

FDF Action on Fibre



Quorn

Commitment:







Quorn provides healthy vegan and vegetarian foods which support diets higher in fibre. Through our market-leading brands we will work with partners to spread awareness, resources and advocacy which support the public to consume higher fibre foods and diets as a whole. Through internal campaigns and training we will support our colleagues to incorporate more fibre into their diets at work. Our unique ingredient, mycoprotein, which features in all Quorn branded products, is naturally high in fibre and we will continue to expand our scientific research programme to develop the evidence-base of its benefits on human health.

Quorn Pledges:

-  In 2022 we pledge that all new products will contain fibre and contribute to maintaining a minimum of 50% our range containing at least a source of fibre claim across our entire UK portfolio
-  In 2022 through to 2024 we will use our digital brand channels and partnerships to inform, educate and inspire everyone to consume higher-fibre diets via resources, webinars, and wider communications.

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-  To label all new products launched that are high in or a source of fibre by 2023, and to review our entire portfolio for missing claims in 2022.
-  We commit to developing at least 12 x high fibre recipes to host on our consumer website in 2022 and promote these on Quorn and Quorn Nutrition channels. We pledge to maintain this through to 2024.
-  To support at least 2 x events a year between 2022 and 2024 which promote higher fibre diets on Quorn consumer and Quorn Nutrition channels, as well as internally through our company intranet.
-  We will educate about and promote the benefits of fibre through school programmes and partnerships in our foodservice business, such as the Kid's Campaign and our Home Economists education visits.
-  We pledge to promote higher fibre diets to all colleagues, through internal communications and the BDA's Work Ready programme throughout 2022.
-  We will develop existing and invest in new collaborative research projects with academic and specialist research institutions focused on understanding the mechanistic properties of the unique mycoprotein fibre found in our products, and how this impacts human health.