The role of supermarkets in mitigating food insecurity

UK adults are affected by food insecurity, which is characterised by individuals and households having limited access to nutritious food.

Food retailers, particularly supermarkets, have a pivotal role to play in supporting community health, wellbeing and resilience.

million

Typically, local government coordinates efforts against food insecurity, but supermarkets can make a significant contribution by participating in strategic and place-based partnerships.

What are we calling for supermarkets to do?

- to see themselves, and ensure they are seen, as community 'anchors'
- to integrate social goals with business objectives
- to invest in innovative actions and cross-sectoral collaboration to enhance social impact

Grant funding to community groups





Outreach activities



Ways in which supermarkets have the potential to support food security

Space in store



Good training and employment

Price reductions



Donations of food

