship is not explained.
- Superiority to other products in the same category must not be stated or implied without proper substantiation.
- If a fee or donation is involved, this should be explicitly stated.
- Exclusive relationships should be avoided, or at very least explicitly stated.

Health charities and medical associations are trusted by the public to give unbiased advice, free from commercial pressures. Marketing partnerships may undermine this trust when health organisations become associated in the public mind with commercial organisations and partial or exaggerated marketing messages.

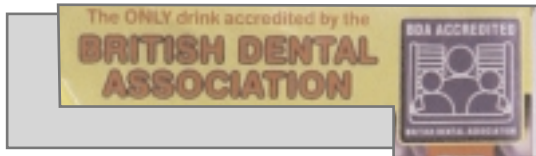
# Appendix 1

## Product notes

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The following pages contain observations and information collected in relation to food products that carried the logos of national health charities and medical associations during the period August 2001 to March 2002.

Appendix 1	Product illustrations and notes	62 to 72
	Ribena ToothKind	62
	Safeway and Marks & Spencer fruit juice	63
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	Karyatis olive oil	68
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	Danone Activ' water	71
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	Express Dairies milk	71
	Warburton's Milk Roll	71
	Osteocare calcium supplements	71
	Kellogg's Fruit 'n Fibre	72



## British Dental Association

*notes on link-up with Ribena ToothKind*

Ribena Toothkind carried the British Dental Association Accredited logo with the advice: "Ribena ToothKind does not encourage tooth decay and has been scientifically proven to minimise tooth erosion," accompanied by guidance on suitable amounts for consumption and the phrase "use within a healthy balanced diet".

No advice on dental health and diet was given on the British Dental Association website, so a comparison could not be made with Ribena and dietary advice (if any) issued by the Association. No indication of what a "healthy balanced diet" might be, relating to dental health, was given on-pack or in marketing materials.

The British Dental Association offers formal accreditation on a products - usually toothbrushes, mouth rinses, etc. Assessment for approval involves scientific appraisal by experts for 'safety, quality and efficacy' [British Dental Association, 2001]. As of March 2002, Ribena Toothkind was the only food or drink product accredited by the Association, and this was emphasised in Ribena Toothkind marketing: "The ONLY drink accredited by the British Dental Association".

The British Dental Association accreditation featured prominently on-pack, on the Ribena website [www.ribena.co.uk/html/toothkind] and in other marketing materials.

### Price comparisons

Ribena ToothKind was excluded from the product price comparisons in Appendix 2. It is a compositionally unique product and a fair comparison could not be made.

### Further information

The only contact details for people wishing to find out more about the links between diet and dental health were those of SmithKline Beecham, the manufacturer of Ribena ToothKind.



Ribena Toothkind carton, front

In 2001, a judge upheld an Advertising Standards Authority decision that it was wrong for Ribena ToothKind to advertise that it "does not encourage tooth decay", because it was only less likely to encourage tooth decay than other soft drinks. The judgement backed the ASA's view that an advert was misleading because it implied that the drink actually benefits oral health [CA, 2001]. Due to their accreditation, the British Dental Association was frequently asked by the media to comment on the case and to defend their accreditation of this product.



Ribena Toothkind carton, side



## British Dietetic Association

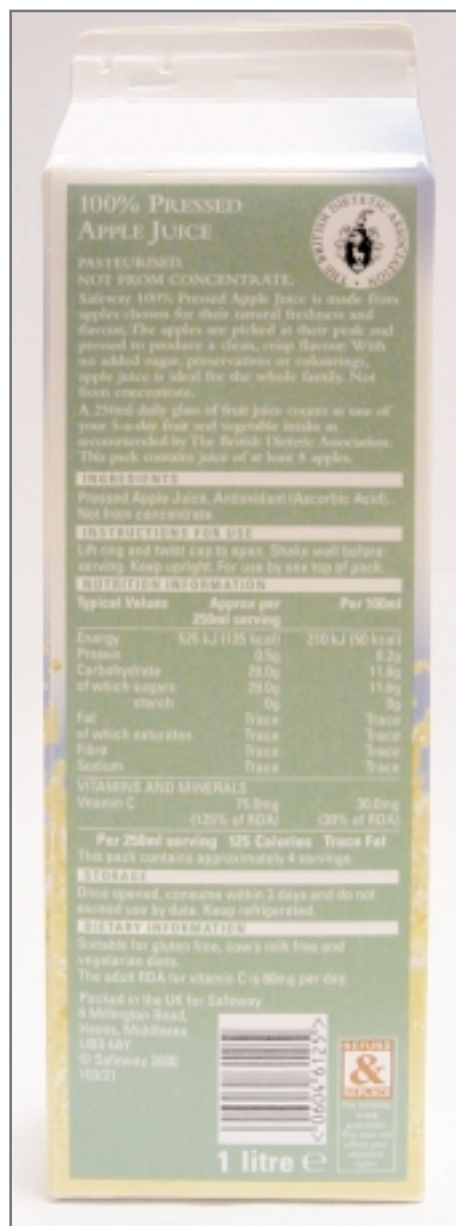
### notes on link-up with Safeway and M&S fruit juices



Safeway juice, front

#### Price comparisons

Price comparisons between Safeway, M&S and other pure juices showed that products carrying the BDA logo sold at a premium compared with cheaper (but compositionally similar) products available in M&S, Sainsbury's and Tesco.



Safeway juice, side

The Safeway juice carried the BDA logo with the dietary advice: "A 250ml daily glass of fruit juice counts as one of your five-a-day fruit and vegetable intake as recommended by the British Dietetic Association."

This was consistent with the BDA's concurrent national campaign to promote five portions of fruit and vegetables per day [BDA, 2001c].

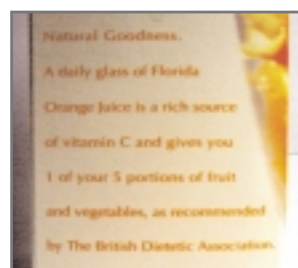
The BDA logo appeared on the reverse of the packaging, reinforcing Safeway's more prominent "Rich in vitamin C" logo (on the front) of a 'Healthy Choice' food range.

Text on the carton translated dietary advice on fruit and vegetable intake into how much constituted a portion and how often this should be consumed for beneficial effect. The wording was also generic, for all fruit juices.

On the Marks & Spencer's own-brand fruit juice product range, the British Dietetic Association logo was not used. The products carried a general statement of the role of fruit juice in a healthy diet, with the words "as recommended by the British Dietetic Association". As above, the label gave full nutritional information and, in addition, Guideline Daily Amounts to help a consumer set the advice in the context of a balanced diet.



M&amp;S juice, front



M&amp;S juice, side

#### Further information

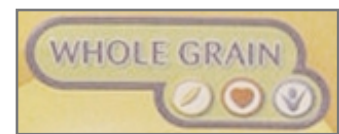
On the Safeway and M&S products, no contact or website details were given for people wishing to find out more about the links between diet and health.





The Shredded Wheat ‘Whole Grain’ logo (*right*) carried a heart logo. Nestle’s “Helping Hearts Campaign” title and the BHF logo were displayed prominently, and wording emphasised the benefits to heart health of wholegrain foods. On non-promotional packs, Shredded Wheat was observed to display the phrase: “Wholegrain cereals like Shredded Wheat may help to keep your heart healthy.”

Whole  
Grain  
symbol



Price comparisons between Shredded Wheat and other cereals were not made, as cereals vary in fibre content and added ingredients.

Contact details were not given, for people wishing to find out more about the links between diet and health, although a coupon on the pack indicated that the BHF or its “trading subsidiaries” might contact campaign participants.



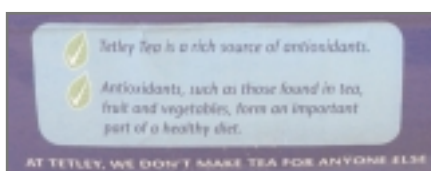




## British Heart Foundation

notes on link-up with Tetley tea bags

The British Heart Foundation logo appeared on Tetley tea bags three times: on the front, back and side of each pack, with the words “The Healthier Folk Campaign”. This Campaign appeared to be led by Tetley: “The Healthier Folk Campaign from Tetley promotes the steps you can take towards a healthier lifestyle in 2001.” Visually, the logos for Healthier Folk and the BHF had been combined, giving the impression of a joint promotion for the sake of heart health.



Tetley antioxidant claims



BHF on-pack antioxidant advice

Dietary advice from the British Heart Foundation was carried on a panel on the pack side, including: “Eat 5 portions of fruit and veg a day - they are an important source of antioxidants and can help maintain a healthy heart as part of a healthy lifestyle.” Tetley text on the pack top emphasised the antioxidant content of Tetley tea (*see left*).

The dietary advice in the side panel (*pictured right*) was consistent with the BHF’s general advice on diet and health, although a link between tea and heart health was not found in a sample of BHF public-information publications on diet and heart health [e.g. BHF, 2001g].

“After only two weeks on shelf, Tetley’s *Healthier Folk Campaign* had generated the second highest recall of major promotions among consumers in a Mintel report (May-July 2001)” [BHF, 2001c]. The logo appeared prominently on the label, reinforcing Tetley’s claims for the product’s health benefits - displayed on-pack, and in associated marketing [*see next page*], making an explicit connection between the health benefits of fruit and vegetables and the claimed benefits of tea. On-pack, Tetley also made the explicit *exclusive* connection between its own product and the benefits of antioxidants: “*Tetley Tea* is a rich source of antioxidants,” (rather than a generic ‘Tea is a rich source...’), reinforced by the strapline “Only Tetley will do”. Since this was an exclusive marketing partnership, the consumer might interpret this to mean not only that drinking tea can benefit heart health, but that Tetley Tea offered superior benefits to other tea brands.



Small Tetley tea pack, front



Small Tetley pack, back & side



### Price comparisons

Price comparisons between Tetley tea bags and other tea-bags showed that products carrying the BHF logo sold at a premium compared with cheaper (but compositionally similar) products. *See Appendix 2.*

### Further information

Only Tetley contact details were given for people wishing to find out more.



## British Heart Foundation

notes on link-up with Tetley tea bags

Only on the largest pack of Tetley tea bags carrying the BHF logo was the relationship between Tetley and the British Heart Foundation prominently and explicitly described as that of donor and recipient. On the front of the pack was the phrase: “40p donation to the British Heart Foundation with this pack,” reinforced by a statement on the side [see right].

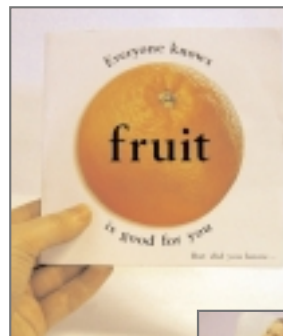
According to legal advice issued to US not-for-profit health organisations engaging in marketing partnerships with food companies, such an explicit description of the relationship between a not-for-profit organisation and a company can assist the consumer to interpret the meaning and intention of a logo scheme [OAG, 2000].



Large Tetley tea pack, front & side

### BHF's advice on antioxidants:

“It is not known exactly why fruit and vegetables [lower the risk of heart disease]. It seems to be due to the antioxidants (vitamins and other substances) found in the fruit and veg. Antioxidants prevent ‘oxidation’ - the chemical process which enables cholesterol to form atheroma in the coronary artery walls. Fruit and veg are also rich in potassium, a mineral which may help to control blood pressure and prevent irregular heart rhythms. Fruit and green vegetables are also rich in folic acid. This reduces the blood levels of a substance called homocysteine, which itself may be a risk factor for heart disease” [BHF, 2001e].



### Tetley's message on tea, fruit & heart health

Leaflet showing Tetley's marketing campaign, running concurrently to its Healthy Folk Campaign in partnership with the BHF. This leaflet says: “Everyone knows fruit is good for you, but did you know Tetley is healthy too!” emphasising heart-health benefits of tea.



Tetley tea promotional leaflet, front, centre & back

**Tetley's advice on antioxidants:** “You can do yourself the power of good with a cup of Tetley. It's naturally rich in antioxidants which can help maintain a healthy heart as part of a healthy lifestyle” (see right).

This example illustrates the assessment [Rayner, 2001] that “Marketing descriptions sometimes bypass scientific uncertainty, caution, speculations and subtlety in order to make a strong claim on behalf of the product.” In this way, not-for-profit health organisations may find themselves associated with health claims.





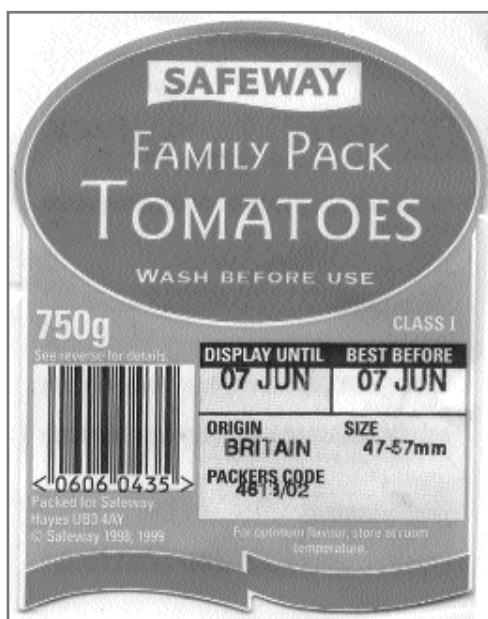
## Cancer Research Campaign

*notes on link-up with British Tomatoes*

An increase in fruit and vegetables consumption is promoted by many health organisations, for a variety of health benefits. Yet this was only one of two non-profit-making organisations whose logo or endorsement promoted fruit or vegetable products (the other being the British Dietetic Association, on fruit juices). The CRC publishes advice on reducing the risk of cancer, based on the “European Code Against Cancer” [CRC, 2001b], and its website and other materials list six key points for a healthier lifestyle, one being: “Increase your daily intake of vegetables and fresh fruit. Eat cereals with a high-fibre content frequently.” In this respect, promoting tomatoes, and a separate partnership promoting Kellogg’s All Bran, were consistent with the CRC’s dietary advice.

With the CRC’s marketing in association with British Tomatoes, consumers received a recipe leaflet (*left*) with advice on healthy eating, and CRC contact details (a special helpline). Through football imagery and targeted advice, the product was aimed at young men, whose eating habits and health prospects are of special concern to many groups working on health promotion [Longfield, 2001].

In addition, the Imperial Cancer Research Campaign (to merge with CRC in 2002) promoted fruit and vegetables in partnership with Tesco.



*British Tomatoes with CRC sticker*

*CRC tomato recipes leaflet*



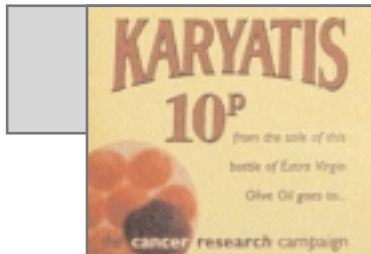
### Price comparisons

Price comparisons between fresh tomatoes carrying the Cancer Research Campaign logo and dietary advice were conducted, showing that products carrying the Cancer Research Campaign logo were the cheapest fresh tomato product in Safeway, and only insignificantly more expensive than the cheapest fresh tomatoes available in Sainsbury’s and Tesco. *See Appendix 2.*

### Further information

Contact details were given in leaflets with fresh tomato products carrying the CRC logo. In a leaflet with the tomatoes, a special cancer helpline was promoted to young men, in association with football imagery and wording.





## Cancer Research Campaign

notes on link-up with Karyatis Extra Virgin olive oil



The CRC publishes advice on reducing the risk of cancer, based on the “European Code Against Cancer” [CRC, 2001b], and its website and other materials list six key points for a healthier lifestyle, one being: “Increase your daily intake of vegetables and fresh fruit. Eat cereals with a high-fibre content frequently.” In this respect, promoting tomatoes, and a separate partnership promoting Kellogg’s Bran Flakes, were consistent with the CRC’s dietary advice.

However, the European Code against Cancer [DG V, 1987] does not distinguish between cooking oils as a key factor in avoiding cancer. The key dietary actions relate to decreasing alcohol and increasing fruit and vegetable consumption. In this respect, the Karyatis promotion did not seem to fit centrally in the CRC’s programme of public health promotion.

The donation relationship was made explicit in a neck label. It was accompanied by claims for the benefit of olive oils in maintaining good health. The leaflet did not say that the advice came from the Cancer Research Campaign, but the leaflet was strongly branded on the cover with the CRC logo and name.

### Price comparisons

Price comparisons between Karyatis olive oil and other olive oil products showed that the CRC logo appeared on a product sold at a premium (up to ten times the price of sunflower oil available in the same store). *See Appendix 2.*

### Further information

Contact details were given in leaflets with products carrying the CRC logo. On the olive oil, postal and web address were given. With the tomatoes, a special freephone helpline number was given for “Men’s Cancer Awareness Month,” June 2001, for information about links between diet and cancer.

the Cancer Research UK logo appeared on Kellogg’s Bran Flakes with the following statement: “Bowel cancer is the third most common cancer in the UK and is the second most common cause of cancer death, so it is a high priority for Cancer Research UK to raise awareness of this disease. We are therefore delighted to be working with Kellogg’s who are helping us to promote

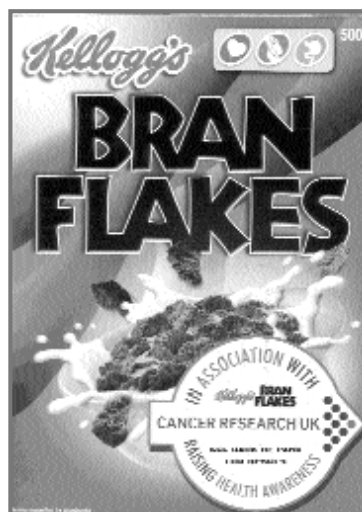
the importance of a healthy diet because of the links between diet and cancer.” and “Together we are all working to cure cancer faster.”

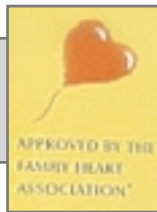
### Price comparisons

Cost comparisons for Bran Flakes were made with representative samples of other high-fibre or bran-enriched cereals in Tesco, showing a price premium for charity-branded products. *See Appendix 2.*

### Further information

Contact details were given for the Cancer Research Campaign on the back of the cereal packet.





## Family Heart Association

notes on link-up with Flora margarine



Flora Buttery



Flora Light



### Price comparisons

Price comparisons between Flora margarine and compositionally similar products showed that the products with the FHA logo sold at a price premium. See Appendix 2.

### Further information

No contact details were given for the charity, for those wishing to find out more about the links between diet and health. The only contact number given was for the Flora Helpline.

Among the Family Heart Association's charitable objectives is the aim "to promote... the preservation and protection of health by reducing the incidence of heart disease by lowering levels of cholesterol and other atherogenic substances in the general population and in any section of the population perceived to be at high risk" [Charity Commission, 2001]. In this respect, helping to market polyunsaturated Flora and cholesterol-lowering Flora Pro.Active can be seen as furthering the charity's objectives.

"Approved by the Family Heart Association" was the most explicit approval or endorsement statement on food products, although the logo appeared to be secondary to the manufacturer's own statements on the health benefits of the product (*see position of FHA logo, and Flora health checklists, left*). Flora's strong 'healthy' brand image [Pringle; Thompson, 1999, p.191] appeared to be a reinforcement for existing brand values.

The FHA logo scheme raised concerns in qualitative consumer research conducted by the Consumers' Association in 2001 (*see following page, on Quaker Oats*), relating to the exclusivity of the marketing relationship, and to the lack of FHA contact details to accompany the FHA statement of approval.

In marketing materials and on-pack, Flora made the explicit *exclusive* connection between its products and the health benefits of polyunsaturates and phytosterols:

"Independent clinical trials confirm that no spread is more effective in reducing cholesterol than Flora Pro.Active. Flora Pro.Active is the only cholesterol-lowering spread to have received approval after an independent scientific review in 15 countries." Since this was an exclusive marketing partnership, a consumer might interpret this to mean not only that eating Flora can benefit heart health, but that Flora products offered superior benefits to other brands of margarine.



Flora Pro.Active



Flora Pro.Active healthy eating booklet



## Family Heart Association

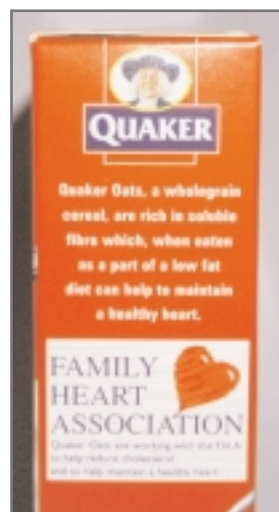
*notes on link-up with Quaker Oats*



Quaker Oats box, front and side



Close-up of FHA logo



The Family Heart Association's logo appeared on boxes of Quaker Oats. Quaker's claim on the box read: "Can help maintain a healthy heart as part of a low-fat diet: Wholegrain goodness," and "Quaker Oats, a wholegrain cereal, are rich in soluble fibre which, when eaten as part of a low-fat diet can help to maintain a healthy heart." A panel containing the Family Heart Association red-heart logo read: "Quaker Oats are working with the FHA to help reduce cholesterol and so help maintain a healthy heart."

Health claims for the link between oatmeal, oat bran and whole oat flour and heart disease risk reduction have not yet been approved by the Joint Health Claims Initiative for use in the UK [JHCI, 2001]. In America, where approved health claims are more well-established, a generic health claim for oat products was one of the first to be approved: "Soluble fibre from oatmeal, as part of a low saturated fat, low cholesterol diet, may reduce the risk of heart disease" [Quaker, 2001b]. No indication was given on the Quaker Oats pack about how much of the product it was recommended should be eaten daily to attain the claimed health benefits, and no contact details were given for people wishing to find out more about the links between diet and health.

A Consumers' Association focus-group study found that some members of a consumer panel understood the FHA's approval scheme to mean that Quaker Oats were healthier than other brands of oats [CA, 2001], although this was not necessarily the case.

### **Price comparisons**

Price comparisons between porridge oats and Quaker Oats showed that products carrying the FHA logo & 'approval' sold at a price premium. *See Appendix 2.*

### **Further information**

No contact details were given for the charity, for those wishing to find out more about the links between diet and health.



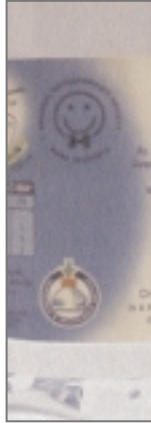


## National Osteoporosis Society

*notes on link-up with Müller Crunch Corner yogurts; Danone Activ' 'Source of Calcium' bottled water; Express Dairies semi-skimmed milk; Warburton's Milk Roll 'calcium' bread; and Osteocare calcium supplements*



Danone Activ' calcium water



Express Dairies milk

The National Osteoporosis Society was one of two organisations identified in the survey that had developed a special logo specifically for the purpose of entering into marketing relationships with food manufacturers (the other being the British Heart Foundation, which worked with companies to design unique identities, titles and logos for each of its cause-related marketing campaigns [BHF, 2001]).

The National Osteoporosis Society states on its website that one of its core activities is to run "national awareness campaigns" in support of bone health and disease prevention, identifying two central lifestyle factors that affect the development of osteoporosis - exercise and diet. The Society also publishes advice on foods containing calcium [NOS, 2001b].



Müller Crunch Corner yogurt



Warburton's Milk Roll

### Price comparisons

Price comparisons between Müller yogurts and other yogurts, and between Warburton's and other white breads, showed products with an NOS logo sold at a premium. *See Appendix 2.* Price comparisons between Express Dairies and other milk showed little price variation between brands. *See Appendix 2.* Price comparisons were not conducted for Danone Activ', since no compositionally similar products were found with which to make a fair comparison. It was noted, however, that Danone Activ' water was more expensive than some other bottled waters.

### Further information

NOS contact details were given on Warburton's bread, Osteocare calcium supplements and Express Dairies milk, for people wishing to find out more about the links between diet and bone health. Contact details were not given on Müller yogurts or Danone Activ' water.

The claim and logo appeared on products such as Müller yogurts, Warburton's Milk Roll white bread, and Osteocare calcium supplements, but not on other products in the same categories. The NOS can offer food companies an exclusive contractual arrangement. Some food companies used the logo as part of a broader effort towards product differentiation - underlining unique selling points (e.g. unusual calcium-enriched water). Vitabiotics, the manufacturer of Osteocare calcium supplements, did not display a "bone-friendly" logo, but through a donations scheme did carry the NOS organisational logo and number. The manufacturer's claims could be said to be reinforced by the appearance of the NOS logo and a description of the work of the NOS. On its website, the charity recommends calcium and vitamin D supplements for older people to reduce the risk of hip fracture, the manufacturer says this calcium supplement is "For men and women of all ages."

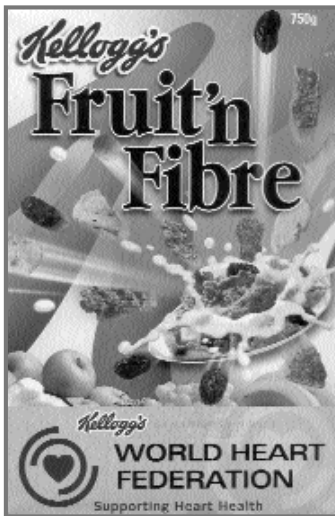


Osteocare calcium supplements



## World Heart Federation

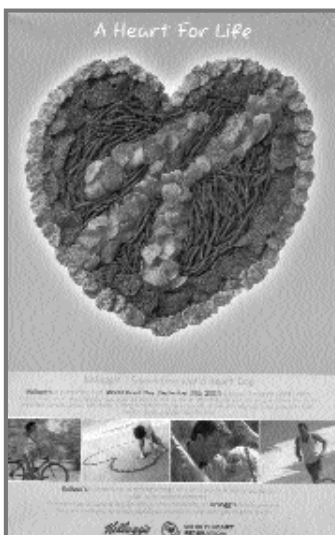
*notes on link-up with Kellogg's Fruit 'n Fibre and Kellogg's Bran Flakes*



Kellogg's (along with a number of international pharmaceutical companies) is one of the corporate sponsors of the World Heart Federation, and the charity's logo appears on Kellogg's Fruit 'n Fibre cereal with the statement: "Kellogg's in partnership with World Heart Federation supporting heart health." No explicit mention of any financial relationship was made on the packet, only in a statement "Kellogg's... is proud to support Heart Health."

An explicit statement linked cereal consumption to heart health: "To help keep your heart healthy, eat a balanced diet that is low in saturated fat and rich in grain-based foods like breakfast cereals, bread and pasta," and "One easy step is starting the day with a cereal breakfast. All Kellogg's cereals give you the great taste you love with nutritional benefits to help keep you in good health."

The packet features prominent heart imagery, in the form of the WHF logo and a large Kellogg's "K" symbol within a heart, on the back of the packet, made from Kellogg's cereals. Both statements were positioned under the large image of a heart made from Kellogg's breakfast cereals. A concurrent print advertising campaign (2001) linked Kellogg's Cornflakes to heart-health benefits, again in association with the World Heart Federation.



### Price comparisons

Cost comparisons for Bran Flakes were made with representative samples of other high-fibre or bran-enriched cereals in Tesco, showing a price premium for charity-branded products. *See Appendix 2.*

### Further information

No contact details were given on these promotional packs, for people wishing to find out more about the links between diet and health.



## Appendix 2

### Product price comparisons

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The following pages contain comparative data on UK prices of food products - some carrying the name and/or logo of a health charity or medical association.

Appendix 2	Product price comparison tables,	74 to 93
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2.1	Note on Ribena ToothKind	74
2.2	Pure fruit juice	74
2.3	Wholegrain cereals	77
2.4	Tea bags	78
2.5	Fresh tomatoes	79
2.6	Olive and sunflower oil	81
2.7	Margarine	83
2.8	Oats	86
2.9	Bread	86
2.10	Milk	88
2.11	Yogurt	89
2.12	Calcium supplements	93

## Appendix 2

### Detailed price comparisons

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#### Appendix 2.1 Ribena ToothKind

Price comparisons of Ribena ToothKind with other soft drinks products are not included, as Ribena's unique formulation meant that a fair comparison could not be made.

#### Appendix 2.2 Pure fruit juice

One-litre cartons of pure fruit juice (Safeway and Marks & Spencer own-brand) carried the British Dietetic Association (BDA) name or logo and dietary advice [see Appendix 1]. The prices of these products and other juices were compared in these two retailers. Products carrying the BDA logo are highlighted in bold, in shaded rows. The cheapest alternative fruit juice product(s) available from the same retailer appear at the top of each table in ***bold italic***.

Retailer	Brand	Product	Volume	Price	Per 100ml
Marks & Spencer	<b><i>M&amp;S own brand</i></b>	<b><i>Apple juice</i></b>	<b><i>1,000ml</i></b>	<b><i>£1.19</i></b>	<b><i>11.9p</i></b>
	<b><i>M&amp;S own brand</i></b>	<b><i>Orange juice</i></b>	<b><i>1,000ml</i></b>	<b><i>£1.19</i></b>	<b><i>11.9p</i></b>
	M&S own brand	Pressed apple juice, chilled	1,000ml	£1.79	17.9p
	M&S own brand	Florida squeezed orange juice, chilled	1,000ml	£1.99	19.9p
	M&S own brand	Florida squeezed pink grapefruit juice, chilled	1,000ml	£1.99	19.9p
	M&S own brand	Pressed pineapple with a hint of lime, chilled	1,000ml	£1.99	19.9p
	M&S own brand	Pressed apple & mango juice, chilled	1,000ml	£1.99	19.9p
	M&S own brand	Organic Florida orange juice, chilled	1,000ml	£1.99	19.9p
	M&S own brand	Organic pink grapefruit juice, chilled	1,000ml	£1.99	19.9p

In Marks & Spencer, the cheapest pure fruit juice product carrying the British Dietetic Association name and dietary advice cost 1.50 as much as the cheapest alternative pure fruit juice product (by volume).

Retailer	Brand	Product	Volume	Price	Per 100ml
Safeway	<b><i>Safeway own brand</i></b>	<b><i>Savers orange juice</i></b>	<b><i>1,000ml</i></b>	<b><i>£0.42</i></b>	<b><i>4.2p</i></b>
	Fruit Jus	Apple juice	1,000ml	£0.50	5.0p
	Safeway own brand	Apple juice	1,000ml	£0.55	5.5p
	Safeway own brand	Orange juice	6 x 1,000ml	£3.88	6.5p
	Safeway own brand	Orange juice	4 x 1,000ml	£2.76	6.9p
	Libby's	Orange 'C' juice	1,000ml	£0.73	7.3p
	Safeway own brand	Orange juice	1,000ml	£0.75	7.5p
	Safeway own brand	Orange juice	4 x 1,000ml	£3.06	7.7p
	Safeway own brand	Pineapple juice	1,000ml	£0.79	7.9p
	Del Monte	Orange juice, original	6 x 1,000ml	£4.89	8.0p
	Del Monte	Orange juice, original	4 x 1,000ml	£2.41	8.0p
	Del Monte	Orange juice, original	1,000ml	£0.85	8.5p
	Safeway own brand	Grapefruit juice	1,000ml	£0.85	8.5p

	Del Monte	Grapefruit juice	1,000ml	£0.89	8.9p
	Del Monte	Pineapple juice	1,000ml	£0.89	8.9p
	Safeway own brand	Orange juice, with juicy bits	1,000ml	£0.89	8.9p
	Del Monte	Apple juice	1,000ml	£0.91	9.1p
	<b>Safeway own brand</b>	<b>Apple juice, chilled</b>	<b>2 x 1000ml</b>	<b>£1.95</b>	<b>9.8p</b>
	<b>Safeway own brand</b>	<b>Orange juice, chilled</b>	<b>2 x 1000ml</b>	<b>£1.95</b>	<b>9.8p</b>
	Safeway own brand	Cloudy apple juice	1,000ml	£0.99	9.9p
	<b>Safeway own brand</b>	<b>Apple juice, chilled</b>	<b>1,000ml</b>	<b>£0.99</b>	<b>9.9p</b>
	Safeway own brand	Florida pink grapefruit	1,000ml	£0.99	9.9p
	<b>Safeway own brand</b>	<b>Grapefruit juice, chilled</b>	<b>1,000ml</b>	<b>£0.99</b>	<b>9.9p</b>
	<b>Safeway own brand</b>	<b>Orange juice, chilled</b>	<b>1,000ml</b>	<b>£0.99</b>	<b>9.9p</b>
	Safeway own brand	Orange & mango juice	1,000ml	£0.99	9.9p
	Fruit Passion	Fair trade orange juice	1,000ml	£1.09	10.9p
	Fruit Passion	Fair trade orange & grapefruit juice	1,000ml	£1.09	10.9p
	Libby's	Organic apple juice	1,000ml	£1.15	11.5p
	Libby's	Organic orange juice	1,000ml	£1.15	11.5p
	Del Monte	Pure orange juice	1,000ml	£1.19	11.9p
	Del Monte	Pure apple juice	1,000ml	£1.19	11.9p
	Safeway own brand	Red grape juice	1,000ml	£1.19	11.9p
	Safeway own brand	White grape juice	1,000ml	£1.19	11.9p
	Safeway own brand	Apple juice, 100% pressed, chilled	1,000ml	£1.64	16.4p
	Safeway own brand	Florida pink grapefruit juice, chilled	1,000ml	£1.64	16.4p
	Safeway own brand	Pineapple juice squeezed, chilled	1,000ml	£1.64	16.4p
	Safeway own brand	Apple with mango juice, chilled	1,000ml	£1.64	16.4p
	Safeway own brand	Florida orange juice, smooth, chilled	1,000ml	£1.64	16.4p
	Safeway own brand	Organic apple juice, chilled	1,000ml	£2.24	22.4p
	Safeway own brand	Organic Florida orange juice, chilled	1,000ml	£2.35	23.5p
	Tropicana	Tropical blend, chilled	1,000ml	£1.73	17.3p
	Tropicana	Original orange juice, smooth, chilled	1,500ml	£3.06	17.4p
	Tropicana	Original orange juice, juicy bits, chilled	1,500ml	£3.06	17.4p
	Tropicana	Tropics mixed citrus juice, chilled	1,000ml	£1.89	18.9p
	Tropicana	Premium squeezed orange juice, chilled	1,000ml	£1.89	18.9p
	Tropicana	Premium calcium orange juice, chilled	1,000ml	£1.89	18.9p
	Tropicana	Original orange juice, smooth, chilled	1,000ml	£1.94	19.4p
	Tropicana	Original orange juice, juicy bits, chilled	1,000ml	£1.94	19.4p

In Safeway, the cheapest pure fruit juice product carrying the British Dietetic Association name and dietary advice cost between 2.33 and 3.90 times as much as the cheapest alternative pure fruit juice product (by volume).

Prices of pure fruit juices were also collected from Sainsbury's and Tesco, although no fruit-juice products in these stores carried the BDA logo. The cheapest alternative pure fruit juice product appears at the top of each of the following tables in ***bold italic***.

Retailer	Brand	Product	Volume	Price	Per 100ml
Sainsbury's	<i>Sainsbury's own brand</i>	<i>Pure orange juice, smooth style</i>	<i>1,000ml</i>	<i>£0.99</i>	<i>9.9p</i>
	<i>Sainsbury's own brand</i>	<i>Pure apple juice</i>	<i>1,000ml</i>	<i>£0.99</i>	<i>9.9p</i>
	Sainsbury's own brand	'Taste the difference' squeezed grapefruit juice	1,000ml	£1.49	14.9p
	Sainsbury's own brand	'Taste the difference' squeezed orange juice	1,000ml	£1.66	16.6p
	Tropicana	Premium orange juice	1,000ml	£1.95	19.5p
	Tropicana	Premium orange juice, smooth	1,000ml	£1.95	19.5p
	Tropicana	Premium grapefruit juice	1,000ml	£1.99	19.9p
	Tropicana	Pure premium ruby breakfast orange juice	1,000ml	£1.99	19.9p
	Sainsbury's own brand	'Taste the difference' breakfast juice	1,000ml	£2.49	24.9p
	Sainsbury's own brand	'Taste the difference' squeezed orange juice	1,500ml	£3.69	24.6p
	Sainsbury's own brand	'Taste the difference' squeezed orange & raspberry juice	1,000ml	£2.49	24.9p
	Sainsbury's own brand	Apple juice	250ml	£0.95	38.0p
	Sainsbury's own brand	'Taste the difference' squeezed orange juice	500ml	£1.45	29.0p

In Sainsbury's, fruit juice carrying the BDA logo was not available. The cheapest pure fruit juice in Sainsbury's cost 9.9p per 100ml. Safeway products carrying the BDA logo were either equivalent in price or cost 1.6 times as much; and M&S products carrying the BDA name cost between 1.81 and 2.01 times as much (by volume).

Retailer	Brand	Product	Volume	Price	Per 100ml
Tesco	<i>Tesco own brand</i>	<i>Value orange juice</i>	<i>1,000ml</i>	<i>£0.37</i>	<i>3.7p</i>
	Tesco own brand	Value apple juice	1,000ml	£0.45	4.5p
	Tesco own brand	Pure orange juice smooth	6 x 1,000ml	£2.98	4.9p
	Tesco own brand	Pure apple juice	6 x 1,000ml	£3.42	5.7p
	Tesco own brand	Pure apple juice	4 x 1,000ml	£2.36	5.9p
	Tesco own brand	Orange juice smooth	4 x 1,000ml	£2.36	5.9p
	Tesco own brand	Pure apple juice	1,000ml	£0.68	6.8p
	Tesco own brand	Pure pineapple juice	1,000ml	£0.68	6.8p
	Tesco own brand	Pure grapefruit juice	1,000ml	£0.68	6.8p
	Tesco own brand	Pure orange juice smooth	1,000ml	£0.68	6.8p
	Tesco own brand	Pure orange juice with bits	1,000ml	£0.68	6.8p
	Del Monte	Orange Juice	3 x 1,000ml	£2.07	6.9p
	Tesco own brand	Florida pure orange juice	1,000ml	£0.75	7.5p
	Tesco own brand	Tomato juice	1,000ml	£0.75	7.5p
	Tesco own brand	Florida orange & grapefruit juice	1,000ml	£0.79	7.9p
	Tesco own brand	Pure orange juice	3 x 1,000ml	£2.55	8.5p
	Tesco own brand	Pure orange juice	2 x 1,000ml	£1.72	8.6p
	Tesco own brand	Pure apple juice	1,000ml	£0.87	8.7p
	Tesco own brand	Pure grapefruit juice	1,000ml	£0.87	8.7p
	Tesco own brand	Pure orange juice	1,000ml	£0.87	8.7p
	Tesco own brand	Pure pineapple juice	1,000ml	£0.87	8.7p
	Del Monte	Pure pineapple juice	1,000ml	£0.89	8.9p
	Del Monte	Pure grapefruit juice	1,000ml	£0.89	8.9p
	Tesco own brand	Pressed apple juice	1,000ml	£0.89	8.9p
	Del Monte	Orange & pineapple juice	1,000ml	£0.95	9.5p
	Del Monte	Select orange, peach & apricot juice	1,000ml	£0.95	9.5p
	Del Monte	Select orange, apple & passion fruit	1,000ml	£0.95	9.5p
	Tesco own brand	Pure red grape juice	1,000ml	£0.95	9.5p
	Tesco own brand	Pure white grape juice	1,000ml	£0.95	9.5p
	Libby's	Tomato juice	454ml	£0.65	14.4p
	Tesco own brand	Fresh pressed apple juice	1,000ml	£1.49	14.9p
	Tesco own brand	100% pure squeezed smooth orange	1,000ml	£1.49	14.9p
	Tesco own brand	100% squeezed pink grapefruit juice	1,000ml	£1.49	14.9p
	Tesco own brand	Squeezed orange & grapefruit juice	500ml	£1.49	14.9p

	Copella	Apple & mango juice	1,000ml	£1.58	15.8p
	Copella	Apple & raspberry juice	1,000ml	£1.58	15.8p
	Copella	English apple juice	1,000ml	£1.58	15.8p
	Tesco own brand	100% squeezed pineapple juice	1,000ml	£1.59	15.9p
	Tropicana	Original orange juice	1,000ml	£1.67	16.7p
	Tropicana	Smooth orange juice	1,000ml	£1.67	16.7p
	Tesco own brand	Freshly squeezed orange juice	1,000ml	£2.49	24.9p
	Tesco own brand	Freshly squeezed orange juice	500ml	£2.90	29.0p
	Tropicana	Original orange juice	250ml	£0.79	31.6p

In Tesco, a British Dietetic Association branded product was not available. The cheapest pure fruit juice available in Tesco cost 3.7p per 100ml. Safeway products carrying the BDA logo cost between 2.65 and 4.43 times as much, and M&S products carrying the BDA name cost between 4.84 and 5.38 times as much (by volume).

## Appendix 2.3 Wholegrain cereals

Cost comparisons for Shredded Wheat, Kellogg's Bran Flakes and Kellogg's Fruit 'n Fibre were complicated by the fact that not all labels announce the proportion of wholegrain in a cereal product. The following price comparisons were made with representative samples of other high-fibre or bran-enriched cereals in Tesco.

Retailer	Brand	Product	Volume	Price	Per 100ml
Tesco	<b>Tesco own brand</b>	<b>Swiss Style Breakfast Muesli</b>	<b>2,000g</b>	<b>£2.35</b>	<b>11.8p</b>
	Cheshire	Natural Muesli	1,000g	£1.19	11.9p
	<b>Tesco own brand</b>	<b>Hi Fibre Bran Breakfast Cereal</b>	<b>750g</b>	<b>£0.97</b>	<b>13.0p</b>
	Tesco own brand	Swiss Style Muesli	750g	£1.08	14.4p
	Tesco own brand	Wholewheat Muesli	1,500g	£2.19	14.6p
	Tesco own brand	No Added Sugar or Salt Swiss Style Muesli	750g	£1.09	14.6p
	Tesco own brand	Wholewheat Muesli	750g	£1.39	18.6p
	Tesco own brand	Healthy Eating Bran Flakes	750g	£1.39	18.6p
	Tesco own brand	Healthy Eating Bran Flakes	500g	£0.98	19.6p
	Kellogg's	All-Bran	750g	£1.64	21.9p
	<b>Kellogg's</b>	<b>Bran Flakes</b>	<b>750g</b>	<b>£1.64</b>	<b>21.9p</b>
	Tesco	Healthy Eating Sultana Bran	750g	£1.69	22.6p
	Tesco	Fruit & Fibre Breakfast Cereal	750g	£1.75	23.4p
	Tesco	Fruit & Fibre Breakfast Cereal	500g	£1.18	23.6p
	Alpen	Original Muesli	750g	£1.79	23.9p
	Tesco own brand	Healthy Eating Sultana Bran	500g	£1.28	25.6p
	Shredded Wheat	Bitesize	750g	£1.99	26.6p
	<b>Kellogg's</b>	<b>Fruit 'n Fibre</b>	<b>750g</b>	<b>£2.08</b>	<b>27.8p</b>
	<b>Kellogg's</b>	<b>Bran Flakes</b>	<b>500g</b>	<b>£1.38</b>	<b>27.6p</b>
	Tesco	Fruit Muesli	500g	£1.45	29.0p
	Shredded Wheat	Bitesize	500g	£1.48	29.6p
	<b>Shredded Wheat</b>	<b>27's</b>	<b>600g</b>	<b>£1.78</b>	<b>29.7p</b>
	Kellogg's	All-Bran	500g	£1.49	29.8p
	Shredded Wheat	Fruitful	500g	£1.58	31.6p
	Shredded Wheat	Honey Nut	500g	£1.58	31.6p
	<b>Shredded Wheat</b>	<b>18's</b>	<b>400g</b>	<b>£1.28</b>	<b>32.0p</b>
	Jordans	Special Muesli	750g	£2.49	33.2p
	<b>Kellogg's</b>	<b>Fruit 'n Fibre</b>	<b>500g</b>	<b>£1.74</b>	<b>34.8p</b>
	Kellogg's	Start	375g	£1.98	52.8p

In Tesco, wholegrain cereal products carrying either the British Heart Foundation, Cancer Research Campaign or World Heart Federation logo cost between 1.60 and 2.14 times as much as the cheapest alternative high-fibre or bran-enriched cereal.

## Appendix 2.4 Tea bags

Packs of Tetley tea bags (varying sizes) carried the British Heart Foundation logo and dietary advice [see Appendix 1]. The prices of these products and other tea-bag products were compared in three major retailers. In each table, the products carrying the British Heart Foundation logo are highlighted in bold, in shaded rows. The cheapest alternative tea-bag product available from the same retailer appears at the top of each table in ***bold italic***.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<b><i>Safeway own brand</i></b>	<b><i>Savers tea bags (80)</i></b>	<b><i>250g</i></b>	<b><i>£0.43</i></b>	<b><i>16.0p</i></b>
	Safeway own brand	Red Label (160)	750g	£3.06	40.8p
	Safeway own brand	Red Label tea bags (80)	250g	£1.22	48.8p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (240)</i></b>	<b><i>750g</i></b>	<b><i>£4.09</i></b>	<b><i>54.5p</i></b>
	PG Tips	Pyramid tea bags (240)	750g	£4.36	58.1p
	Safeway own brand	Gold Label tea bags (160)	500g	£2.95	59.0p
	Safeway own brand	Gold Label tea bags (80)	250g	£1.49	59.6p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (160)</i></b>	<b><i>500g</i></b>	<b><i>£2.99</i></b>	<b><i>59.8p</i></b>
	Safeway own brand	Gold Label tea bags (40)	125g	£0.79	63.2p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (80)</i></b>	<b><i>250g</i></b>	<b><i>£1.59</i></b>	<b><i>63.6p</i></b>
	Typhoo	Tea bags (80)	250g	£1.63	65.2p
	Yorkshire	Tea bags (240)	250g	£5.07	67.6p
	Typhoo	Tea bags (160)	500g	£3.39	67.8p
	PG Tips	Pyramid tea bags (80)	250g	£1.73	69.2p
	Yorkshire	Tea bags (160)	250g	£3.54	70.8p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (40)</i></b>	<b><i>125g</i></b>	<b><i>£0.89</i></b>	<b><i>71.2p</i></b>
	Punjana	Tea bags (80)	250g	£1.79	71.6p
	Safeway own brand	Organic tea bags (80)	250g	£1.79	71.6p
	PG Tips	Pyramid tea bags (40)	125g	£0.95	76.0p
	Safeway own brand	Red Label One Cup bags (50)	125g	£0.95	76.0p
	PG Tips	One Cup tea bags (50)	125g	£0.99	79.2p
	Teadirect	Fairtrade tea bags (80)	250g	£2.00	80.0p
	Yorkshire	Tea bags (80)	250g	£2.04	81.6p
	Safeway own brand	Decaffeinated tea bags (80)	250g	£2.09	83.6p
	Yorkshire	Gold tea bags (80)	250g	£2.35	94.0p

In Safeway, Tetley Tea products carrying the British Heart Foundation logo cost between 3.41 and 4.45 times as much as the cheapest alternative tea bags product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<b><i>Sainsbury's own brand</i></b>	<b><i>Economy tea bags (80)</i></b>	<b><i>250g</i></b>	<b><i>£0.38</i></b>	<b><i>15.2p</i></b>
	Sainsbury's own brand	Assam tea bags (80)	250g	£0.89	35.6p
	Sainsbury's own brand	Red Label tea bags (240)	750g	£2.99	39.9p
	Sainsbury's own brand	Red Label tea bags (80)	250g	£1.15	46.0p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (240)</i></b>	<b><i>750g</i></b>	<b><i>£3.58</i></b>	<b><i>47.7p</i></b>
	Sainsbury's own brand	Gold Label tea bags (160)	500g	£2.49	49.8p
	Sainsbury's own brand	Red Label tea bags (40)	125g	£0.67	53.6p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (160)</i></b>	<b><i>500g</i></b>	<b><i>£2.84</i></b>	<b><i>56.8p</i></b>
	Sainsbury's own brand	Ceylon tea bags (80)	250g	£1.49	59.6p
	Sainsbury's own brand	Gold Label tea bags (80)	250g	£1.49	59.6p
	Sainsbury's own brand	Kenya tea bags (80)	250g	£1.49	59.6p
	<b><i>Tetley</i></b>	<b><i>Softpack tea bags (80)</i></b>	<b><i>250g</i></b>	<b><i>£1.54</i></b>	<b><i>61.6p</i></b>
	Tetley	Decaffeinated tea bags (80)	250g	£1.58	63.2p
	Typhoo	Decaffeinated tea bags (80)	250g	£1.67	66.8p
	Tetley	Quick Brew tea bags (80)	250g	£1.69	67.6p
	Tetley	Tea bags (440)	1,000g	£6.99	69.9p
	Typhoo	Tea bags (80)	250g	£1.78	71.2p
	Tetley	Drawstring tea bags (80)	250g	£1.89	75.6p

	Teadirect	Fairtrade tea bags (80)	250g	£1.95	78.0p
	Sainsbury's own brand	Organic tea bags (80)	250g	£1.99	79.6p
	Sainsbury's own brand	Earl Grey teabags (100)	250g	£2.09	83.6p
	Sainsbury's own brand	Earl Grey tea bags (50)	125g	£1.19	95.2p

In Sainsbury's, Tetley Tea products carrying the British Heart Foundation logo cost between 3.14 and 4.05 times as much as the cheapest alternative tea bags product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<b>Tesco own brand</b>	<b>Value teabags (80)</b>	<b>250g</b>	<b>£0.38</b>	<b>15.2p</b>
	Tesco own brand	Premium teabags (480)	1,500g	£4.47	29.8p
	Typhoo	Teabags (160)	500g	£1.89	37.8p
	Tesco own brand	Premium teabags (240)	750g	£2.88	38.4p
	Tesco own brand	Premium teabags (160)	500g	£1.95	39.0p
	Tesco own brand	Premium light teabags (160)	500g	£1.98	39.6p
	Tesco own brand	Premium teabags (80)	250g	£0.98	39.2p
	Tesco own brand	Premium light tea bags (80)	250g	£1.08	43.2p
	Tesco own brand	Premium teabags (40)	125g	£0.58	46.4p
	<b>Tetley</b>	<b>Softpack teabags (240)</b>	<b>750g</b>	<b>£3.58</b>	<b>47.7p</b>
	Tesco own brand	Finest teabags (160)	500g	£2.54	50.8p
	Brooke Bond	D teabags (80)	250g	£1.28	51.2p
	Typhoo	Teabags (240)	750g	£3.99	53.2p
	Tesco own brand	Finest teabags (80)	250g	£1.39	55.6p
	PG Tips	Pyramid teabags (240)	750g	£4.24	56.5p
	<b>Tetley</b>	<b>Softpack teabags (160)</b>	<b>500g</b>	<b>£2.84</b>	<b>56.8p</b>
	Quickbrew	Teabags (80)	250g	£1.44	57.6p
	<b>Tetley</b>	<b>Softpack teabags (80)</b>	<b>250g</b>	<b>£1.54</b>	<b>61.6p</b>
	Barry's	Gold teabags (80)	250g	£1.57	62.8p
	Tetley	Drawstring teabags (80)	250g	£1.57	62.8p
	PG Tips	Pyramid teabags (160)	500g	£3.19	63.8p
	PG Tips	Pyramid teabags (80)	250g	£1.65	66.0p
	<b>Tetley</b>	<b>Softpack teabags (40)</b>	<b>125g</b>	<b>£0.83</b>	<b>66.4p</b>
	Tesco own brand	Finest teabags (40)	125g	£0.85	68.0p
	Teadirect	Fairtrade teabags (160)	500g	£3.45	69.0p
	Yorkshire	Teabags (160)	500g	£3.45	69.0p
	Tesco own brand	Premium Decaffeinated teabags (80)	250g	£1.77	70.8p
	Typhoo	Teabags (80)	250g	£1.77	70.8p
	Yorkshire	Teabags (80)	250g	£1.77	70.8p
	Clipper	Fairtrade teabags (80)	250g	£1.78	71.2p
	Typhoo	Decaffeinated teabags (80)	250g	£1.78	71.2p
	Typhoo	Green teabags (80)	250g	£1.78	71.2p
	PG Tips	Pyramid teabags (40)	125g	£0.95	76.0p
	Tetley	Drawstring teabags (40)	125g	£0.95	76.0p
	Teadirect	Fairtrade teabags (80)	250g	£1.95	78.0p
	Tetley	Decaffeinated teabags (80)	250g	£1.97	78.8p
	Typhoo	Teabags (40)	125g	£0.99	79.2p
	PG Tips	One Cup teabags (100)	250g	£2.05	82.0p
	Brooke Bond	Choicest blend teabags (80)	250g	£2.09	83.6p
	Yorkshire	Gold teabags (80)	250g	£2.19	87.6p

In Tesco, Tetley Tea products carrying the British Heart Foundation logo cost between 3.14 and 4.37 times as much as the cheapest alternative tea bags product (by weight).

## Appendix 2.5 Fresh tomatoes

Family packs of British Tomatoes were sold in Safeway carrying the Cancer Research Campaign logo and leaflet [see Appendix 1]. The prices of these tomatoes and others were compared in Safeway (because this was the only retailer selling a CRC-branded product).

Prices of fresh tomatoes from Sainsbury's and Tesco were also collected. In the Safeway table, the tomatoes carrying the CRC logo are highlighted in bold italic, in a shaded row. In the other tables, the cheapest fresh tomatoes available appear towards the top in **bold italic**.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<b><i>Safeway own brand</i></b>	<b><i>Family Pack Tomatoes</i></b>	<b><i>750g</i></b>	<b><i>£1.09</i></b>	<b><i>14.5p</i></b>
	Safeway own brand	Tomatoes	Loose	£1.49/kg	14.9p
	Safeway own brand	Plum tomatoes	£0.99	£1.98/kg	19.8p
	Safeway own brand	Beef tomatoes	Loose	£2.60/kg	26.0p
	Safeway own brand	Cherry tomatoes	400g	£1.39	34.8p
	Safeway own brand	Red cherry tomatoes	250g	£0.99	39.6p
	Safeway own brand	Sugar plum tomatoes	200g	£1.19	59.5p
	Safeway own brand	Tomatoes on the vine	230g	£1.73	75.2p

In Safeway, the British Tomatoes product carrying the Cancer Research Campaign logo and dietary advice were the cheapest available (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<b><i>Sainsbury's own brand</i></b>	<b><i>Family pack</i></b>	<b><i>750g</i></b>	<b><i>£0.98</i></b>	<b><i>13.1p</i></b>
	Sainsbury's own brand	Tomatoes	Loose	£1.39/kg	13.9p
	Sainsbury's own brand	Flavouripe (6)	470g	£0.99	21.0p
	Sainsbury's own brand	Tomatoes, extra large	Loose	£2.49/kg	24.9p
	Sainsbury's own brand	Cherry tomatoes	Loose	£3.49/kg	34.9p
	Sainsbury's own brand	Cherry tomatoes	250g	£0.89	35.6p
	Sainsbury's own brand	Vine tomatoes	450g	£1.69	37.6p
	Sainsbury's own brand	Victoria tomatoes, on the vine	300g	£1.79	59.7p
	Sainsbury's own brand	Vine-ripened tomatoes	250g	£1.59	63.6p

In Sainsbury's, tomatoes carrying the CRC logo were not available. The cheapest fresh tomatoes were slightly (not significantly) cheaper than the CRC-branded tomatoes available in Safeway.

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<b><i>Tesco own brand</i></b>	<b><i>Tomatoes</i></b>	<b><i>750g</i></b>	<b><i>£0.98</i></b>	<b><i>13.1p</i></b>
	Tesco own brand	Tomatoes	Loose	£0.08 each	13.8p
	Tesco own brand	Tomatoes (6)	450g	£0.69	15.3p
	Tesco own brand	Beef tomatoes	Loose	£0.51 each	26.0p
	Tesco own brand	Organic tomatoes	750g	£1.99	26.5p
	Tesco own brand	Plum tomatoes	500g	£1.39	27.8p
	Tesco own brand	Cherry tomatoes	400g	£1.28	32.0p
	Tesco own brand	Cherry tomatoes	Loose	£3.48/kg	34.8p
	Tesco own brand	Cherry tomatoes	250g	£0.88	35.2p
	Tesco own brand	Organic cherry tomatoes	200g	£0.82	41.0p
	Tesco own brand	Organic cherry tomatoes on the vine	200g	£1.79	89.5p
	Tesco own brand	Organic baby plum tomatoes on the vine	200g	£1.79	89.5p

In Tesco, tomatoes carrying the CRC logo were not available. The cheapest fresh tomatoes were slightly (not significantly) cheaper than the CRC-branded tomatoes available in Safeway



## Appendix 2.6: Olive and sunflower oils

Karyatis Greek Extra Virgin Olive Oil (cold pressed) carried the phrase “No food can eliminate the risk of breast cancer by itself, but [...] we can give ourselves a helping hand by substituting monounsaturated fat for our saturated fat and polyunsaturated fat intake,” accompanied by the Cancer Research Campaign logo [see Appendix 1]. The prices of Karyatis Greek Extra Virgin Olive Oil and other Extra Virgin olive oil products were compared in Waitrose (because this was the only retailer found to be selling this branded product). Sample prices from Tesco, Sainsbury’s and Safeway were also collected. In each table, the Karyatis product is highlighted in bold, in shaded rows. The cheapest alternative Extra Virgin Olive Oil product and the cheapest alternative Regular Olive Oil available from the same retailer appear towards the top of each table in ***bold italic***.

Retailer	Brand	Product	Volume	Price	Per 100ml
Waitrose	<b><i>Waitrose own brand</i></b>	<b><i>Sunflower oil</i></b>	<b><i>1,000ml</i></b>	<b><i>£0.67</i></b>	<b><i>6.7p</i></b>
	<b><i>Waitrose own brand</i></b>	<b><i>Sunflower oil</i></b>	<b><i>2,000ml</i></b>	<b><i>£1.33</i></b>	<b><i>6.7p</i></b>
	Flora	Sunflower oil	1,000ml	£0.97	9.7p
	Waitrose own brand	Sunflower oil	500ml	£0.49	9.8p
	<b><i>Waitrose own brand</i></b>	<b><i>Blended olive oil</i></b>	<b><i>1,000ml</i></b>	<b><i>£3.69</i></b>	<b><i>36.9p</i></b>
	Waitrose own brand	Blended olive oil	500ml	£1.85	37.0p
	Waitrose own brand	Mild & Light olive oil	500ml	£1.85	37.0p
	<b><i>Waitrose own brand</i></b>	<b><i>Extra Virgin olive oil</i></b>	<b><i>1,000ml</i></b>	<b><i>£4.19</i></b>	<b><i>41.9p</i></b>
	Meridian	Sunflower oil, unrefined	500ml	£2.19	43.8p
	Waitrose own brand	Extra Virgin olive oil	500ml	£2.29	45.8p
	Filippo Berio	Olive oil	750ml	£3.75	50.0p
	Waitrose own brand	Blended olive oil	250ml	£1.29	51.6p
	Bertolli	Olio di oliva delicato	500ml	£2.59	51.8p
	Carbonell	Extra Virgin olive oil	750ml	£3.99	53.2p
	Waitrose own brand	Extra Virgin olive oil	250ml	£1.35	54.0p
	Filippo Berio	Extra Virgin olive oil	750ml	£4.35	58.0p
	Carapelli	Extra Virgin olive oil	750ml	£4.39	58.5p
	Waitrose own brand	Greek Extra Virgin olive oil	500ml	£2.95	59.0p
	Waitrose own brand	Italian Extra Virgin olive oil	500ml	£2.95	59.0p
	Waitrose own brand	Spanish Extra Virgin olive oil	500ml	£2.95	59.0p
	Bertolli	Extra Virgin olive oil	500ml	£2.99	59.8p
	Bertolli	Extra Virgin olive oil, Gentle & Mild	500ml	£2.99	59.8p
	Bertolli	Extra Virgin olive oil, Robust & Rich	500ml	£2.99	59.8p
	Bertolli	Extra Virgin olive oil, unfiltered	500ml	£2.99	59.8p
	Filippo Berio	Extra Virgin olive oil	500ml	£2.99	59.8p
	<b><i>Karyatis</i></b>	<b><i>Extra Virgin olive oil</i></b>	<b><i>500ml</i></b>	<b><i>£3.29</i></b>	<b><i>65.8p</i></b>
	Carbonell	Extra Virgin olive oil	500ml	£3.75	75.0p
	Waitrose own brand	Italian Extra Virgin olive oil, organic	500ml	£3.95	79.0p
	Gaea Cretian	Extra Virgin olive oil	500ml	£3.99	79.8p
	Pax Jani	Extra Virgin olive oil	500ml	£6.95	139.0p

In Waitrose, the Karyatis product carrying the Cancer Research Campaign logo cost 1.57 times as much as the cheapest alternative Extra Virgin olive oil product; 1.78 times as much as the cheapest alternative Regular or Blended olive oil product; and 9.82 times as much as the cheapest sunflower oil product (by volume)

Retailer	Brand	Product	Volume	Price	Per 100ml
Safeway	<b>Safeway own brand</b>	<b>Sunflower oil</b>	<b>3,000ml</b>	<b>£2.29</b>	<b>7.6p</b>
	Safeway own brand	Sunflower oil	1,000ml	£0.84	8.4p
	Flora	Pure sunflower oil	2,000ml	£2.35	11.8p
	Flora	Pure sunflower oil	1,000ml	£1.19	11.9p
	Midsummer	Sunflower oil, organic	1,000ml	£1.89	18.9p
	<b>Safeway</b>	<b>Olive oil, light and mild</b>	<b>1,000ml</b>	<b>£3.19</b>	<b>31.9p</b>
	Safeway own brand	Olive oil	1,000ml	£4.05	40.5p
	<b>Safeway own brand</b>	<b>Extra Virgin olive oil</b>	<b>500ml</b>	<b>£2.05</b>	<b>41.0p</b>
	Safeway own brand	Extra Virgin olive oil	1,000ml	£4.55	45.5p
	Safeway own brand	Extra Virgin olive oil	750ml	£3.47	46.3p
	Carapelli	Extra Virgin olive oil	750ml	£3.49	46.5p
	Borges	Extra Virgin olive oil, Robust & Rich	500ml	£2.39	47.8p
	Borges	Extra Virgin olive oil, Gentle & Mild	500ml	£2.39	47.8p
	Safeway own brand	Olive oil	500ml	£2.45	49.0p
	Carapelli	Mild olive oil	500ml	£2.68	53.6p
	Carapelli	Light olive oil	500ml	£2.69	53.8p
	Filippo Berio	Olive oil	750ml	£4.25	56.7p
	Bertolli Luca	Extra Virgin olive oil	500ml	£2.95	59.0p
	Borges	Extra Virgin olive oil, Rich & Fruity	500ml	£2.99	59.8p
	Filippo Berio	Extra Virgin olive oil, Gusto Fruttato	500ml	£2.99	59.8p
	Filippo Berio	Olive oil	500ml	£3.02	60.4p
	Filippo Berio	Extra Virgin olive oil	500ml	£3.06	61.2p
	Carapelli	Extra Virgin olive oil	750ml	£4.59	61.2p
	Safeway own brand	Extra Virgin olive oil, Italian	500ml	£3.09	61.8p
	Safeway own brand	Extra Virgin olive oil, Greek	500ml	£3.29	65.8p
	Carbonell	Extra Virgin olive oil, special selection	750ml	£4.99	66.5p
	Filippo Berio	Extra Virgin olive oil	1,500ml	£7.16	71.6p
	Filippo Berio	Extra Virgin olive oil, organic	500ml	£4.09	81.8p
	Casa Cadaral	Extra Virgin olive oil	500ml	£4.99	81.8p
	Merchant Gourmet	Extra Virgin olive oil, Crete	500ml	£4.99	99.8p
	Frantoio Franic	Extra Virgin olive oil, Tuscan	500ml	£5.99	119.8p
	Huile d'Olive	Extra Virgin olive oil	500ml	£7.99	159.8p

In Safeway, the Karyatis product carrying the Cancer Research Campaign logo was not available. The Karyatis product (available in Waitrose for 65.8p per 100ml) cost 1.60 times as much as the cheapest Extra Virgin olive oil product; 2.06 times as much as the cheapest alternative Regular olive oil product; and 8.66 times as much as the cheapest Sunflower oil product (by volume).

Retailer	Brand	Product	Volume	Price	Per 100ml
Sainsbury's	<b>Sainsbury's own brand</b>	<b>Sunflower oil</b>	<b>2,000ml</b>	<b>£1.39</b>	<b>7.0p</b>
	Sainsbury's own brand	Sunflower oil	1,000ml	£0.79	7.9p
	Flora	Flora Sunflower oil	1,000ml	£1.05	10.5p
	Sainsbury's	Sunolive oil	1,000ml	£1.79	17.9p
	<b>Sainsbury's own brand</b>	<b>Olive oil</b>	<b>500ml</b>	<b>£1.99</b>	<b>39.8p</b>
	<b>Sainsbury's own brand</b>	<b>Extra Virgin olive oil</b>	<b>500ml</b>	<b>£2.39</b>	<b>47.8p</b>
	Sainsbury's own brand	Olive oil	250ml	£1.29	51.6p
	Il Casolare	Extra Virgin olive oil	1,000ml	£5.29	52.9p
	Sainsbury's own brand	Extra Virgin olive oil	250ml	£1.39	55.6p
	Filippo Berio	Olive oil	500ml	£2.89	57.8p
	Sainsbury's own brand	Spanish Extra Virgin olive oil	500ml	£2.99	59.8p
	Sainsbury's own brand	Greek Extra Virgin olive oil	500ml	£2.99	59.8p
	Sainsbury's own brand	Italian Extra Virgin olive oil	500ml	£2.99	59.8p
	Filippo Berio	Extra Virgin olive oil	500ml	£2.99	59.8p
	Filippo Berio	Extra Virgin olive oil	250ml	£1.65	66.0p
	Carbonell	Extra Virgin olive oil	250ml	£1.75	70.0p

	Fry Light	Sunflower oil spray	250ml	£1.99	79.6p
	Sainsbury's own brand	Extra Virgin olive oil, Tuscan	500ml	£4.79	95.8p

In Sainsbury's, the Karyatis product carrying the Cancer Research Campaign logo was not available. The Karyatis product (available in Waitrose for 65.8p per 100ml) cost 1.38 as much as the cheapest Extra Virgin olive oil product; 1.65 times as much as the cheapest alternative Regular olive oil product; and 9.40 times as much as the cheapest Sunflower oil product (by volume).

Retailer	Brand	Product	Volume	Price	Per 100ml
Tesco	<b><i>Tesco own brand</i></b>	<b><i>Pure sunflower oil</i></b>	<b><i>3,000ml</i></b>	<b><i>£1.87</i></b>	<b><i>6.2p</i></b>
	Tesco own brand	Pure sunflower oil	2,000ml	£1.33	6.7p
	Tesco own brand	Pure sunflower oil	1,000ml	£0.67	6.7p
	Tesco own brand	Pure sunflower oil	500ml	£0.47	9.4p
	Flora	Pure sunflower oil	2,000ml	£1.93	9.7p
	Flora	Pure sunflower oil	1,000ml	£0.97	9.7p
	<b><i>Filippo Berio</i></b>	<b><i>Pure olive oil</i></b>	<b><i>750ml</i></b>	<b><i>£2.38</i></b>	<b><i>31.7p</i></b>
	Tesco own brand	Olive oil	1,000ml	£3.29	32.9p
	Tesco own brand	Olive oil	500ml	£1.68	33.6p
	<b><i>Tesco own brand</i></b>	<b><i>Extra Virgin olive oil</i></b>	<b><i>1,000ml</i></b>	<b><i>£3.39</i></b>	<b><i>33.9p</i></b>
	Tesco own brand	Extra Virgin olive oil	750ml	£2.58	34.4p
	Tesco own brand	Mild & Light olive oil	500ml	£1.84	36.8p
	Tesco own brand	Extra Virgin olive oil	500ml	£1.87	37.4p
	Tesco own brand	Olive oil	250ml	£0.93	37.2p
	Tesco own brand	Extra Virgin olive oil	250ml	£0.98	39.2p
	Carapelli	Extra Virgin olive oil	750ml	£2.99	39.9p
	Filippo Berio	Pure olive oil	500ml	£2.38	47.6p
	Filippo Berio	Extra Virgin olive oil	500ml	£2.48	49.6p
	Bertolli	Delicato olive oil	500ml	£2.58	51.6p
	Carapelli	Extra Virgin olive oil	500ml	£2.79	55.8p
	Filippo Berio	Pure olive oil	250ml	£1.39	55.6p
	Bertolli	Extra Virgin olive oil	500ml	£2.98	59.6p
	Filippo Berio	Extra Virgin olive oil	250ml	£1.49	59.6p
	Tesco own brand	Finest Greek Extra Virgin olive oil	500ml	£2.99	59.8p
	Tesco own brand	Finest Italian Extra Virgin olive oil	500ml	£2.99	59.8p
	Tesco own brand	Finest Spanish Extra Virgin olive oil	500ml	£2.99	59.8p
	Carapelli	Extra Virgin olive oil	250ml	£1.58	63.2p
	Tesco own brand	Olive oil	125ml	£0.85	68.0p
	Tesco own brand	Extra Virgin olive oil	125ml	£0.89	71.2p
	Fry Light	Sunflower oil spray	250ml	£1.84	73.6p
	Belazu	Extra Virgin olive oil	500ml	£4.95	99.0p
	Carapelli	Extra Virgin olive oil Ligure	500ml	£5.99	119.8p
	Carapelli	Extra Virgin olive oil Umbro	500ml	£5.99	119.8p

In Tesco, the Karyatis product carrying the Cancer Research Campaign logo was not available. The Karyatis product (available in Waitrose for 65.8p per 100ml) cost 1.94 times as much as the cheapest Extra Virgin olive oil product; 2.08 times as much as the cheapest alternative Regular olive oil product; and 10.61 times as much as the cheapest Sunflower oil product (by volume).

## Appendix 2.7: Margarine

Flora products carried the phrase “Approved by the Family Heart Association,” accompanied by the FHA logo [see Appendix 1]. The prices of Flora products and other margarines were compared in three major retailers. In each table, the Flora products carrying the Family Heart Association logo are highlighted in bold, in shaded rows. The cheapest alternative margarine available from the same retailer appears at the top of each table in ***bold italic***.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<b>Safeway own brand</b>	<b>Sunflower 70% fat spread</b>	<b>1,000g</b>	<b>£1.19</b>	<b>11.9p</b>
	Safeway own brand	Sunflower 70% fat spread	500g	£0.64	12.8p
	Utterly Butterly	Utterly Butterly	500g	£0.69	13.8p
	St Ivel	Gold spread	1,000g	£1.79	17.9p
	Utterly Butterly	Utterly Butterly	1,000g	£1.79	17.9p
	Safeway own brand	Don't Flutter With Butter	500g	£0.91	18.2p
	<b>Flora</b>	<b>Flora Light</b>	<b>1,000g</b>	<b>£1.89</b>	<b>18.9p</b>
	<b>Flora</b>	<b>Flora Original</b>	<b>1,000g</b>	<b>£1.89</b>	<b>18.9p</b>
	St Ivel	Vitalite	500g	£0.95	19.0p
	St Ivel	Gold spread	500g	£0.97	19.4p
	Anchor	Butter and olive oil spread	500g	£0.99	19.8p
	<b>Flora</b>	<b>Flora Light</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	<b>Flora</b>	<b>Flora Original</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	I Can't Believe It's Not Butter	I Can't Believe It's Not Butter	500g	£0.99	19.8p
	Pure	Dairy free Soya spread	500g	£0.99	19.8p
	I Can't Believe It's Not Butter	I Can't Believe It's Not Butter	1,000g	£1.99	19.9p
	<b>Flora</b>	<b>Flora Buttery</b>	<b>1,000g</b>	<b>£2.25</b>	<b>22.5p</b>
	<b>Flora</b>	<b>Flora Diet</b>	<b>500g</b>	<b>£1.19</b>	<b>23.8p</b>
	<b>Flora</b>	<b>Flora Buttery</b>	<b>500g</b>	<b>£1.19</b>	<b>23.8p</b>
	Safeway own brand	Olive spread	500g	£1.19	23.8p
	Safeway own brand	Olive spread Lite	500g	£1.19	23.8p
	Clover	Clover spread	500g	£1.25	25.0p
	Olivio	Olivio spread	1,000g	£2.55	25.5p
	<b>Flora</b>	<b>Flora Light</b>	<b>250g</b>	<b>£0.64</b>	<b>25.6p</b>
	<b>Flora</b>	<b>Original</b>	<b>250g</b>	<b>£0.64</b>	<b>25.6p</b>
	Safeway own brand	Olive spread	250g	£0.69	27.6p
	Pure	Organic reduced-fat spread	500g	£1.42	28.4p
	Olivio	Olivio spread	500g	£1.45	29.0p
	Carapelli	Spread with extra virgin olive oil	500g	£1.55	31.0p
	Olivite	Olivite Weight Watchers spread	250g	£0.79	31.6p
	Olivio	Olivio spread	250g	£0.85	34.0p
	Lurpak	Lurpak Spreadable	250g	£0.99	39.6p
	Lurpak	Lurpak Spreadable Lighter	250g	£0.99	39.6p
	Lurpak	Lurpak Spreadable	500g	£1.99	39.8p
	Lurpak	Lurpak Spreadable Lighter	500g	£2.00	40.0p
	<b>Flora</b>	<b>*Flora Pro.Activ</b>	<b>500g</b>	<b>£3.88</b>	<b>77.6p</b>
	<b>Flora</b>	<b>*Flora Pro.Activ</b>	<b>250g</b>	<b>£2.00</b>	<b>80.0p</b>
	Benecol	*Benecol Light	250g	£2.55	102.0p
	Benecol	*Benecol with olive oil	250g	£2.55	102.0p

In Safeway, Flora margarine products carrying the Family Heart Association logo cost between 1.59 and 2.15 times as much as the cheapest alternative margarine (by weight).

\* N.B. Flora Pro.Activ was excluded from the above calculations, as it is a "functional" brand sold at a high premium rate. Including Flora Pro.Activ in the calculations, Flora margarines carrying the Family Heart Association logo cost up to 6.72 times as much as the cheapest alternative margarines (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<b>Sainsbury's own brand</b>	<b>Sunflower spread</b>	<b>1,000g</b>	<b>£0.99</b>	<b>9.9p</b>
	Sainsbury's own brand	Butterlicious spread	1,000g	£0.99	9.9p
	Sainsbury's own brand	Sunflower spread	500g	£0.59	11.8p
	<b>Flora</b>	<b>Flora Original spread</b>	<b>1,000g</b>	<b>£1.53</b>	<b>15.3p</b>
	<b>Flora</b>	<b>Flora Light spread</b>	<b>1,000g</b>	<b>£1.53</b>	<b>15.3p</b>
	Sainsbury's own brand	Butterlicious spread	500g	£0.79	15.8p
	St Ivel	Utterly Butterly spread	1,000g	£1.65	16.5p
	<b>Flora</b>	<b>Flora Light spread</b>	<b>500g</b>	<b>£0.84</b>	<b>16.8p</b>
	<b>Flora</b>	<b>Flora Original spread</b>	<b>500g</b>	<b>£0.84</b>	<b>16.8p</b>
	St Ivel	Gold spread, Light, low fat	500g	£0.84	16.8p
	St Ivel	Vitalite Sunflower spread	500g	£0.84	16.8p

	I can't believe it's not butter	I can't believe it's not butter	1,000g	£1.69	16.9p
	Sainsbury's own brand	Dairy Free spread	500g	£0.85	17.0p
	St Ivel	Utterly Butterly spread	500g	£0.89	17.8p
	I can't believe it's not butter	I can't believe it's not butter	500g	£0.95	19.0p
	Dairy Crest	Clover spread	1,000g	£1.98	19.8p
	<b>Flora</b>	<b>Flora Buttery</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	<b>Flora</b>	<b>Flora Original spread, lo salt</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	Sainsbury's own brand	Gold reduced fat spread, light	500g	£0.99	19.8p
	<b>Flora</b>	<b>Flora Light spread</b>	<b>250g</b>	<b>£0.52</b>	<b>20.8p</b>
	<b>Flora</b>	<b>Flora Original spread</b>	<b>250g</b>	<b>£0.52</b>	<b>20.8p</b>
	Dairy Crest	Clover spread	500g	£1.07	21.4p
	Olivio	Olivio spread	500g	£1.15	23.0p
	St Ivel	Golden Churn spread	500g	£1.19	23.8p
	Olivio	Olivio spread	250g	£0.69	27.6p
	Sainsbury's own brand	Spreadable Organic	500g	£1.49	29.8p
	Dairy Crest	Clover spread	250g	£0.75	30.0p
	Lurpak	Lurpak spread	500g	£1.79	35.8p
	Anchor	Anchor spreadable	250g	£0.94	37.6p
	Lurpak	Lurpak spread, slightly salted	250g	£0.95	38.0p
	Kerrygold	Pure Irish spreadable butter	250g	£0.99	39.6p
	Sainsbury's own brand	Spreadable Organic	250g	£1.09	43.6p
	Anchor	Anchor Spreadable, organic	250g	£1.19	47.6p
	<b>Flora</b>	<b>*Flora Pro.Activ</b>	<b>500g</b>	<b>£3.69</b>	<b>73.8p</b>
	<b>Flora</b>	<b>*Flora Pro.Activ</b>	<b>250g</b>	<b>£1.95</b>	<b>78.0p</b>
	Benecol	*Benecol spread light	250g	£2.29	91.6p

In Sainsbury's, Flora margarines carrying the Family Heart Association logo and 'approval' cost between 1.55 and 2.10 times as much as the cheapest alternative margarine (by weight).

\* N.B. Flora Pro.Activ was excluded from the above calculations, as it is a "functional" brand sold at a high premium rate. Including Flora Pro.Activ in the calculations, Flora margarine carrying the Family Heart Association logo cost up to 7.88 times as much as the cheapest alternative margarines (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<i>Tesco own brand</i>	<i>Healthy Eating Sunflower Lowest spread</i>	<i>500g</i>	<i>£0.51</i>	<i>10.2p</i>
	Pure	Pure Soya spread	500g	£0.69	13.8p
	<b>Flora</b>	<b>Flora Light spread</b>	<b>1,000g</b>	<b>£1.65</b>	<b>16.5p</b>
	<b>Flora</b>	<b>Flora Light spread</b>	<b>500g</b>	<b>£0.84</b>	<b>16.8p</b>
	I can't believe...	I can't believe it's not butter	500g	£0.92	18.4p
	Tesco own brand	Olive spread	250g	£0.49	19.6p
	<b>Flora</b>	<b>Flora spread, low salt</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	<b>Flora</b>	<b>Diet spread</b>	<b>500g</b>	<b>£0.99</b>	<b>19.8p</b>
	Tesco own brand	Olive spread	500g	£0.99	19.8p
	Carapelli	Extra Virgin olive oil spread	500g	£1.08	21.6p
	<b>Flora</b>	<b>Flora Light spread</b>	<b>250g</b>	<b>£0.57</b>	<b>22.8p</b>
	Tesco own brand	Healthy Eating 5% Fat Sunflower spread	250g	£0.59	23.6p
	Olivio	Olivio spread	500g	£1.19	23.8p
	Pure	Organic reduced-fat spread	500g	£1.28	25.6p
	Tesco own brand	Organic sunflower spread	500g	£1.29	25.8p
	Carapelli	Extra Virgin olive oil spread	250g	£0.69	27.6p
	Tesco own brand	Organic buttery spread	250g	£0.79	31.6p
	<b>Flora</b>	<b>*Flora Pro-Activ spread</b>	<b>500g</b>	<b>£3.37</b>	<b>67.4p</b>
	<b>Flora</b>	<b>*Flora Pro-Activ low fat</b>	<b>250g</b>	<b>£1.85</b>	<b>74.0p</b>
	Benecol	*Benecol Low Fat spread	250g	£2.49	99.6p

In Tesco, Flora margarines carrying the Family Heart Association logo and "approval" cost between 1.61 and 2.24 times as much as the cheapest alternative margarine (by weight). Including Flora Pro.Activ in the calculations, Flora margarine cost up to 7.25 times as much as the cheapest alternative margarines.

## Appendix 2.8: Oats

Quaker Oats carried the Family Heart Association logo [see Appendix 1]. The prices of Quaker Oats and other porridge-oat products were compared across three major food retailers. In each table, the Quaker Oats product is highlighted in bold, in shaded rows. The cheapest alternative porridge oats available from the same retailer appears at the top of each table in bold italic.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<i><b>Safeway own brand</b></i>	<i><b>Scottish porridge oats</b></i>	<i><b>1,000g</b></i>	<i><b>£0.81</b></i>	<i><b>8.1p</b></i>
	<b>Quaker</b>	<b>Porridge oats</b>	<b>1,000g</b>	<b>£1.53</b>	<b>15.3p</b>
	Mornflake	Pure organic oats	750g	£1.18	15.7p

In Safeway, the Quaker Oats product carrying the Family Heart Association logo cost 1.89 times as much as the cheapest alternative porridge-oats product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<i><b>Sainsbury's own brand</b></i>	<i><b>Scottish porridge oats</b></i>	<i><b>1,000g</b></i>	<i><b>£0.69</b></i>	<i><b>6.9p</b></i>
	Sainsbury's own brand	Porridge oats	500g	£0.45	9.0p
	Sainsbury's own brand	Whole rolled porridge oats	750g	£0.69	9.2p
	<b>Quaker</b>	<b>Porridge oats</b>	<b>1,000g</b>	<b>£1.35</b>	<b>13.5p</b>
	Scotts	Original porage oats	1,000g	£1.35	13.5p

In Sainsbury's, the Quaker Oats product carrying the Family Heart Association logo cost 1.96 times as much as the cheapest alternative porridge-oats product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<i><b>Tesco own brand</b></i>	<i><b>Value oats</b></i>	<i><b>1,000g</b></i>	<i><b>£0.35</b></i>	<i><b>3.5p</b></i>
	Tesco own brand	Scottish porridge oats	1,000g	£0.69	6.9p
	<b>Quaker</b>	<b>Porridge oats</b>	<b>1,000g</b>	<b>£1.25</b>	<b>12.5p</b>
	Tesco own brand	Organic porridge oats	750g	£0.95	12.7p
	Jordans	Conservation porridge oats	750g	£1.15	15.3p
	Jordans	Organic porridge oats	750g	£1.35	18.0p

In Tesco, the Quaker Oats product carrying the Family Heart Association logo and 'approval' cost 3.57 times as much as the cheapest alternative porridge-oats product (a low-cost Value brand), and 1.81 times as much as the next cheapest Tesco own-brand product (by weight).

## Appendix 2.9: Bread

Warburton's Milk Roll Soft White Sliced calcium bread carried the National Osteoporosis Society "bone-friendly" logo [see Appendix 1]. This product was found on sale only in Tesco. Cost comparisons for Warburton's calcium bread were complicated by the fact that other breads do not always explicitly announce their calcium level. However, they do contain useful levels of calcium and are listed as a source of calcium in National Osteoporosis Society information leaflets. The prices of white bread products were compared in three major retailers. In each table, the Warburton's product carrying the NOS logo are highlighted

in bold, in shaded rows. The cheapest alternative white bread available from the same retailer appears at the top of each table in ***bold italic***.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<b><i>Safeway own brand</i></b>	<b><i>Savers white bread</i></b>	<b><i>800g</i></b>	<b><i>£0.21</i></b>	<b><i>2.6p</i></b>
	Safeway own brand	White bread	800g	£0.44	5.5p
	Safeway own brand	Keeps Fresh white bread	800g	£0.54	6.8p
	Safeway own brand	The Best farmhouse bread	800g	£0.64	8.0p
	Kingsmill	Premium white bread	800g	£0.65	8.2p
	Hovis	Great White	800g	£0.67	8.4p
	Kingsmill	Square Cut white bread	400g	£0.55	13.8p
	Safeway own brand	Danish white bread	400g	£0.59	14.8p
	Mighty White	Mighty White	800g	£0.59	14.8p
	Safeway own brand	Smart white	400g	£0.59	14.8p

In Safeway, the Warburton's bread product carrying the National Osteoporosis "bone friendly" logo was not available. The Warburton's product, available in Tesco for 13.5p, and in Sainsbury's for 15.5p per 100g, cost between 5.19 and 5.96 times as much as the cheapest white bread available in Safeway.

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<b><i>Sainsbury's own brand</i></b>	<b><i>White sliced loaf</i></b>	<b><i>800g</i></b>	<b><i>£0.39</i></b>	<b><i>4.9p</i></b>
	Sainsbury's own brand	White loaf, longer life	800g	£0.49	6.1p
	Hovis	Best of Both bread	800g	£0.55	6.9p
	Sainsbury's own brand	"Taste the Difference" Premium Gold white bread	800g	£0.55	6.9p
	Hovis	Premium white loaf	800g	£0.59	7.4p
	Hovis	Premium white loaf	800g	£0.59	7.4p
	Hovis	White loaf, square cut	800g	£0.59	7.4p
	Hovis	White loaf, square cut	800g	£0.59	7.4p
	Kingsmill	White loaf	800g	£0.59	7.4p
	Kingsmill	White loaf, square cut	800g	£0.59	7.4p
	Kingsmill	White loaf	800g	£0.59	7.4p
	Kingsmill	Whole white loaf	800g	£0.69	8.6p
	Hovis	White loaf, crusty	800g	£0.72	9.0p
	Warburton's	White sliced loaf	400g	£0.52	13.0p
	Warburton's	White sliced loaf, Toastie	400g	£0.57	14.3p
	Sainsbury's own brand	White sliced loaf, organic	400g	£0.59	14.8p
	<b>Warburton's</b>	<b>Milk Roll</b>	<b>400g</b>	<b>£0.62</b>	<b>15.5p</b>

In Sainsbury's the Warburton's bread product carrying the National Osteoporosis "bone friendly" logo product cost 3.16 times as much as the cheapest white bread available.

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<b><i>Tesco</i></b>	<b><i>Value sliced white bread</i></b>	<b><i>800g</i></b>	<b><i>£0.19</i></b>	<b><i>2.4p</i></b>
	Tesco	Medium sliced white loaf	800g	£0.39	4.9p
	Tesco	Thick sliced white loaf	800g	£0.39	4.9p
	Tesco	Toaster white loaf	800g	£0.39	4.9p
	Mighty White	Thick Sliced softgrain bread	800g	£0.49	6.2p
	Tesco	Traditional style white bread	800g	£0.49	6.2p
	Hovis	Extra thick square cut white bread	800g	£0.59	7.4p
	Hovis	Premium white bread	800g	£0.59	7.4p
	Hovis	Square cut white bread	800g	£0.59	7.4p
	Kingsmill	Square cut extra thick sliced loaf	800g	£0.59	7.4p
	Kingsmill	Square cut white medium sliced loaf	800g	£0.59	7.4p
	Kingsmill	Square cut white thick sliced loaf	800g	£0.59	7.4p
	Kingsmill	Top grade medium sliced white loaf	800g	£0.59	7.4p
	Kingsmill	Top grade thick sliced white loaf	800g	£0.59	7.4p
	Mother's Pride	Plain medium white bread	800g	£0.59	7.4p
	Hovis	White farmhouse sliced loaf	800g	£0.62	7.8p

	Kingsmill	Wholewhite medium loaf	800g	£0.64	8.0p
	Kingsmill	Wholewhite thick loaf	800g	£0.64	8.0p
	Kingsmill	Wholewhite extra thick loaf	800g	£0.64	8.0p
	Hovis	Best of Both	800g	£0.65	8.2p
	Mother's Pride	V-Force medium sliced white bread	800g	£0.65	8.2p
	Mother's Pride	V-Force thick sliced white bread	800g	£0.65	8.2p
	Tesco	Plain white bread	800g	£0.69	8.7p
	Hovis	Crusty sliced white	800g	£0.72	9.0p
	Kingsmill	Gold crusty white bread	800g	£0.79	9.9p
	Kingsmill	Gold white sliced bread	800g	£0.79	9.9p
	Kingsmill	Seeded white gold	800g	£0.89	11.2p
	Tesco	Oatmeal white thick sliced loaf	800g	£0.89	11.2p
	<b>Warburton's</b>	<b>Milk Roll</b>	<b>400g</b>	<b>£0.52</b>	<b>13.0p</b>
	Kingsmill	Square cut medium sliced white loaf	400g	£0.52	13.0p
	Kingsmill	Soft white gold	400g	£0.63	15.8p

In Tesco the Warburton's bread product carrying the National Osteoporosis "bone friendly" logo product cost 5.42 times as much as the cheapest white bread available.

## Appendix 2.10: Milk

Express Dairies milk carried the National Osteoporosis Society "bone-friendly" logo [see Appendix 1]. Express Dairies milk was not available in three major retailers, so prices were gathered from corner stores and compared to the prices of milk in Safeway, Sainsbury's and Tesco. The cheapest fresh-milk product appears at the top of each table in ***bold italic***.

Retailer	Brand	Product	Volume	Price	Per 100ml
Safeway	<b><i>Safeway own brand</i></b>	<b><i>Whole milk</i></b>	<b><i>1,136ml</i></b>	<b><i>£0.55</i></b>	<b><i>4.8p</i></b>
	Safeway own brand	Semi-skimmed milk	1,136ml	£0.55	4.8p
	Safeway own brand	Skimmed milk	1,136ml	£0.55	4.8p
	Safeway own brand	Whole milk	568ml	£0.29	5.1p
	Safeway own brand	Semi-skimmed milk	568ml	£0.29	5.1p
	Safeway own brand	Skimmed milk	568ml	£0.29	5.1p
	Safeway own brand	Whole milk	1,136ml	£0.55	4.8p
	Safeway own brand	Semi-skimmed milk	1,136ml	£0.55	4.8p
	Safeway own brand	Skimmed milk	1,136ml	£0.55	4.8p
	Cravendale	Purifltre fresh semi-skimmed milk	2,000ml	£1.09	5.4p
	Cravendale	Purifltre fresh skimmed milk	2,000ml	£1.09	5.4p
	Cravendale	Purifltre fresh semi-skimmed milk	1,000ml	£0.67	6.7p
	Cravendale	Purifltre fresh skimmed milk	1,000ml	£0.67	6.7p
	Highgrove	Breakfast milk	568ml	£0.55	9.6p

In Safeway, Express Dairies fresh milk carrying the NOS 'bone-friendly' logo was not available. Express Dairies milk was found to be priced at between 4.3p and 5.9p per 100ml in a range of corner stores, so was sold at a price broadly equivalent to, and sometimes cheaper than, the average cost for milk in Safeway (by volume).

Retailer	Brand	Product	Volume	Price	Per 100ml
Sainsbury's	<b><i>Sainsbury's own brand</i></b>	<b><i>Whole milk, organic</i></b>	<b><i>2,270ml</i></b>	<b><i>£1.35</i></b>	<b><i>5.9p</i></b>
	<b><i>Sainsbury's own brand</i></b>	<b><i>Semi-skimmed milk, organic</i></b>	<b><i>2,270ml</i></b>	<b><i>£1.35</i></b>	<b><i>5.9p</i></b>
	Sainsbury's own brand	Semi-skimmed milk, organic	1,000ml	£0.71	7.1p
	Sainsbury's own brand	Whole milk, organic	568ml	£0.41	7.2p
	Sainsbury's own brand	Breakfast milk	568ml	£0.53	9.2p

In Sainsbury's, Express Dairies fresh milk carrying the NOS 'bone-friendly' logo was not available. Express Dairies milk was priced at between 4.3p and 5.9p per 100ml in a range of corner stores, so was sold at a price broadly equivalent to, sometimes slightly cheaper than, the average cost for milk in Sainsbury's (by volume).



Retailer	Brand	Product	Volume	Price	Per 100ml
Tesco	<b>Tesco own brand</b>	<b>Healthy Eating semi-skimmed milk</b>	<b>3,408ml</b>	<b>£1.37</b>	<b>4.0p</b>
	Tesco own brand	Pasteurised milk	2,272ml	£0.93	4.1p
	Tesco own brand	Healthy Eating semi-skimmed milk	2,272ml	£0.93	4.1p
	Tesco own brand	Healthy Eating semi-skimmed milk	1,136ml	£0.54	4.7p
	Tesco own brand	Pasteurised whole milk	1,136ml	£0.54	4.7p
	Tesco own brand	Healthy Eating skimmed milk	1,136ml	£0.47	4.7p
	Tesco own brand	Pasteurised standardised milk	568ml	£0.28	4.9p
	Tesco own brand	Healthy Eating milk	568ml	£0.28	4.9p
	Cravendale	Purifiltre fresh milk	2,000ml	£1.08	5.4p

In Tesco, Express Dairies fresh milk carrying the NOS 'bone-friendly' logo was not available. Express Dairies milk was found to be priced at between 4.3p and 5.9p per 100ml in a range of corner stores, so was sold at a price broadly equivalent to the average cost for milk in Tesco (by volume).

## Appendix 2.11: Yogurt

Müller Yogurt carried the National Osteoporosis Society 'bone-friendly' logo. The prices of Müller Yogurt and other yogurt products were compared in three major retailers. In each table, the products carrying the National Osteoporosis logo are highlighted in bold. The cheapest alternative yogurt product available from the same retailer is highlighted in bold italic.

Retailer	Brand	Product	Weight	Price	Per 100g
Safeway	<b>Safeway own brand</b>	<b>Value low fat yogurt, asstd</b>	<b>4x125g</b>	<b>£0.34</b>	<b>6.8p</b>
	<b>Müller</b>	<b>Light yogurt, strawberry</b>	<b>520g</b>	<b>£0.75</b>	<b>14.4p</b>
	Safeway own brand	Low fat yogurt, asstd	8x150g	£2.04	17.0p
	Müller	Thick & Creamy yogurt	500g	£0.87	17.4p
	Safeway own brand	Low fat yogurt, asstd	4x150g	£1.12	18.7p
	<b>Müller</b>	<b>Light yogurt, raspberry &amp; cranberry</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, peach &amp; maracuya</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, pineapple &amp; peach</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, cherry</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, country berries</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, vanilla</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	<b>Müller</b>	<b>Light yogurt, strawberry</b>	<b>200g</b>	<b>£0.39</b>	<b>19.5p</b>
	Onken	Biopot, natural	500g	£0.99	19.8p
	Safeway own brand	Low fat yogurt, rhubarb	150g	£0.30	20.0p
	Safeway own brand	Low fat yogurt, lemon	150g	£0.30	20.0p
	Safeway own brand	Low fat yogurt, hazelnut	150g	£0.30	20.0p
	Safeway own brand	Low fat yogurt, black cherry	150g	£0.30	20.0p
	Safeway own brand	Low fat yogurt, strawberry	150g	£0.30	20.0p
	Safeway own brand	Eat Smart yogurts, asstd	8x125g	£2.04	20.4p
	Safeway own brand	Bio low fat yogurt	500g	£1.08	21.6p
	Safeway own brand	Natural low fat yogurt	500g	£1.08	21.6p
	Yeo Valley	Bio Live natural	450g	£0.99	22.0p
	Danone	BioActivia, low fat	500g	£1.12	22.4p
	Onken	Biopot, raspberry	500g	£1.12	22.4p
	Onken	Biopot, strawberry	500g	£1.12	22.4p
	Onken	Biopot, wholegrain	500g	£1.12	22.4p
	Onken	Summer yogurt, Spanish lemon	500g	£1.12	22.4p
	Safeway own brand	Eat Smart yogurts, asstd	4x125g	£1.12	22.4p

	St Ivel	Shape Tropical Fruits yogurts	8x120g	£2.25	23.4p
	St Ivel	Shape Summer Fruits yogurts	8x120g	£2.25	23.4p
	Ski	Ski Light yogurts, asstd	8x125g	£2.35	23.5p
	Ski	Ski Low Fat Tropical Fruits yogurts	8x125g	£2.35	23.5p
	Ski	Ski Simply Original	8x125g	£2.35	23.5p
	Ski	Ski Variety yogurts, asstd	8x125g	£2.35	23.5p
	Safeway own brand	Greek-style natural yogurt	150g	£0.36	24.0p
	Yeo Valley	Bio Live natural yogurt	150g	£9.36	24.0p
	Ski	Ski Extra Fruit yogurts	4x125g	£1.25	25.0p
	Ski	Ski Light yogurts, asstd	4x125g	£1.25	25.0p
	St Ivel	Shape yogurt, tropical fruits	4x120g	£1.22	25.4p
	St Ivel	Shape yogurt, summer fruits	4x120g	£1.22	25.4p
	<b>Müller</b>	<b>Crunch Corner, choc cornflakes banana</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	<b>Müller</b>	<b>Crunch Corner, choc balls, vanilla</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	Müller	Crunch Corner, Kellogg's Frosties	150g	£0.39	26.0p
	Müller	Crunch Corner, Kellogg's Coco Pops	150g	£0.39	26.0p
	<b>Müller</b>	<b>Fruit Corner, apricot</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	<b>Müller</b>	<b>Fruit Corner, blueberry</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	<b>Müller</b>	<b>Fruit Corner, strawberry</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	<b>Müller</b>	<b>Fruit Corner, passionfruit &amp; peach</b>	<b>150g</b>	<b>£0.39</b>	<b>26.0p</b>
	Yeo Valley	Organic yogurt, apricot	450g	£1.18	26.2p
	Yeo Valley	Organic yogurt, raspberry	450g	£1.18	26.2p
	Yeo Valley	Organic yogurt, asstd	4x125g	£1.32	26.4p
	Yeo Valley	Organic yogurt, strawberry	450g	£1.25	27.8p
	<b>Müller</b>	<b>Vitality Probiotic yogurt, strawberry</b>	<b>175g</b>	<b>£0.49</b>	<b>28.0p</b>
	Provamel	Yofu dairy free yogurt	500g	£1.42	28.4p
	Safeway own brand	Greek-style natural yogurt	500g	£1.49	29.8p
	Müller	Organic yogurt	150g	£0.45	30.0p
	Total	Greek-style cow's yogurt	500g	£2.00	40.0p
	Total	Greek-style cow's yogurt	150g	£0.81	54.0p

In Safeway, the cheapest Müller Yogurt product carrying the National Osteoporosis Society “bone-friendly” logo cost between 2.18 and 4.18 times as much as the cheapest alternative yogurt product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Sainsbury's	<b>Müller</b>	<b>Light yogurt, cherry</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, country berries</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, pineapple &amp; peach</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, raspberry &amp; cranberry</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, strawberry</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, toffee</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Müller</b>	<b>Light yogurt, vanilla</b>	<b>200g</b>	<b>£0.36</b>	<b>18.0p</b>
	<b>Sainsbury's own brand</b>	<b>Natural yogurt, low fat organic</b>	<b>1,000g</b>	<b>£1.85</b>	<b>18.5p</b>
	Sainsbury's own brand	Natural Bio yogurt, set, low fat	500g	£0.95	19.0p
	Sainsbury's own brand	Natural Bio yogurt, stirred, low fat	500g	£0.95	19.0p
	Sainsbury's own brand	Natural yogurt, low fat, organic	500g	£0.95	19.0p
	Danone	Natural yogurt, low fat	500g	£0.99	19.8p
	Sainsbury's own brand	French Recipe yogurt, low fat	4x125g	£0.99	19.8p
	Sainsbury's own brand	Natural Greek-style yogurt	500g	£0.99	19.8p
	Yeo Valley	Natural yogurt, organic	500g	£0.99	19.8p
	Sainsbury's own brand	Yogurt, organic	500g	£1.03	20.6p
	Sainsbury's own brand	Natural yogurt, low fat, organic	150g	£0.31	20.7p
	<b>Müller</b>	<b>Fruit Corner, blueberry</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>

	Müller	Fruit Corner, peach & apricot	175g	£0.38	21.7p
	Müller	Fruit Corner, cherry	175g	£0.38	21.7p
	Müller	Fruit Corner, raspberry & blackberry	175g	£0.38	21.7p
	Müller	Fruit Corner, strawberry	175g	£0.38	21.7p
	Onken	Wholegrain yogurt, strawberry	500g	£1.09	21.8p
	Sainsbury's own brand	Diet Extra Fruit yogurts, red pack	4x125g	£1.09	21.8p
	Sainsbury's own brand	Diet Extra Fruit yogurts, yellow pack	4x125g	£1.09	21.8p
	Provamel	Yofu dairy-free yogurt	500g	£1.19	23.8p
	Sainsbury's own brand	Natural Bio yogurt, set, low fat	150g	£0.36	24.0p
	Müller	Candy Corner, Mississippi mud pie	150g	£0.38	25.3p
	Müller	Crunch Corner, choc cornflakes	150g	£0.38	25.3p
	Müller	Crunch Corner, toffee & cereal hoops	150g	£0.38	25.3p
	Müller	Crunch Corner, choc balls, vanilla	150g	£0.38	25.3p
	Yeo Valley	Yogurt, organic, strawberry	450g	£1.15	25.6p
	Sainsbury's own brand	Thick and Creamy yogurt, strawberry	4x150g	£1.55	25.8p
	Sainsbury's own brand	Organic yogurt, apricot	150g	£0.39	26.0p
	Sainsbury's own brand	Organic yogurt, blueberry	150g	£0.39	26.0p
	Sainsbury's own brand	Organic yogurt, strawberry	150g	£0.39	26.0p
	Sainsbury's own brand	Organic yogurt, low fat, fruit	4x125g	£1.35	27.0p
	Sainsbury's own brand	Organic yogurt, raspberrry	4x125g	£1.35	27.0p
	Sainsbury's own brand	Natural Greek-style yogurt	200g	£0.55	27.5p
	Bio Activia	Yogurt with Cherry	4x125g	£1.39	27.8p
	Bio Activia	Yogurt with Peach	4x125g	£1.39	27.8p
	Bio Activia	Yogurt with Prunes	4x125g	£1.39	27.8p
	Sainsbury's own brand	Bio yogurt, fruit on the bottom	4x125g	£1.39	27.8p
	Sainsbury's own brand	Organic yogurt, Greek-style	500g	£1.39	27.8p
	Yeo Valley	Natural organic yogurt	4x125g	£1.39	27.8p
	Rachel's Dairy	Very low fat organic yogurt, apricot	142g	£0.42	29.6p
	Sainsbury's own brand	Natural Greek-style yogurt, honey	150g	£0.45	30.0p
	Sainsbury's own brand	Organic Greek-style yogurt	150g	£0.45	30.0p
	Sainsbury's own brand	Farmhouse yogurt, strawberries & cream	150g	£0.49	32.7p
	Sainsbury's own brand	Farmhouse yogurt, blackberry	150g	£0.49	32.7p
	Sainsbury's own brand	Farmhouse yogurt, peach	150g	£0.49	32.7p
	Sainsbury's own brand	Farmhouse yogurt, raspberrry	150g	£0.49	32.7p
	Sainsbury's own brand	Farmhouse yogurt, strawberry	150g	£0.49	32.7p
	Total	Greek-style cow's yogurt	500g	£1.69	33.8p
	Sainsbury's own brand	Organic yogurt, Greek-style	4 x 100g	£1.49	37.3p
	Adore	Yogurt, strawberry	150g	£0.59	39.3p
	Sainsbury's own brand	Greek yogurt, authentic	200g	£0.85	42.5p
	Total	Greek cow's yogurt	200g	£0.89	44.5p
	Bob the Builder	Hat Top yogurt	100g	£0.49	49.0p
	Total	Greek cows' yogurt, 0% fat, strained	150g	£0.79	52.7p

In Sainsbury's, the National Osteoporosis Society "bone-friendly" logo appeared on the cheapest yogurt product available (a range of Müller Light flavoured yogurts). Other Müller products carrying the NOS logo cost between 1.17 and 1.37 times as much as the cheapest alternative yogurt product (by weight).

Retailer	Brand	Product	Weight	Price	Per 100g
Tesco	<i>Tesco own brand</i>	<i>Value yogurt</i>	<i>4x125g</i>	<i>£0.29</i>	<i>5.8p</i>
	Müller	Light yogurt, strawberry	520g	£0.75	14.4p
	Müller	Light yogurt, toffee	520g	£0.75	14.4p
	Müller	Light yogurt, banana	200g	£0.29	14.5p
	Müller	Light yogurt, cherry	200g	£0.29	14.5p
	Müller	Light yogurt, chocolate	200g	£0.29	14.5p
	Müller	Light yogurt, country berries	200g	£0.29	14.5p
	Müller	Light yogurt, peach & maracuya	200g	£0.29	14.5p
	Müller	Light yogurt, pineapple & peach	200g	£0.29	14.5p
	Müller	Light yogurt, strawberry	200g	£0.29	14.5p
	Müller	Light yogurt, toffee	200g	£0.29	14.5p
	Müller	Light yogurt, vanilla	200g	£0.29	14.5p
	Tesco own brand	Smooth set yogurt	12x125g	£2.17	14.5p
	Tesco own brand	Low Fat yogurt	12x125g	£2.25	15.0p
	Müller	Thick & Creamy yogurt	500g	£0.76	15.2p

	Tesco own brand	Smooth set yogurt	4x125g	£0.78	15.6p
	Tesco own brand	Low Fat natural bio yogurt	500g	£0.79	15.8p
	Tesco own brand	Low Fat yogurt, assorted fruit	4x125g	£0.83	16.6p
	Tesco own brand	Low Fat yogurt, range of fruit flavours	125g	£0.21	16.8p
	Müller	Thick & Creamy yogurt, strawberry	500g	£0.87	17.4p
	Tesco own brand	Low Fat natural set yogurt	450g	£0.79	17.6p
	Tesco own brand	Low Fat natural yogurt	450g	£0.79	17.6p
	Onken	Bio Set natural yogurt	500g	£0.89	17.8p
	Tesco own brand	Healthy Eating yogurt, cherry & apricot	4x125g	£0.89	17.8p
	Tesco own brand	Healthy Eating yogurt, peach & mango	4x125g	£0.89	17.8p
	Danone	Bio natural yogurt	500g	£0.99	19.8p
	St Ivel	Shape yogurt, summer fruits	12x120g	£2.79	19.4p
	Tesco own brand	Low Fat natural yogurt	150g	£0.31	20.7p
	<b>Müller</b>	<b>Fruit Corner, blackberry &amp; raspberry</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>
	<b>Müller</b>	<b>Fruit Corner, passionfruit &amp; peach</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>
	<b>Müller</b>	<b>Fruit Corner, cherry</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>
	<b>Müller</b>	<b>Fruit Corner, strawberry</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>
	<b>Müller</b>	<b>Fruit Corner, blueberry</b>	<b>175g</b>	<b>£0.38</b>	<b>21.7p</b>
	Tesco own brand	Natural yogurt, Greek-style	450g	£0.98	21.8p
	St Ivel	Shape yogurt, summer fruits	4x120g	£1.05	21.9p
	St Ivel	Shape yogurt, tropical fruits	4x120g	£1.05	21.9p
	Ski	Extra Fruit low fat original yogurt	4x125g	£1.13	22.6p
	Irish Yogurt	Diet yogurt	6x125g	£1.79	23.9p
	Tesco own brand	Healthy Eating natural bio yogurt	125g	£0.31	24.8p
	Danone	Bio Activia with peach	4x125g	£1.27	25.4p
	Danone	Bio Activia yogurt with prune	4x125g	£1.27	25.4p
	Müller	Crunch Corner, Kellogg's Coco Pops	150g	£0.38	25.3p
	Müller	Crunch Corner, Kellogg's Frosties	150g	£0.38	25.3p
	<b>Müller</b>	<b>Crunch Corner, toffee choc hoops</b>	<b>150g</b>	<b>£0.38</b>	<b>25.3p</b>
	<b>Müller</b>	<b>Crunch Corner, choc cornflakes, banana</b>	<b>150g</b>	<b>£0.38</b>	<b>25.3p</b>
	<b>Müller</b>	<b>Crunch Corner, choc puffed rice, vanilla</b>	<b>150g</b>	<b>£0.38</b>	<b>25.3p</b>
	<b>Müller</b>	<b>Vitality yogurt, apricot</b>	<b>175g</b>	<b>£0.45</b>	<b>25.7p</b>
	<b>Müller</b>	<b>Vitality yogurt, raspberry</b>	<b>175g</b>	<b>£0.45</b>	<b>25.7p</b>
	<b>Müller</b>	<b>Vitality yogurt, strawberry</b>	<b>175g</b>	<b>£0.45</b>	<b>25.7p</b>
	Provamel	Yofu dairy-free yogurt, peach & strawberry	4x125g	£1.29	25.8p
	Tesco own brand	Finest yogurt, pineapple	200g	£0.55	27.5p
	Tesco own brand	Finest yogurt, strawberry	200g	£0.55	27.5p
	Tesco own brand	Finest yogurt, toffee	200g	£0.55	27.5p
	Ann Forshaw's	Farmhouse yogurt, redcurrant & strawberry	150g	£0.45	30.0p
	Tesco own brand	Healthy Eating custard-style yogurt	150g	£0.55	33.0p
	Tesco own brand	Finest yogurt, blackcurrant	150g	£0.55	36.7p
	Tesco own brand	Finest yogurt, champagne rhubarb	150g	£0.55	36.7p
	Tesco own brand	Finest yogurt, lemon curd	150g	£0.55	36.7p
	Tesco own brand	Finest yogurt, Scottish raspberry	150g	£0.55	36.7p
	Benecol	Yogurt, apricot	150g	£0.58	38.7p
	Benecol	Yogurt, strawberry	150g	£0.58	38.7p
	Benecol	Yogurt	4x125g	£1.99	39.8p
	Saint Helen's Farm	Natural Bio goat's milk yogurt	225g	£0.89	39.6p
	Total	Greek sheep's yogurt	200g	£0.86	43.0p
	Total	Greek 0% fat yogurt	150g	£0.72	48.0p

In Tesco, the cheapest yogurt product carrying the National Osteoporosis Society “bone-friendly” logo cost between 2.48 and 4.43 times as much as the cheapest alternative yogurt product (by weight).

## Section 2.12: Calcium supplements

Osteocare Calcium Supplements carried the NOS logo in a donation scheme [see Appendix 1]. The prices of Osteocare calcium supplements and Holland & Barrett calcium supplements were compared. In the table, the products carrying the NOS logo are highlighted in bold, in shaded rows. The cheapest alternative calcium supplement, and the cheapest alternative supplement also containing vitamin D (a combination recommended by the NOS), and available

from the same retailer, appears at or towards the top in ***bold italic***.

Retailer	Brand	Product (mg of calcium per advised daily dose)	Quantity	Price	Per daily dose
Holland & Barrett	<b><i>Holland &amp; Barrett</i></b>	<b><i>Chewable Calcium (1,000mg)</i></b>	<b><i>100 tablets 2 per day</i></b>	<b><i>£4.49</i></b>	<b><i>9.0p</i></b>
	Holland & Barrett	Calcium & magnesium (1,000mg)	60 tablets 2 per day	£3.79	12.6p
	Holland & Barrett	Calcium & magnesium (1,000mg)	100 tablets 2 per day	£6.49	13.0p
	<b><i>Holland &amp; Barrett</i></b>	<b><i>Absorbable calcium with vitamin D (1,000mg)</i></b>	<b><i>100 capsules 2 per day</i></b>	<b><i>£6.49</i></b>	<b><i>13.0p</i></b>
	Holland & Barrett	High strength calcium & vitamin D (1,200mg)	60 tablets 2 per day	£3.99	13.3p
	Holland & Barrett	High strength calcium & vitamin D (1,200mg)	250 tablets 2 per day	£16.99	13.6p
	Holland & Barrett	Chelated calcium, magnesium and zinc (1,000mg)	250 tablets 3 per day	£11.99	14.4p
	Holland & Barrett	Chelated calcium, magnesium and zinc (1,000mg)	100 tablets 3 per day	£5.49	16.5p
	<b>Osteocare</b>	<b>Calcium, magnesium, zinc vit D &amp; 4 nutrients (800mg)</b>	<b>90 tablets 2 per day</b>	<b>£8.55</b>	<b>19.0p</b>
	<b>Osteocare</b>	<b>Calcium, magnesium, zinc vit D &amp; 4 nutrients (800mg)</b>	<b>30 tablets 2 per day</b>	<b>£3.25</b>	<b>21.7p</b>
	Holland & Barrett	Calcium & magnesium (1,000mg)	100 tablets 2 per day	£11.99	24.0p

In Holland & Barrett, the cheapest calcium supplement product carrying the National Osteoporosis Society 'bone-friendly' logo cost 2.11 times as much as the cheapest alternative calcium supplement, and 1.46 times as much as the cheapest alternative calcium supplement with vitamin D, (a combination recommended by the NOS). The Osteocare supplements offered 800mg of calcium per daily dose, all other supplements available in the same store offered 1,000mg per daily dose or above. This difference in calcium levels was not taken into account in the calculation.

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