

From:

Vegan Society of Aotearoa New Zealand
Vegan Australia
Doctors For Nutrition

To: Woolworths Group

Dear Woolworths leadership team,

We write as representatives of the Vegan Society of New Zealand, Vegan Australia and Doctors For Nutrition, together representing a combined community of more than 130,000 engaged supporters and hundreds of food producers across both countries.

Together, we're long-standing advocates for the rights of animals and for the environmental and health benefits of transitioning away from an animal-based food system. This letter is what we hope can be the beginning of a constructive dialogue with you about the visibility, placement and availability of vegan foods within Woolworths stores across Australia and New Zealand.

This letter stems from our shared concern that vegan product lines are being reduced in response to short-term sales fluctuations. We believe that reducing vegan product availability is a commercial, ethical, and strategic setback for Woolworths.

Across Europe, several major supermarket chains in countries such as Germany and the Netherlands have demonstrated leadership by integrating vegan foods throughout mainstream categories, rather than isolating them as niche items. These decisions have reflected deliberate commitments to reshaping food systems and responding to changing public expectations towards animal rights and sustainability. As a trans-Tasman retailer with significant influence, Woolworths is well-positioned to show similar leadership.

Supermarkets do not simply respond to demand - they actively shape it. As nudge theory shows, product visibility and placement significantly influence purchasing patterns. When vegan foods are integrated alongside comparable categories -- rather than marginalised in specialty sections -- they become part of everyday purchasing behaviour. This alteration of choice architecture removes barriers for all customers, enabling these products to perform effectively and grow. Stocking decisions directly affect the normalisation of animal-free food, and boosting vegan product sales can also help you meet your environmental sustainability goals.

Reducing the range or visibility of vegan products risks reinforcing the dominance of animal-derived products at a time when global expectations are shifting toward more just and sustainable food systems.

We are asking Woolworths to:

1. Maintain and expand viable vegan product lines
2. Ensure equal visibility and integrated placement of vegan products across relevant categories
3. Publicly commit to increasing the proportion and prominence of animal-free foods as part of your sustainability and corporate responsibility strategy

We would welcome the opportunity to meet with you to discuss how Woolworths can work collaboratively with our organisations to remove structural bias that favour animal-derived products. We'd love to help you position Woolworths as a leader in ethical and sustainable retail across both countries.

We look forward to your response.

Kind regards,

Greg McFarlane, Managing Director
Vegan Australia

Amanda Sorrenson, National Coordinator
Vegan Society New Zealand

Rebecca Stonor, Chief Executive Officer
Doctors For Nutrition

Our organisational motivations

Vegan Australia

For Vegan Australia, our position is clear: animals are sentient individuals with interests in their own lives and bodies and must not be treated as commodities. Retailers play a significant role in shaping what is seen as normal and necessary. When animal-derived products are privileged through extensive shelf space, prominent placement and promotion, this reinforces the perception that their use is inevitable. It is not.

Vegan Society of Aotearoa New Zealand

For the Vegan Society of Aotearoa New Zealand, advocacy also includes the environmental and public health benefits of plant-based diets, alongside a commitment to ending the exploitation of animals. Increasing the availability and visibility of vegan foods aligns with climate resilience, responsible land and water use and improved long-term health outcomes for our communities.

Doctors For Nutrition

For Doctors For Nutrition, our vision is to create a world free from preventable disease. Encouraging people to transition away from animal-based foods is the first step towards long-term individual health and also reducing healthcare costs throughout Australasia. Having access to healthier alternatives to animal products will help our time-poor communities achieve better health.