Healthy eating and the UK's major food retailers: a case study in corporate social responsibility

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Abstract

Purpose
The purpose of this paper is to offer a preliminary case study exploration of the ways in which the UK's top ten food retailers are addressing healthy eating agendas as part of their CSR agendas and how these agendas are being promoted within their stores.

Design/methodology/approach
The paper begins with a short discussion of the healthy eating of CSR and a brief outline of food retailing within the UK. The paper draws its empirical material from the CSR reports and information posted on the world wide web by the UK's top ten food retailers and from a simple inspection and information collection survey conducted in the largest store in Cheltenham and Gloucester, UK operated by each of these ten retailers.

Findings
The findings reveal that there are considerable variations in the extent to which healthy eating is addressed in the CSR information posted on the world wide web by the top ten food retailers and how healthy eating is promoted within stores. The paper concludes that the leading food retailers could do more to address healthy eating agendas within stores.

Research limitations/implications
The current case is a preliminary exploration of the ways in which the leading UK food retailers are addressing healthy eating issues as part of their CSR agendas and while it raises a number of interesting issues, more work will be needed before any definitive conclusions can be drawn.

Originality/value
The paper provides an accessible review of the ways the UK's leading food retailers are addressing healthy eating issues as part of their CSR agendas and as such it will interest academics and practitioners working in and on both this sector of the retail marketplace and health promotion.

Keywords
Diet, Retailers, Food industry, Corporate social responsibility, United Kingdom

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Corporate social responsibility (CSR) is vital not just for the environment, society, and the world at large, but also for corporate reputation. Commendable CSR strategies improve consumer trust, company recommendations and brand sentiment. And here's the best part...These all lead to increased revenue for corporations and small businesses alike. But corporate social responsibility benefits extend far beyond sales. Socially responsible businesses also build a buffer against scandals and other reputation busters. Why? Because online publishers are more likely to write positive articles about your

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