# Ocado apologises unreservedly to Mumsnet over political remarks and ends contractor association



Ocado has issued an unreserved apology to parenting website Mumsnet following remarks that suggested the platform held “hateful political views.” The apology comes after Mumsnet founder Justine Roberts revealed that Ocado abruptly ended a commercial partnership with the site.

Roberts explained in a post on Mumsnet that the partnership was terminated shortly after the online forum called for clarification of the definition of sex in the Equality Act within its 2024 manifesto. She stated: “Despite repeated attempts to explain our position – as a platform committed to amplifying women’s voices – they’ve refused to speak to us ever since.”

Mumsnet has faced previous challenges as advertisers distanced themselves from the site amid ongoing discussions about gender issues. The platform had campaigned for reforms to the Equality Act aimed at ensuring women’s access to single-sex spaces, a move reported on by BBC News as influencing advertiser relations.

In response to a critical post on X (formerly Twitter), Ocado clarified that the comments about Mumsnet’s alleged political views had been made by a “temporary contractor who is no longer with the business.” The online supermarket company added: “We apologise unreservedly to Mumsnet” and emphasised that the comments are “not representative of us as a company.”

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.standard.co.uk/business/business-news/ocado-apologises-to-mumsnet-after-it-said-forum-had-hateful-political-views-b1223233.html> - Confirms Ocado's public apology to Mumsnet after citing 'hateful political views' as the reason for ending their partnership.
* <https://www.mumsnet.com/talk/womens_rights/5317507-ocado-apologies-to-mumsnet> - Provides Mumsnet's community discussion about Ocado's apology and calls for renewed partnership negotiations.