

Doing it Right

Iceland



Iceland Foods Annual Sustainability Report

2024-2025



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40%

reduction in operational carbon since FY11



90%

own label food is classified as healthy



2040

committed to net zero for UK business



Mental health manager training

rolled out across Deeside and stores

Iceland Foods Charitable Foundation

Registered charity no 281943

6.6 million

meals redistributed within the community in 2024/25



51%

reduction in own label plastic packaging since 2018



Best Supermarket to work at 2025
in Sunday Times list



800

products displaying air frying instructions, leading to household energy savings



79%

of our own label range of fish and seafood was MSC accredited



Assisted Surfers Against Sewage campaign to collect **81,076kg** of waste in 2024



850k

donated by Iceland Foods Charitable Foundation to charity partner CALM in 2024



£38m

raised so far by Iceland Foods Charitable Foundation



30,000

customers have benefitted from our ethical credit scheme so far



38%

reduction in Iceland's food and drink waste to date



#1 Employer

in ex-offenders rehabilitation programme



Our Focus



PLANET

GIVE OUR CUSTOMERS SUSTAINABLE CHOICES

- Support sustainable sourcing
- Reduce our carbon emissions
- Reduce our food waste
- Remove plastic and reduce overall packaging
- Increase recycling



FOOD

SELL AFFORDABLE, QUALITY FOOD

- Help our customers to eat well
- Advocate for better food policy
- Build our range of plant-based foods



COMMUNITIES

BE THE HERO OF THE HIGH STREET

- Provide work skills and opportunities for all
- Reduce food insecurity
- Empower our colleagues to be community advocates
- Support our High Street
- Build community wellbeing through our charitable foundation

Targets



PLANET

Carbon

- **planet.carbon.1:** Reduce absolute carbon emissions in our own operations 60% by 2030
- **planet.carbon.2:** Reduce absolute carbon emissions in our own operations 100% by 2042
- **planet.carbon.3:** Net zero for UK fuel, gas and refrigerant use by 2035
- **planet.carbon.4:** Net zero for all products sold in the UK by 2040

Plastic & Packaging

- **planet.packaging.1:** Continue to reduce Iceland overall packaging weight by 5% per annum
- **planet.packaging.2:** Improve the recyclability of Iceland packaging year on year

Food Waste

- **planet.food.1:** Reduce Iceland's food and drink waste by 50% by 2030
- **planet.food.2:** Continue to grow and maintain our redistribution programme

Sustainable Sourcing

- **planet.sourcing.1:** Continue to grow our range of MSC certified products
- **planet.sourcing.2:** 100% own label prawns ASC certified by 2026
- **planet.sourcing.3:** 100% verified deforestation and conversion free soy
- **planet.sourcing.4:** Iceland products will be palm oil free*
- **planet.sourcing.5:** Fully compliant with EU Deforestation Regulations at implementation date

Our Planet

GIVE OUR CUSTOMERS SUSTAINABLE CHOICES

At Iceland we want to minimise our impact on the planet and give our customers sustainable choices. We work closely with partners and suppliers to tackle global warming, reduce and recycle packaging, minimise food waste and protect nature.

Targets



FOOD

Health

- **food.health.1:** Maintain >85% healthy food sales
- **food.health.2:** Increase sales of fruit and veg by 10% by end of 26/27
- **food.health.3:** Increase sales of plant-based proteins by 10% by end of 26/27
- **food.health.4:** Own-brand products which are 'reduced' or 'light' alternatives will continue to be no more expensive

Our Food

SELL AFFORDABLE, QUALITY FOOD

At the heart of the Iceland brand is frozen food, which has huge advantages in terms of value to consumers and its impact on the environment.

We have always placed a huge emphasis on the quality of our food, and we are specialists in innovation, not just removing palm oil ingredients from our own label food and working to reduce plastic packaging, but also reducing salt and sugar content. At the same time, we are expanding our popular range of plant based foods and wider options for vegetarians and vegans.

We are committed to helping our customers and their families eat well, and to advocate for better food policy.

Targets



Skills & Opportunities

- **communities.skills.1:** Provide work skills and opportunities for all
- **communities.skills.2:** Empower our colleagues to be community advocates

Food Insecurity

- **communities.food.1:** Reduce food insecurity

Supporting the Community

- **communities.support.1:** Support our high street
- **communities.support.2:** Build community wellbeing through our charitable foundation
- **communities.support.3:** Commit to raising £1million for good causes every year

Our People & Communities

HERO OF THE HIGH STREET

Iceland stores can be found on high streets the length and breadth of the UK, while our Food Warehouse stores are located principally on retail parks. Almost 80% of our 30,000 colleagues live within three miles of their workplace and this puts them in a unique position to act as true community champions.

Overview of the Year

I am proud of the progress we continue to make towards our demanding ESG goals, despite the challenging macroeconomic environment.

We have always been committed to offering our customers high quality, affordable food – and 90% of everything we sell under our Iceland own label is classified as healthy. The drive to cut food waste has delivered a 38% reduction to date, with innovative partnerships helping us to redistribute more surplus food than ever before.

I am delighted that we have become the first frozen food retailer globally to offer 100% certified sustainable wild fish and seafood, and that we are making good progress in our animal welfare workstreams on farmed prawns and eggs from caged hens.

Work is continuing to make Iceland own label food again completely free of palm oil ingredients, after the temporary relaxation in this standard demanded by the war in Ukraine.

I take special pride in the leading role we play in the social initiatives that are too often the neglected part of ESG, with our unique Iceland Food Club ethical microcredit scheme lifting more than 30,000 families out of food poverty, and the Second Chance Partnership we initiated making Iceland Foods the UK's largest recruiter of ex-offenders.

I am grateful to all my Iceland and The Food Warehouse colleagues for voting us once again a *Sunday Times* Best Place to Work – the only supermarket on that list – and for the dedication and hard work they consistently apply to delivering the high ethical, environmental and social standards to which we all aspire.

-Richard Walker OBE, Executive Chairman





PLANET

GIVE OUR CUSTOMERS
SUSTAINABLE CHOICES

Overview

In 2024/25, our dedicated team has continued to assess climate-related risks and opportunities—both current and future—across our operations, supply chain, and workforce. This includes considering the impacts of climate policy, technological change, and shifting market dynamics. While we have made meaningful progress, we recognise the scale of work still required.

As part of our DNA, our 'Doing it Right' strategy—launched in 2021—remains central to our approach.

You can find links to our individual 24/25 sector reports below:



Carbon

Our Targets

In 2020, we set targets to achieve net zero within our own operations and our supply chain

- p.c.1** Reduce absolute carbon emissions in our own operations 60% by 2030
- p.c.2** Reduce absolute carbon emissions in our own operations 100% by 2042
- p.c.3** Net zero for UK fuel, gas and refrigerant use by 2035
- p.c.4** Net zero for all products sold in the UK by 2040

Our targets are in line with keeping the global temperature increase at no more than 1.5°C above pre-Industrial temperatures.

Our Progress

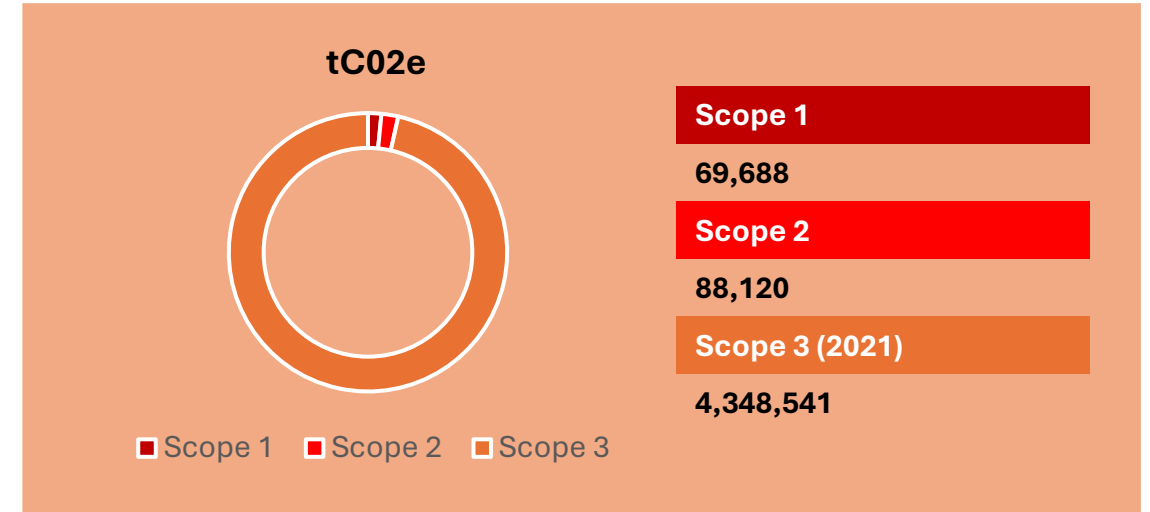
24/25

Reduced emissions in our own operations by 40.1%

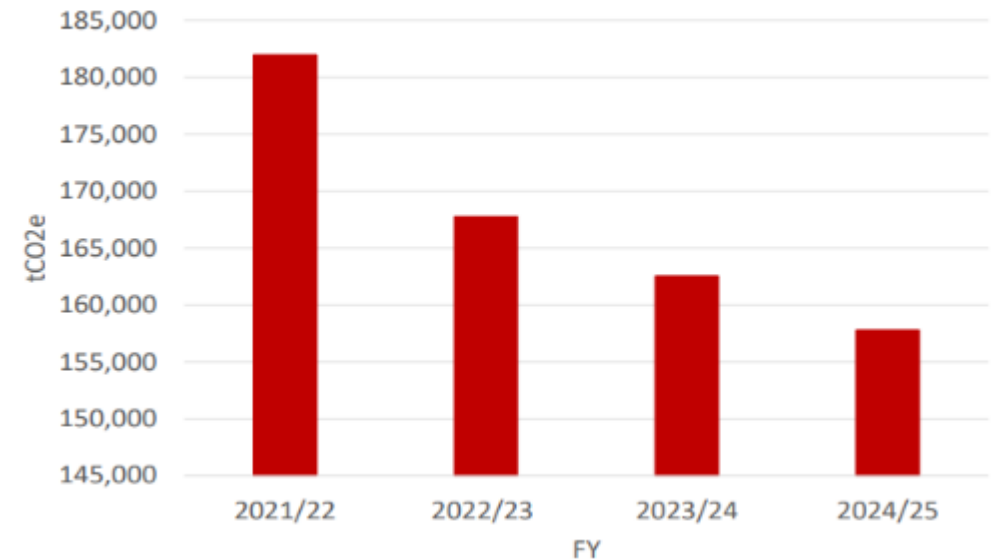
This figure has been developed and calculated using the GHG Protocol – A Corporate Accounting and Reporting Standard. In 2024 work started with **edenseven** to enhance our emissions reporting and management through their digital carbon platform, *cero.earth*. Covering all three emission scopes, the platform will enable Iceland Foods to track its position relative to net zero targets, identify areas requiring action, and generate insights to support strategic decision-making.



Total Emissions



Iceland's scope 1 & 2 emissions tCO2e





Iceland Foods Ltd remains committed to ambitious standards of climate-related disclosure, aligned with the UK's evolving regulatory expectations. In line with the UK Financial Conduct Authority's Listing Rules, we report annually against the core elements of TCFD. For the year ending 31 March 2025, we are fully compliant with five of the 11 recommended disclosures, with plans in place to strengthen our position in future reporting cycles.

Governance

The Exec Board holds ultimate accountability for the oversight of climate-related risks and opportunities, ensuring they are integrated into the company's strategic direction and risk management framework. See full overview of our governance structure on page 41.

Strategy

Climate-related risks and opportunities are having a growing influence on Iceland Foods' business strategy and financial planning. Our approach is underpinned by a commitment to cut Scope 1, 2, and 3 carbon emissions by 50% by 2030 and to reach net zero by 2040. Business Leads and the ESG steering group have a reasonable understanding of the main climate risks and opportunities within their areas of responsibility. These risks and opportunities will be embedded into medium- and long-term planning through enhanced scenario analysis, impact modelling, and governance integration. While further assessment is planned over the coming years, the Company currently considers itself resilient under a 2°C or lower climate scenario.

Risk Management

The Company has established processes for identifying and assessing climate-related risks, recognising climate change as a material risk to its business

model, strategy, and financial performance. The Company manages climate-related risks through a tiered governance structure where responsibility for risk identification is distributed across the business. These structures enable the Board to make informed decisions on material Environmental, Social, and Governance (ESG) matters, in line with the values set out in our Doing It Right strategy. Climate risks are assessed and categorised based on impact scores, which consider likelihood and potential operational, financial, and reputational consequences. These scores determine the appropriate level of management oversight

Metrics and targets

As outlined on the previous page, The Company has set out targets, aligned with the Science Based Targets initiative (SBTi) across scopes 1, 2, and 3. Our aim is that they are in line with keeping the global temperature increase at no more than 1.5°C above pre-Industrial temperatures. We annually disclose our emissions data in the publicly available SECR report, which can be found on the next page.



Iceland has been publishing its Streamlined Energy & Carbon Reporting (SECR) since 2019 which summarises our energy usage, associated emissions, energy efficiency actions and energy performance.

Table 1: Iceland Foods Limited Total Energy Consumption (kWh)

Utility and Scope	FY2025 Consumption (kWh)	FY2024 Consumption (kWh)
	UK	UK
Scope 1 Total	293,763,962	282,293,072
Natural Gas and Other Fuels (Scope 1)	18,600,256	16,265,967
Transportation (Scope 1)	275,163,706	266,027,105
Scope 2 Total	427,938,667	460,714,119
Grid-Supplied Electricity (Scope 2)	425,596,837	460,714,119
Self-Generation (Scope 2)*	2,341,830	N/A
Total	721,702,630	743,007,191

Table 2: Iceland Foods Limited Total Location-based Emissions (tCO₂e).

Utility and Scope	FY2025 Emissions tCO ₂ e	FY2024 Emissions tCO ₂ e
	UK	UK
Scope 1 Total	69,687.76	67,117.59
Natural Gas and Other Fuels (Scope 1)	3,401.99	2,975.52
Transportation (Scope 1)	66,285.77	64,142.07
Scope 2 Total	88,119.83	95,402.05
Grid-Supplied Electricity (Scope 2)	88,119.83	95,402.05
Total	157,807.59	162,519.64

Year on Year Changes

Natural Gas emissions have increased by 14.33% from FY2024. This is due to some operational changes made across the portfolio and an increased need for temperature regulation, which has required increased natural gas usage.

Electricity emissions have decreased by 7.63% from FY2024.

Transport emissions have increased by 3.34% from FY2024.

The emissions intensity metric has decreased by 3.12% from FY2024 and by 24.84 % since 2021, when we first started SECR reporting.

Carbon Workstreams



Iceland is committed to year-on-year improvements in its operational energy efficiency. A register of energy efficiency measures supports our ongoing activity and multi-year investment programme

Solar

In May 2023, solar panels were installed at our Deeside distribution centre. Solar panels have now been installed at 20 sites within Iceland's portfolio which has contributed to Iceland's improved electricity emissions. In FY25, direct generation from roof top solar totalled 3 GWh (**621 tCO₂e**).

In-store Improvements

Last year, we installed sealing doors on chilled cabinets across The Food Warehouse store estate to reduce power consumption. This year we extended this across the entire Iceland Foods estate to reduce energy wastage and improve efficiencies, creating e **2,920,000 kWh** energy savings.

Green Mile

Over 95% of our emissions are scope 3, with 10% attributed to transport and distribution. To tackle our overall carbon emissions, in 2024 we introduced 'Green Mile', which is a dedicated project to reduce our scope 3 emissions by optimising load efficiency. This project works to reduce pallets and increase container fill which removes trucks off the road and containers off the seas. This is a data driven project, in collaboration with our suppliers and a cross functional team within Iceland.



Food Waste

In 2024/25 we redistributed 2,932 tonnes of food surplus. 2,789 tonnes of this food was redistributed for human consumption (to colleagues and local communities). This food redistribution equates to a carbon reduction of **12,645 tCO₂e**, assuming all redistributed food is eaten and replaces the need for equivalent food purchases and food production.

Home delivery

In the last 12 months we've seen an improvement in MPG of 12.9%, which translates into **2,317 tCO₂ emissions**. Since launch we've saved **5,397 tons**.

Electric Vehicles

98% of company cars are PHEV.

Partnership with Minus 15 Coalition

The Move to -15°C is a sustainability initiative dedicated to cutting carbon emissions in the frozen food supply chain by creating a shift in temperature standards from -18°C to -15°C. This requires deep collaboration across both industry and academia, which the coalition aims to enable by encouraging knowledge sharing between members.



Iceland Foods joined the coalition in November 2024, seeing it as an opportunity to reduce emissions and energy consumption, whilst retaining strict quality and safety standards.



Plastic & Packaging

Our Targets

In 2018, Iceland set ambitious plastic and packaging targets

Remove 100% plastic from own label packaging by the end of 2023

Reduce overall packaging by 10% by the end of 2023

These targets were followed by Iceland publishing their #TooCoolForPlastic manifesto, as well as being the first UK supermarket to publish its full plastic packaging footprint. 100% plastic free is still our overarching long-term goal.

Our Achievement

We made market leading progress by 2024 -25 whilst not being able to become plastic free.

51% reduction in own label plastic packaging

26% reduction in overall packaging

Updated Targets

Between 2025 and the end of 2028 with the context of Extended Producer Responsibility Regulations

p.p.1 Continue to reduce Iceland overall packaging by 5% per annum

p.p.2 Improve the recyclability of Iceland packaging year on year



“In January 2018, when I announced our audacious goal to become plastic free across our own label packaging, I always knew that the journey would be filled with setbacks, time and time again. This is because the road is long ... and we are basically trying to achieve the impossible. The important thing is how you deal with those setbacks – we shouldn’t and won’t stop trying. Last year at COP26 I announced that we would be the first supermarket to become plastic neutral, and that we would do this during 2022. We reckoned we could meet this challenge despite being in the middle of a pandemic, but at that stage we didn’t know that there was a major cost of living crisis just around the corner, or that Russia was going to invade Ukraine. Both of these emergencies put huge pressure on the cost of food and this ultimately impacts our customers.”

“By the end of next year, we won’t be out of plastic, but we will have done everything we can to reduce plastic despite the unforeseen crises we are still working through. And just because we’ll have missed our target doesn’t mean we’ll stop: the destination doesn’t change, but it will take us longer than I thought to get there. And I won’t stop until we’re out.”

-Richard Walker (2022) on why Iceland hasn’t yet met its ambitious plastic targets. Find the full blog here <https://about.iceland.co.uk/2022/07/07/a-setback-on-our-plastic-journey/>

Plastic & Packaging Workstreams

Packaging reduction

With support from suppliers, we continue to successfully reduce packaging on many products across our fresh and frozen categories.

Carrier bags

All Iceland & The Food Warehouse stores offer paper AND woven paper bags as an alternative to plastic. On almost **1.8m** occasions our customers chose paper bags instead of plastic bags.

On pack information

Iceland is a member of OPRL, supporting its aim to deliver a simple, consistent and UK-wide recycling message on packaging to help consumers reuse and recycle more material correctly, more often. OPRL labels are recognised by more than 3 in 4 customers.
<https://www.oprl.org.uk>

Supporting Surfers against Sewage

In 2024, Iceland Foods Charitable Foundation (IFCF) continued its partnership with environmental charity Surfers Against Sewage (SAS) to support its Million Mile clean which saw 118,288 volunteers and 81,076KG of waste collected.

Extended Producer Responsibility

With the transition to the Extended Producer Responsibility Regulations and taxation for packaging our business focus has broadened to ensure that we are working to reduce all primary, secondary and tertiary packaging whilst also improving recyclability status as assessed by the PACK UK Recyclability Assessment Methodology.





Food Waste Reduction

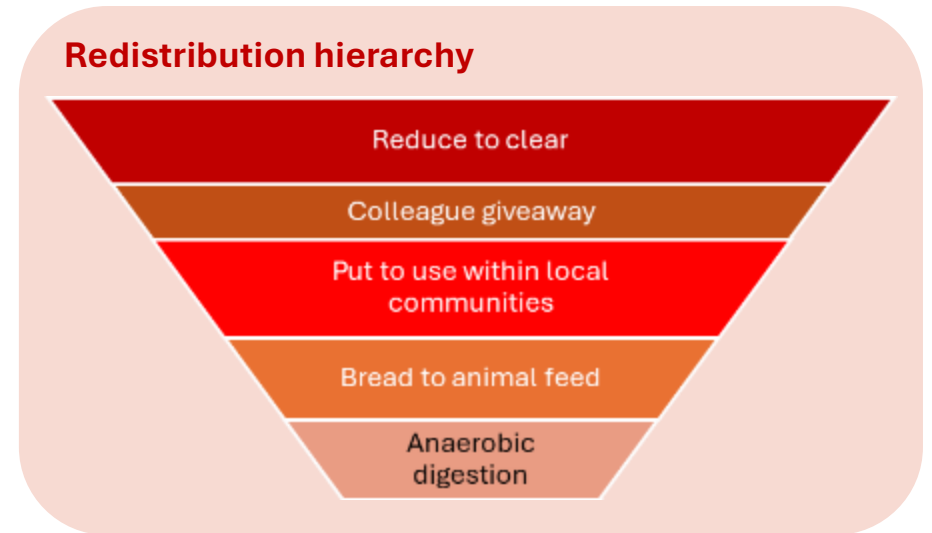
Iceland does not send any food to landfill. Instead, we offer it free of charge to our store colleagues, put it to good use within the community, send to animal feed, or as a last resort have it processed into energy through anaerobic digestion.

Past targets		Progress
2021/22	Redistribute 1 million meals to local communities. In December 2021, we updated this target to 2 million meals	Achieved over 2 million
2022/23	Redistribute 3 million meals to local communities	Surpassed 3 million and hit over 5 million
2023/24	Maintain redistributing over 5.7 million meals to local communities	Redistributed over 6.6 million meals
Current targets		Progress
p.f.1	Reduce Iceland's food and drink waste by 50% by 2030	38% reduction to date
p.f.2	Continue to grow our redistribution programme	

24/25



This food waste equates to 0.48% of the food Iceland handled. In our baseline year of 2017/18, we recorded 10,354 tonnes of food waste in our operation, equivalent to 0.78% of the total food sold that year. 0.48% represents a 38% decrease in food surplus produced from our baseline year 2017/18 and a 12% reduction from our previous financial year. Of the food surplus produced we redistributed 33%.



We are proud signatories to the Courtauld Commitment 2030, which has brought together organisations across the food industry to reduce the environmental impact of food and drink. Iceland is also a signatory to the WRAP/IGD Food Waste Roadmap, and we signed the government's 'Step Up To The Plate' pledge in May 2019. In line with the UN's Sustainable Development Goals SDG 12.3, we have set ourselves the target to achieve a 50% reduction of food waste in our own operations by 2030, measured against our 2017/18 baseline year.



Food Waste Reduction Workstreams



Partnership with Olio

We began working with the app Olio in 2021 when we implemented their 'Food Waste Hero' Programme in all stores. This is where food at end of life is collected everyday from store by Olio volunteers who then upload it to the app to share with their local community.



In 24/25 we have expanded our partnership to include initiatives that help us reduce our food waste whilst benefitting local communities. The first is a lucky dip bag trial where customers can purchase a mystery bag of 8 items, nearing the end of life, for £2. Users reserve these on the Olio app and then come into store to pay.

Partnership with Gander



The second initiative is a collaboration with both Olio and a second app called Gander. Gander's technology allows customers to browse reduced items at nearby stores in real time, helping them purchase bargains. By working with Olio, it opens up their 5 million UK user base and allows us to advertise to a wider community who we know are already looking for bargains.

We trialled both of these programmes in 24/25 and saw hugely positive results. Therefore, they will be rolled out nationally in 25/26.

Colleague Giveaway

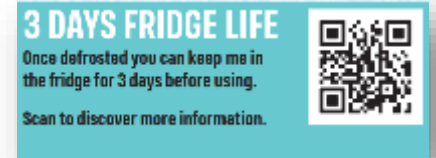
At Iceland, we always prioritise our colleagues and our colleague giveaway scheme allows store colleagues to take home, free of charge, surplus food at the end of trading each day. This is not only another step to save food which may have otherwise gone in the bin but also supports our frontline colleagues and increases engagement on reducing food waste in stores. In 24/25 we donated 483 tonnes to colleagues.

Food labelling

In line with WRAP guidance, we are reviewing and amending our food labelling and home storage instructions to reduce unnecessary food waste for customers. This includes moving away from 'display until' and 'best before' food labelling on more products, as we increase flexibility on home freezing and storage guidance.

Fridge Life



Fridge Life launched in March 2025, with the aim of demonstrating to customers that they do not need to put frozen products in the freezer. Fridge Life storage information explains to customers which frozen food products can be put in the fridge and how long they can be stored there. Our aim is to make frozen food accessible to more people as we know that families save money and reduce food waste by choosing frozen food, yet access to a freezer is far from universal across the UK. A QR code on pack will take you through to our website for more information. [Fridge Life - Iceland & The Food Warehouse](#)





Sustainable Sourcing

Fish & Seafood

Commodity	Target	Progress
Wild fish 	p.s.3: Continue to grow our range of MSC certified products	79% of our wild fish and seafood is MSC certified. During September of 2025, 100% of our own label, wild fish had achieved independent certification
Farmed fish/ seafood 	p.s.5: 100% own label prawns to be ASC by 2026	On track for all of our prawns to be ASC certified at the beginning of 2026. Our whole ASC range will also more than double in the coming year.

Partnership with MSC

The wide-ranging natural habitats seen in our seas and oceans are diverse and complex. To understand them, and thus to care for them, requires in-depth understanding and expertise. We therefore work closely with MSC and use their knowledge to improve our fish sourcing. In the past year, we have made a significant effort to obtain MSC certification for an increasing number of our own label products, with 79% certification across our range in 24/25. This is 11 products greater than the previous year and a 6% increase.



Workstreams

Launched first MSC & ASC co-labelled products

In September 2024, we launched three MSC and ASC co labelled products, which were the only available in the UK at the time. Inclusion of both labels saw the seafood ready meals have a 15% uplift in sales.



Partnership with ASC

We also work closely with the ASC to ensure our farmed fish is kept to the same high standard as our wild fish. Similarly to MSC's blue ecolabel, the ASC label means that the fish or seafood you are buying has been caught and killed in a sustainable way which has been independently certified. It also means you'll be supporting fisheries which are committed to improving their practices and operating in a legal and ethical way.



MSC & ASC Awards




The 2024 MSC & ASC annual awards took place in Plymouth in October, where Iceland celebrated a double win taking home awards for MSC UK Marketing Campaign of the Year, in conjunction with Birds Eye, and MSC UK Silver Supermarket of the Year.





Sustainable Sourcing

Deforestation

Commodity	Target	Progress
Soy 	p.s.1: 100% verified deforestation and conversion free.	Majority of our supply chain is aligned to this and working to same target. We are picking up with the remaining suppliers separately. EUDR will also affect this.
Palm 	p.s.2: In 2018, Iceland committed to removing all palm oil from Iceland own brand products. We aim to reach 100% palm oil free again.	* Whilst we did achieve this, war in the Ukraine meant we had to revert to using palm in a small number of products. Certified sustainable palm oil is now being used as a last resort and as a strictly temporary measure. We are constantly monitoring this to get back to palm free.
Coffee/Cocoa/Timber/Cattle 	EU Deforestation Regulations (EUDR) will ensure that any of these commodities entering/leaving the EU will be 100% verified deforestation free p.s.7: Fully compliant with EUDR by live date	We are working with suppliers to monitor this and are on track for being compliant with EUDR on the 1 st January 2026.

Partnership with UK Soy Manifesto



Iceland is a signatory to the UK Soy Manifesto.

The UK Soy Manifesto is an industry commitment to ensure all soy and embedded soy products in the UK are deforestation and conversion free. Being a member of the Manifesto means have set commitments to ensure our soy supply is verified deforestation and conversion free by the end of 2025.

These commitments are:

- Set a deforestation and conversion-free commitment with a cut-off date of 2020 or earlier.
- Ask direct suppliers to adopt and cascade the same commitment
- Integrate Manifesto commitments within direct supplier commercial contractual requirements, and support compliance
- Publicly disclose progress
- Encourage harmonised monitoring, verification, and reporting

A full account of our soy supply and a roadmap towards 100% vDCF can be found on the next page.

Roadmap towards 100% vDCF

We actively engage with our suppliers to encourage the use of verified Deforestation and Conversion Free (vDCF) soy as well as to raise awareness for this within our supply chain, this also helps us track and manage our own progress. **We surveyed our top 22 suppliers who account for 83 % of our Soy Footprint and this is where we are initially focusing our work.**

		Supply chain Focus				
	Soy Footprint	Supply chain Focus	Focus suppliers reporting directly to UK Soy Manifesto*	Focus suppliers reporting directly to Iceland	Focus suppliers not yet reported	Outside of initial focus
Tonnes	66,785 tonnes (100%)	55,431 tonnes (83%)	28,050 tonnes (42%)	21,371 tonnes (32%)	6, 010 (9%)	11,354 tonnes (17%)
Number of products	3629	1076	322	478	276	2,553
Number of suppliers	169	22	7	13	2	147
vDCF tonnes				16, 135		
Low risk			via UK Soy Manifesto report	1,438		
Unverified tonnes				3, 798	6,010	11,354

In the coming year, we will focus particularly on the unknown areas of our supply chain to ensure full compliance with our UK Soy Manifesto commitments.

Animal Welfare



Iceland recognises the need to ensure that animals are reared, handled, transported and slaughtered in accordance with an appropriate Farm Animal Welfare Standard. Suppliers of Iceland own label products are requested to operate in accordance with the 'Five Freedoms' as defined by the Farm Animal Welfare Council (FAWC).

The 'Five Freedoms' are;

1. Freedom from Hunger and Thirst – by ready access to fresh water and a diet to maintain full health and vigour.
2. Freedom from Discomfort – by providing an appropriate environment, including shelter and a comfortable resting area.
3. Freedom from Pain, Injury or Disease – by prevention or rapid diagnosis and treatment.
4. Freedom to Express Normal Behaviour – by providing sufficient space, proper facilities and company of the animal's own kind.
5. Freedom from Fear and Distress – by ensuring conditions and treatment which avoid mental suffering.

All suppliers and farms used to supply meat, including poultry meat and animal by-products (milk, cheese, eggs) for the production of Iceland own label products must ensure all stockpersons understand and ensure the basic requirements of animal health and welfare, based on the 'Five Freedoms'.





Animal Welfare Workstreams and Crop Protection

Prawns

In 24/25, Iceland reviewed its policy around farmed seafood, specifically concerning prawns, in response to interest groups call for action across the whole industry. The main areas of concern for these animal welfare groups were the use of ablation and the method of killing prawns without electrical stunning. Although we are aligned with the Aquaculture Stewardship Council (ASC) who do outline animal welfare issues, after engaging with these groups we looked into our supply chain and how we could improve the welfare of prawns used in our own label products.



We have now made the commitment that we will eliminate the use of eyestalk ablation across our own label prawn supply chain by the end of 2027, and move to the use of electrical stunning, as part of our wider ongoing commitment to responsible sourcing and improved animal welfare.

Eggs

In 2016, Iceland committed to phasing out eggs from caged hens, but earlier this year it confirmed that supply chain disruption and the cost-of-living crisis made the original 2025 target unachievable.



We have reviewed our commitment and confirmed a new timetable to go completely cage-free across its egg supply chain by June 2027, as part of our continued focus on providing customers with affordable food while supporting higher welfare standards.

The first step of this roadmap was to launch an RSPCA Assured barn egg pilot across 35 stores, which expands the range of egg welfare options already available, including existing free-range lines.

Antibiotics

Iceland's antibiotics policy clearly states that prophylactic use of antimicrobials, where the antibiotics are administered before showing clinical signs of any disease, is not permitted on any animal that is intended to be used for the manufacture of any products supplied to Iceland. This is a contractual obligation for our suppliers overseen by our technical team.

Pesticides

Iceland's Crop Protection policy requires that our own label foods must be sourced, grown, produced and distributed in compliance with all relevant UK legislation relating to pesticides, wherever they happen to be located, and we insist that our own label suppliers and growers must act responsibly in respect of pesticides, demonstrating compliance with all relevant regulations.

This includes requesting that suppliers are certified against Assured Produce and Global Gap standards. We also endorse all programmes that have Integrated Crop Management (ICM) Systems as their core objective.

Our suppliers are required to work to minimise the use of crop protection products on both an operational and long-term basis including phasing out pesticides classed as "Highly Hazardous Pesticides (HHP's) and only using these as a last resort.

Iceland supports any work undertaken by suppliers and growers to develop pollinator friendly farming practices and supports the protection of pollinators. Iceland restricts the use of some neonicotinoids in line with UK Legislation and our suppliers are required to mitigate risks to pollinators.



FOOD

SELL AFFORDABLE,
QUALITY FOOD

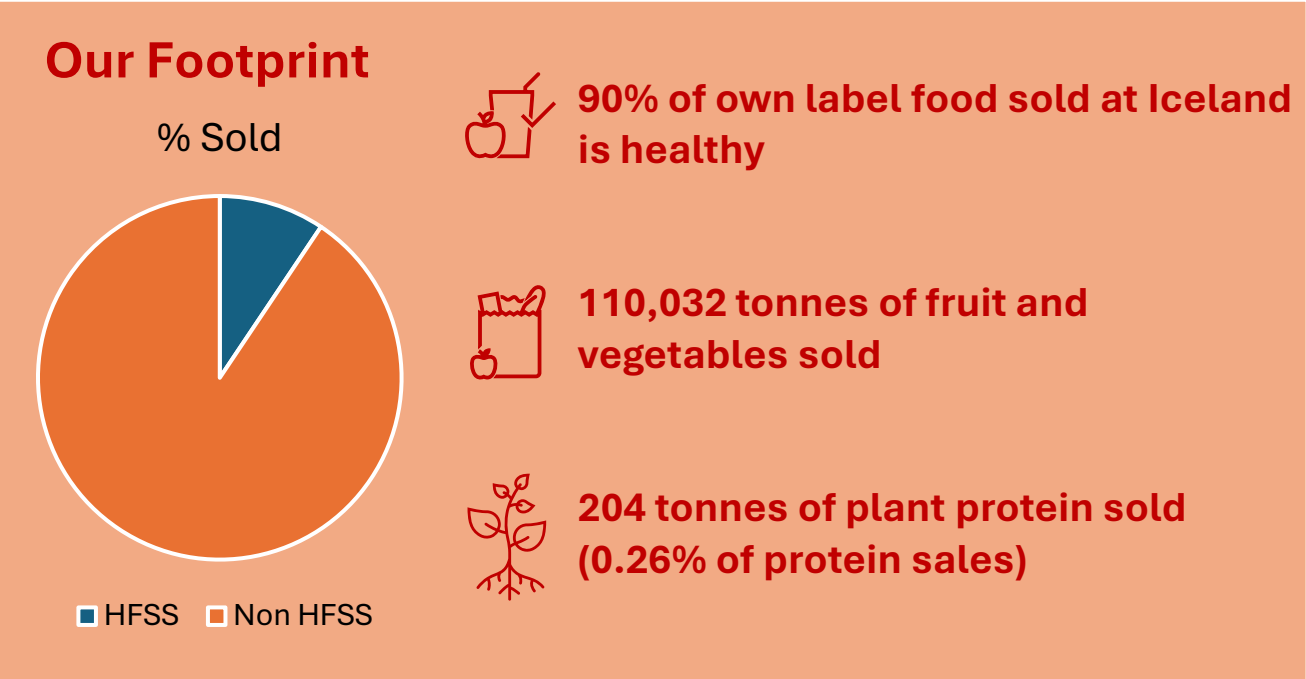
Overview

Iceland continues to lead the UK frozen food market in both product innovation and the outstanding value we offer to our customers. We have continued to invest in both quality and value across our entire product portfolio.

You can find the link to our individual 24/25 healthy food report below:



Healthy & Affordable Food



Our specialism in frozen food allows us to provide healthy, nutritious and tasty products at affordable prices to our customers. Freezing is Nature’s pause button: an entirely natural process that allows us to capture products in their peak condition as soon as they are picked, caught or made. Whilst locking in the nutrients and minimising the need for preservatives or additives required to preserve fresh products.

Methodology

We base our percentage of healthy food sales on annual sales in tonnage of Iceland own label product sold. Iceland’s healthy food footprint was calculated using the Government’s Food (Promotion and Placement) (England) Regulation 2021 product categories and the UK Government’s nutrient profiling model.

We define ‘healthy’ in terms of non-HFSS (high fat, salt and sugar) as per Government guidelines.

‘Plant protein’ refers to the annual sales, based on tonnages, of plant-based proteins in our vegetarian and vegan products. We exclude any plant protein found in meat products. Our plant protein offer is provided through branded products therefore we include branded data in this number.

Target	
f.h.1	>85% healthy food sales
f.h.2	Increase sales of fruit and veg by 10% by end of 26/27
f.h.3	Increase sales of plant-based proteins by 10% by end of 26/27
f.h.4	Own-brand products which are ‘reduced’ or ‘light’ alternatives will continue to be no more expensive

Workstreams



Frozen Prepared Meals - moving towards store cupboard ingredients

As businesses with a vertically integrated supply chain producing 50million meals every year we are focusing on re-establishing the benefits of frozen food. It's healthier, doesn't need processing aids and preservatives whilst saving on costs and food waste for everyone. Working with Inspired Global Cuisine Ltd we are focusing on ensuring that we remove and replace unnecessary ingredients and processing aids for frozen prepared meals. Notably **emulsifiers, artificial ingredients and preservatives**.

Our meal ingredients reflect a store cupboard approach where possible. Our meals are prepared, cooked, packed and frozen at scale, whilst being easy to re-heat directly from the freezer—locking in freshness whilst ensuring convenience and great value for our customers. Between April 2025 and January 2026, the first 37 of these products will land in store across our Iceland Standard, Take Away and Luxury meal ranges



Mumsnet

We developed and launched a new children's meal range in conjunction with Mumsnet and the child nutrition team at Alder Hey Hospital. The meals contain one of your five-a-day, high vegetable content and low salt content, with no added sugars, no emulsifiers, artificial ingredients or preservatives. The meals were the first products to be independently certified vs the NOVA classification system as NON UPF. The meals are made with high quality store cupboard ingredients and could all be created at home from scratch with a QR code on the packaging linking to the recipe. The range has been designed for families to have something in the freezer for busy days when they may not have time to cook from scratch.



Workstreams

Responsible retailing

Iceland chooses not to sell cigarettes and we have banned the sale of energy drinks to under-16s. Our staff are specially trained to tackle under-age alcohol sales and we operate a strict “Challenge 25” policy, requiring any customer who appears to be under the age of 25 to produce proof of their age and identity.

Promoting Healthy Start and Best Start Foods

Iceland was a founder member of Marcus Rashford’s Child Poverty Taskforce and has campaigned for the expansion of the Free School Meals scheme; holiday provision for all children on free school meals; and a boost to the value of Healthy Start funding for families with young children.

At the same time, we have promoted the Healthy Start Scheme and Best Start Foods (which operates in Scotland) to our customers and local communities. Both schemes provide free healthy food for low-income families with young children. We promote both schemes on the back of pack across hundreds of fresh and frozen fruit and vegetable products



Working with The Vegetarian/Vegan Society



In 2024, we began working with The Vegetarian Society to certify our vegetarian and vegan products, this included some of our exclusive brand products as well as our own label range. Through our partnership so far, we have certified 40 products which are advertised to our own customer base as well as to their customers through newsletters and magazines. We have also included the certification label on our packaging.



Accessible Food



Iceland continues to lead the UK frozen food market in both product innovation and the outstanding value we offer to our customers. We have continued to invest in quality and value, and to deliver exciting new products across our entire product portfolio. We have also done work on packaging as well as online to make our products more accessible to customers.

Value ranges

In the opening months of the year we doubled the size of our Iceland £1 value range to enable us to offer more than 750 products at £1 or less. Our best-ever summer BBQ range included innovative launches under the Iceland own label and the Myprotein, Cathedral City, Grill House and TGI Fridays exclusive brands, and we also added several new confectionery brands to our seasonal ice cream and lolly ranges. Our investment in our customers delivered both outstanding everyday value and market-leading promotions including 10 for £10 in frozen and 5 for £5 in chilled, and unbeatable deals on the biggest grocery brands.

Our autumn launch of 788 new products across frozen, chilled and grocery from September included further expansion of our Iceland £1 value range.

Ninja Partnership

A new partnership with Ninja brought their endorsement to the air frying instructions on our packs and paves the way for a range of collaborative social media activity to increase consumer awareness of the cost and food quality benefits of air frying.

Affordable

We are reviewing and updating our “Affordable” blog which helps customers with leftover recipe ideas, tips on saving money and also how to reduce their food waste. These mini blogs help educate Iceland customers and colleagues around areas such as correct food storage, foods you can and can’t freeze, and how to use your freezer efficiently.

Promoting Healthy Starts

Iceland was a founder member of Marcus Rashford’s Child Poverty Taskforce and has campaigned for the expansion of the Free School Meals scheme; holiday provision for all children on free school meals; and a boost to the value of Healthy Start funding for families with young children. At the same time, we have promoted the Healthy Start Scheme and Best Start Foods (which operates in Scotland) to our customers and local communities. Both schemes provide free healthy food for low-income families with young children.



Accessible Food



Making Infant Formula More Accessible with Feed UK

feed

As well as making individual products more accessible, Iceland has done a lot of work to make sure infant formula as a whole category is widely accessible. We have continued the campaign to reduce the cost of infant formula to consumers that we began in August 2023 by cutting our price of branded infant formula to make it the cheapest available on the market, as well as calling for customers to be allowed to pay for formula with gift cards, loyalty points and food bank vouchers, and began accepting these in our stores.

In February 2025 we partnered with charity, Feed UK, to launch online and shelf-edge labelling making it clear to parents that the law requires all infant formula to contain the same ingredients so that all products are nutritionally equivalent, regardless of brand or price.



[Formula Factsheet QR Landing — feed](#)





Health Based Ranges



Slimming World

Our partnership with Slimming World has now been running for ten years, seeing it become the number one frozen healthy eating brand in the UK with just under fifty products across a wide variety of ranges including: ready meals, lunch pots, potato products, vegetarian, soups and sauces. The range is designed to be a healthy, filling and affordable meal occasion loved by millions of customers all year round right across the UK.



My Protein

In January 2023 we launched the Myprotein range, exclusive to Iceland, which offers high protein, low fat meals for affordable prices to customers. Myprotein is the world's largest online sports nutrition brand and each dish is packed full of protein, ranging from 19g up to 60g of protein, with over half the dishes containing less than 10g of fat, and being high in fibre. We have successfully grown this range to over 30 products, with customers eating well on millions of occasions throughout the year.



Boosted Health

In January we launched an exclusive new health and protein Wellness range from Myprotein, catering to shoppers looking for nutritious alternatives to ready meals. The collection includes convenient lunch and dinner options such as Indian & Chinese Banquets, Salt & Pepper Meat Feast Noodles, Chicken & Beef Burrito Bowls, Doner Kebab Meat, Honey Sesame Chicken, and Salt & Pepper & BBQ Skewers. These dishes respond to growing demand for high-protein, convenient meals delivering great taste and quality at affordable prices. At Iceland, we are proud to empower our customers to make healthier choices without sacrificing the flavours they love.



Mumsnet

This year we also partnered with Mumsnet to create a new range of quality meals designed to support families during times when they don't have time to cook. The meals contain one of your five-a-day, high vegetable content and low salt content, with no added sugars, no emulsifiers, artificial ingredients or preservatives. The meals are made with quality ingredients and could all be created at home from scratch using cupboard ingredients. This range is also in collaboration with Alder Hey who gave their stamp of approval for flavour, quality, and family appeal. 5 pence of each sale will be donated directly to Alder Hey Children's Charity, Iceland Foods Charitable Foundation will then match the total raised up to the value of an additional £50,000.



COMMUNITIES

BE THE HERO OF
THE HIGH STREET



Overview

Iceland continues to pursue a People Strategy with the overarching objective of being an employer of choice, aiming to grow a high performing culture in which talent thrives and a sense of belonging is created, all underpinned by our commitment to Doing It Right.

The number of Iceland colleagues employed has increased this year and a direct impact of listening to our colleagues and responding to them has delivered sustained and significant improvements in colleague retention across all retail roles.

As well as delivering for our colleagues, we are also committed to improving the communities surrounding our stores.

You can find the link to our Iceland Foods Charitable Foundation full impact report below:



Skills and Opportunities

Target

- c.s.1** Provide work skills and opportunities for all
- c.s.2** Empower our colleagues to be community advocates

Our Progress

24/25

- We continue to develop our Talking Shop representation scheme based on colleague feedback to deliver 100% store participation and support engagement
- We continue to provide Apprenticeships and grow Store Manager internal succession
- Ex-offenders programme

Best Places To Work

Iceland Foods was delighted to appear in the Sunday Times Best Places to Work List in May – the only supermarket to be listed and one of only 15 companies in the Very Big organisations category. This recognition is awarded purely on the strength of colleague feedback and provides external validation of our People strategy.

Management Scheme

Developing internal talent continues to be an area of focus. Our talent programmes provide growth for colleagues looking to develop into key management and leadership roles. We offer both a retail apprenticeship programme as well our Deeside Apprenticeship provision, with a 64% increase in office-based Apprenticeships taken. Over 350,000 eLearning modules were completed during the past 12 months, an increase of 17%, with 41 new modules introduced and over 100 changes made to live modules based on colleague feedback, process change or improving user experience.

THE SUNDAY TIMES
T Best Places to Work



Skills and Opportunities



Second Chance Initiative

In line with its 'Doing It Right' philosophy, Iceland Foods with the support of IFCF has introduced a rehabilitation programme. The initiative is to support prisoners to secure employment when released, thus challenging soaring rates of re-offending.

By working closely with the HR Team processes have been put in place to support the rehabilitation programme and to make sure it is as easy as possible for people to join us. Iceland will not consider anyone on the sex offenders register, anyone who has committed acts of terrorism or arson, they must not have taken a life and are not on methadone. The programme currently is recruiting for home delivery drivers and retail assistants including cleaners and pickers.

Paul Cowley, Iceland's Rehabilitation Director, insists on interviewing all potential candidates in-person, to make sure they are likely to be a good fit. The recruitment scheme works in tandem with the Prison Employment Lead (PEL) – a person employed by the Government in every prison to develop connections between prisoners and businesses.

Our Second Chance initiative so far has successfully employed over 440 ex-offenders into Retail Assistant and Home Delivery Driver roles making Iceland the biggest recruiter of prison leavers in the UK. The initiative has become a model for inclusive hiring, with its blueprint shared with the UK Government to inspire wider adoption. Our significant investment in resource and funding has been vital to this success and we are committed to the making a sustainable difference across the UK prison network in this way.



“Most people in our prison system are poorly educated and have a bad or non-existent employment record. This is not always their fault and the cumulative effect upon the families, dependents and their mental health can be life threatening. This initiative by Iceland Foods presents a prison leaver not only with the hope of a job, but the hope of a new life. It is exciting to be working with an innovative team who care about the marginalised and have the practical means to tap into the locked-up potential in our prisons.”

Paul Cowley MBE
Rehabilitation Director, Iceland

Skills and Opportunities

Colleague Wellbeing

We are committed to delivering a positive working environment that protects all colleagues' physical and mental health. We offer a range of options and benefits to enhance our employees' lives including healthcare benefits, company sick pay, career breaks, compassionate leave, enhanced maternity and paternity leave, flexible working, and discounted gym memberships. Help with legal or financial advice, counselling, stress, bereavement, relationships or career support is made available to employees through our partner Grocery Aid, and we also offer tailored support packages through Alvie to colleagues who receive a cancer diagnosis.

Mental Health Training

We have also rolled out training this year to ensure our managers are well equipped to deal with mental health issues their team may be facing. 95% of our managers are now confident they could spot signs if someone in their team were struggling. 84% also said this helped deepen their knowledge of mental health and increased their conversational skills around the topic.



Grocery Aid

GroceryAid is a free and confidential helpline which aims to help anyone who works, or has worked, in the grocery industry.



Food Insecurity

Target

c.f.1 Reduce food insecurity

Our Progress

24/25

- We continue to develop and deliver Ethical Credit
- Our campaign on Infant formula has paved the way for sector level change
- We continue to lead on the promotion of NHS Health Start and Best Start Foods



[Food club card - Fair for You](#)

Ethical Credit

Delivered in partnership with not-for-profit lender Fair for You, the Food Club provides an initial interest-free loan of up to £75 to eligible applicants, loaded onto a pre-paid card for use in-store or online at Iceland or The Food Warehouse. The loan is repaid at a manageable £10 per week, helping families spread the cost of essentials without falling into a cycle of debt. Returning customers can load up to £100 onto their Food Club card during school holiday top-up windows, once they have paid back their previous loan.

It is estimated this scheme saves £2 million by helping customers avoid high-interest credit as well as reducing food bank usage by 77%.

Food Insecurity



Feed and Iceland Foods help parents with new labelling on formula nutrition

As well as making individual products more accessible, Iceland have done a lot of work to make sure infant formula as a whole category is widely accessible. We have continued the campaign to reduce the cost of infant formula to consumers that we began in August 2023 by cutting our price of branded infant formula to make it the cheapest available on the market, as well as calling for customers to be allowed to pay for formula with gift cards, loyalty points and food bank vouchers, and began accepting these in our stores.

In February we partnered with charity, Feed UK, to launch online and shelf-edge labelling making it clear to parents that the law requires all infant formula to contain the same ingredients so that all products are nutritionally equivalent, regardless of brand or price.

feed

“Infant formula is an essential food and the only alternative to breast milk for babies, yet for too long, families have faced unnecessary financial pressure, misinformation, and stigma. Our Formula for Change campaign is focused on parents having access to unbiased, factual information and fairer prices.

“We’ve long advocated for point-of-sale information on formula, and it’s fantastic to see Iceland stepping up once again as a pioneer in the retail sector. This collaboration is an important moment in helping families make informed choices, showing them that the least expensive formulas are just as nutritious as the more expensive ones.

“Parents don’t have the time to read lengthy documents on nutritional equivalency. They need quick, clear reminders at the shelf. This label will make a real difference, and we hope other retailers will follow Iceland’s example.”

Dr Erin Williams
Co-Founder and Director of Feed



Food Insecurity

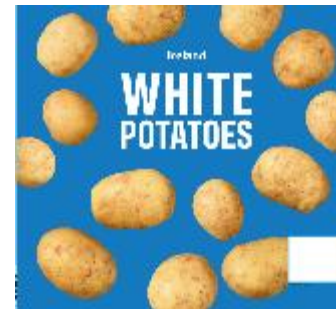


Iceland promotes NHS Healthy Start and Best Start Foods

Iceland foods was the first UK supermarket to use millions of milk bottles to promote a public service by supporting the NHS Healthy Start scheme to help ensure no child misses out – reaching millions of breakfast tables across the country. At the same time, millions of bottles carried the information on the Best Start Foods scheme in Scotland.

The schemes help low-income families access free milk, fruit and vegetables, pulses, baby formula and vitamins. The special ‘Could you get this for free?’ labels (also featuring a QR code taking people directly to the NHS Healthy Start and Best Start Foods websites where they can check their eligibility and apply) now feature right across the packaging of Iceland fresh and frozen fruit, vegetables and milk, placing this crucial information in front of millions of people every week of the year.

Securing full take-up of NHS Healthy Start alone would lead to tens of millions of pounds worth of additional benefit reaching around 130,000 families on very low incomes.



NHS Get help to buy food and milk (Healthy Start)

- Home
- How to apply
- Update your details
- Your payments and how to shop
- When you should buy
- About your card
- Getting vitamins

Get help to buy food and milk

(the Healthy Start scheme)

What is Healthy Start?

If you're more than 10 weeks pregnant or have a child under 4, you may be entitled to get help to buy healthy food and milk.

If you're eligible, you'll be sent a Healthy Start card with money on that you can use in some UK shops. We'll add your benefit onto this card every 4 weeks.

You can use your card to buy:

- plain liquid cow's milk
- fresh, frozen, and tinned fruit and vegetables
- fresh, dried, and tinned pulses
- infant formula milk based on cow's milk

You can also use your card to collect:

- Healthy Start vitamins – these support you during pregnancy and breastfeeding
- vitamin drops for babies and young children – these are suitable from birth to 4 years old

Supporting the Community



Target

- c.s.1** Support our high street
- c.s.2** Build community wellbeing through our Charitable Foundation
- c.s.3** Commit to raising £1 million for good causes every year

Our Progress

24/25

- £38 million has been raised by IFCF so far

Safe Spaces in Retail

Iceland have teamed up with National Business Crime Centre & the Safe Spaces scheme, known as Operation Portum, to create safer spaces for people in the community that feel vulnerable. Colleagues are informed of the scheme and have been given tools and advice on what to do if someone needs help.



Community and Partnerships



Iceland is passionate about giving back to the community and works with a number of local charities both at store and depot level. Through these partnerships we are able to redistribute maximum food surplus through a volunteer network, food which may have otherwise gone to waste. Surplus is redistributed to those who need it most whilst also building relationships within the community. We continue to work with charities and encourage charities to collaborate with each other, to understand how we can redistribute more of the surplus food from our supply chain. As well as donating surplus food to local communities, we give a little extra where possible.

Iceland's ice cream giveaway in collaboration with The Bread and Butter Thing

Over August bank holiday, Iceland donated 85,000 of Barratts iconic sweet flavour ice creams and ice lollies to The Bread and Butter Thing to mark the end of summer. Flavours includes classic Dolly Mix, tongue-tingling Refreshers and creamy Nougat.

The Bread and Butter Thing are long standing partners of Iceland as we often donate surplus food to them via our depots. However, this was an additional donation to celebrate our partnership as well as being a treat for children and families to mark the end of the summer holidays.

Iceland partners with The Vegetarian Society for their Big Give Christmas Challenge

As part of their 'The Big Give' campaign, Iceland has joined up with The Vegetarian Society to make sure those in need are included this Christmas.

The focus of this year's campaign is to tackle the lack of vegetarian/vegan options for those living in poverty.

Iceland became a pledger for this, donating money towards buying plant-based meals to be given away at Christmas across Manchester to those who are most in need.

All donations given were matched by public donations and then doubled again by The Big Give.

Iceland Foods Charitable Foundation



CALM

IFCF's 24/25 charity partner was Campaign Against Living Miserably (CALM). This partnership aimed to raise awareness of the suicide prevention charity and encourage life-saving conversations on CALM's helpline, at our tills and around the dinner tables, changing the landscape forever and helping to remove the stigma of suicide across the UK.

Currently in the UK, data shows 1 in 5 of us will have suicidal thoughts at some point in their lifetime, 125 people are lost every week to suicide and shockingly someone dies by suicide every 90 minutes on average in the UK. Proof that we urgently need to highlight this issue to our millions of customers, colleagues, and suppliers. Suicide is the most preventable cause of death in the UK and with the right support and interventions, outcomes can change. We can help kick-start a much-needed conversation about suicide in the UK and raise funds for CALM's life-saving work.

CALM's 2024 Birthday Campaign

In September, CALM launched its birthday campaign on World Suicide Prevention Day which aimed to highlight the horror of youth suicide by bringing to life the shocking statistic that suicide is the most common cause of death for those under 24. IFCF made possible a powerful installation of 6,929 birthday balloons at Westfield Shopping Centre, each balloon representing a young person who took their own life, and a birthday they didn't get to celebrate. Through the campaign, tools and support were made available to adults to support young people. Iceland donated £350,000 to this campaign.

Deeside Charity Day

Every year, Iceland hosts a charity day at their head office in Deeside. Each department hosts a stall and competitions to raise money for CALM. This year, we had a record breaking day with colleagues collectively raising over £12,000, which is a 40% increase from last year. This money will go towards CALM's vital helpline service.

Charity Golf Day

Iceland also runs a yearly golf event which raises money for charity partners. This year £200,000 was donated to CALM from the day.

Store activity

During the partnership, our Iceland and Food Warehouse colleagues, charity champions, and store managers nationwide took on several fundraising challenges which helped raise £300,000 for CALM.

Raising Awareness

As well as raising money for CALM, we also ran marketing campaigns to raise awareness of the charity. An Iceland lorry and Iceland delivery van were branded with CALM messaging to help spread awareness of CALM and its helpline, all 1,646 vans displayed a CALM sticker during Mental Health Awareness week and 289,000 cards were included in Iceland and online and home deliveries during mental health awareness week.

178, 249 people received support from the CALM CARE kit this year through our campaign



Iceland Foods Charitable Foundation



Our additional partners

Natasha Allergy Research Foundation



IFCF has entered into a 3 year partnership with NARF to develop a pioneering mental health and awareness programme for young people living with food allergies. With **1 in 13 children** affected and hospital admissions for severe reactions tripling over the past 20 years, food allergies pose serious emotional and social challenges. Research shows **80% of parents** experience significant worry, and **42%** meet the clinical threshold for PTSD symptoms. This programme will aim to address these issues by providing practical resources and support for families as well as raising awareness in schools and communities for allergies.

Alzheimers Research

Alzheimers has been an issue close to Iceland's heart, therefore IFCF has been donating to causes surrounding this since 2011. Since then, £10 million has been donated to establish the new UK Dementia Research Institute, over £5 million has been raised to support Alzheimers Research UK's vital projects and we have trained every single colleague to be a dementia friend- which is a retailer first. In 2023, we also donated over £1 million to The National Brain Appeal to help create the first rare dementia support centre. This was made possible by the fundraising done when IFCF Chairman, Richard Walker, took on the incredible challenge of climbing Mount Everest.

Prostate Cancer UK

Since 2008, Iceland Foods Charitable Foundation (IFCF) has partnered with Prostate Cancer UK (PCUK), contributing over £1.5 million to help transform health outcomes for men across the UK.

This collaboration has powered major breakthroughs in prostate cancer care:

- Revolutionising diagnosis: Funding research that replaced invasive biopsies with safer, more accurate MpMRI scans.
- Advancing treatment: Supporting the development of Olaparib—the world's first precision medicine for prostate cancer, now available on the NHS.
- Responding to crisis: Launching the national 'Find the 14,000' campaign with NHS England to reach men who missed their diagnosis during the pandemic. The result? A surge in referrals and thousands of additional treatments.

In 2025, Tarsem Dhaliwal OBE became ambassador for PCUK. On Fathers Day, Tarsem and his son Paul Dhaliwal shared a heartfelt conversation about prostate cancer—a disease affecting 1 in 8 men. Sparked by their own family history, their story formed the centrepiece of IFCF's awareness campaign with Prostate Cancer UK which was shared across social media and the media.



Iceland Foods Charitable Foundation

Our additional partners

National Association for Children of Addiction

Iceland Foods Charitable Foundation (IFCF) and National Association for Children of Alcoholics (Nacoa) have joined forces to boost awareness and understanding in schools about alcoholism and its impacts on families. IFCF are providing tools for Nacoa, the national charity for everyone affected by a parent's drinking or similar addictive issues, to deliver over one-hundred presentations and training sessions, thereby doubling Nacoa's current capacity. Working together, Iceland and Nacoa will deliver the largest outreach project of its kind in UK history.

The impacts of addiction on the family

- 1 in 5 children are affected by a parent's drinking in the UK. Over 700,000 children live with an alcohol-dependent parent
- Only 18% of parents with an addiction problem are in touch with treatment
- Children of alcohol-dependent parents are more likely to suffer from mental health problems, witness violence, have trouble at school, and develop an addiction problem themselves
- Nacoa's twenty-year study showed that half of these young people keep the problems they face hidden from the outside world
- Research shows that active support in schools for these children provides a 'protective factor' and builds resilience for them to make healthy choices for themselves



Alder Hey



IFCF has donated over £6 million to children's charities since it's beginning. As discussed on page 25, this year they have partnered with Alder Hey where 900 children are treated every single day. This donation comes from the exclusive Mumsnet range, where 5p from each sale is donated to Alder Hey, IFCF will then match the total up to an additional £50,000.

Pennies

Pennies is a charity that works to grow micro donations at the till by offering customers the option to donate digitally when they pay via card. This was tested in our Deeside colleague store before rolling out to all stores nationally. This will fund the various partners and workstreams of IFCF.



£38 million raised so far...

Governance

Sustainability is built into how we work at Iceland. The ESG steering group meets quarterly to provide oversight of workstreams being undertaken by project teams and outline any challenges, these may be taken to the executive board where needed. We are also continuously monitoring colleague feedback for things that are working well and areas for improvement.

Purpose

Iceland's purpose is to deliver sustainable, profitable long-term growth for the benefit of all its stakeholders. The directors engage in daily dialogue with colleagues at head office and through frequent visits to stores throughout the country. Employees are kept informed of the Group's purpose, performance and activities through regular briefings and staff updates including monthly area and head office newsletters. Colleagues are also given the opportunity to communicate their ideas to all levels of management, both directly, through regular Pulse attitude surveys, and through employee-nominated Talking Shop representatives.

Composition

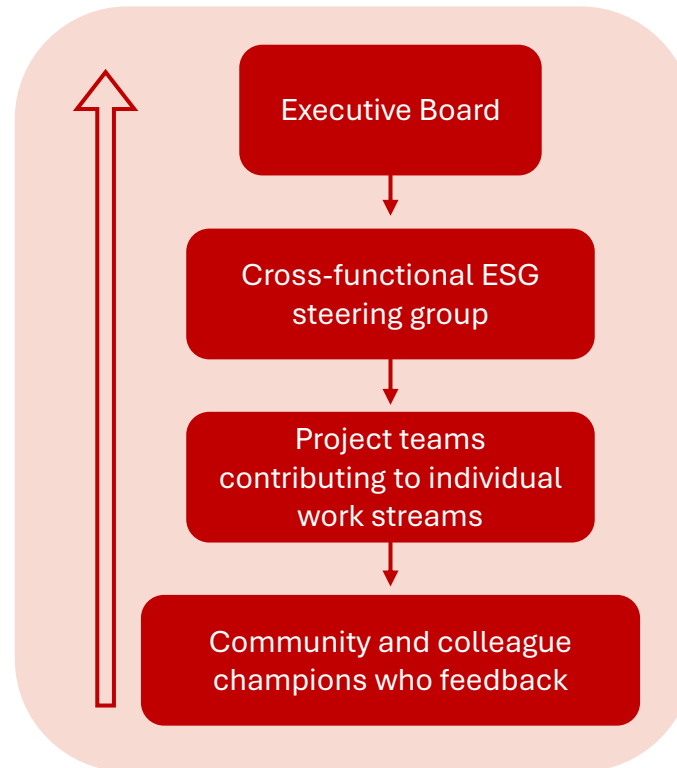
Iceland has a separate Executive Chairman and Chief Executive Officer to ensure that responsibilities, accountabilities and decision making are balanced effectively across the Group. As of the year-end the Board comprises the Founder, Chairman, Chief Executive Officer, Chief Financial Officer, Chief Commercial Officer and one Non-Executive Director. The wider trading board of Iceland Foods Limited includes our Legal Director and other department Heads (such as IT, e-commerce, Supply Chain, Buying, Retail Operations, HR, Marketing and Central Services).

Sustainability Governance

The Board holds ultimate accountability for the oversight of climate-related risks and opportunities, ensuring they are integrated into the company's strategic direction and risk management framework. Climate and environmental risks are reviewed regularly through updates from the Environmental Steering Group (ESG), chaired by the Executive Chair. The ESG provides timely insight and escalation of material issue to the Board. An annual Board-led review of Environmental, Social, and Governance (ESG) materiality is conducted to reassess priorities, track progress, and inform forward planning across key impact areas.

Business Leads

Responsibility for identifying, assessing, and managing climate-related risks and opportunities at the operational level is delegated to relevant Business Leads, ensuring accountability is embedded within core business functions. These Leads report progress and emerging risks or opportunities through the quarterly Environmental Steering Group (ESG), which provides a formal mechanism for cross-functional review, challenge, and alignment. Material or enterprise-level issues are escalated by the ESG Chair to the Executive Chair and discussed at weekly Board meetings, enabling timely strategic oversight and decision-making.



Ethics

In order to ensure that Iceland is able to act responsibly in all commercial and trading activities, it is Iceland's aim to endeavour to establish that the working conditions of people working for and within the supply base meet relevant international standards. This is to give Iceland customers the confidence and assurance that everything we sell is manufactured under decent conditions, and everyone involved is treated fairly.

Slavery and Human Trafficking

Since Iceland was founded in 1970, we have always sought to “do the right thing” and conduct our business according to sound ethical principles. Accordingly, we have a zero-tolerance policy towards modern slavery and human trafficking. We do our utmost to treat our own employees fairly, and are committed to paying them as well as we can. We expect our suppliers to ensure respect for the human rights and welfare of their employees, and to take all necessary measures to guard against modern slavery and human trafficking in their own supply chains. Specifically, we require all our suppliers to comply with our Iceland Worker Welfare Policy. You can find our full modern slavery statement [here](#).

All supplier operations across the U.K., who are using labour providers, must be licensed by the Gangmaster & Labour Abuse Authority (GLAA). Iceland has signed up to the GLAA Supermarkets and Suppliers Protocol, which outlines the commitment to worker welfare policies and sharing any information on workplace conditions as well as possible breaches of the Licensing Standards.

Risk Assessment

All suppliers and manufacturing sites producing for Iceland must register on Sedex. Suppliers or sites must complete a self-assessment questionnaire Sedex, and this must include details of all temporary staff, labour agencies or homeworkers used. Once this has been completed, Suppliers and manufacturing sites will be assigned a risk rating of High, Medium or Low which must be used to determine the level of compliance with the requirements detailed above and also, whether an ethical audit is needed. If an ethical audit is deemed to be needed, Iceland will advise the supplier and/or manufacturing site of this, and this will usually be carried out by an approved third party ethical audit provider

Iceland in the Future

Iceland Group companies will continue to work with suppliers to improve all aspects of the supply chain and we will remain resolute in our zero-tolerance policy to slavery and human trafficking. We will undertake further education and training of all appropriate employees. We also remain committed to working with third parties, including the BRC and GLAA, and to developing relationships with other bodies including Stronger Together and relevant NGOs and initiatives.



Additional Reading

We update our Doing it Right Website with our latest statistics as well as uploading news articles to our [‘Latest Sustainability News’](#) section. Therefore, here is the best place to keep up to date with us throughout the year.


[Homepage - Iceland – Doing it Right](#)

We also have our Affordable blog where we post money and energy saving tips alongside recipes for healthy meal ideas.


[Affordable Recipe Blog | Affordable money saving tips](#)

Doing it Right
Iceland


Posts tagged: **Planet**



Saturday, 15 March 2025
Iceland expands its ASC certified range
[Read more](#)




Thursday, 20 February 2025
Iceland strengthens its MSC position as product offering grows
[Read more](#)




Monday, 10 November 2024
Iceland joins the minus 15 coalition
[Read more](#)


Posts tagged: **Food**



Monday, 01 October 2025
42 Mystery grocery bags land in Iceland Foods - helping savvy shoppers save money and reduce waste
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