



Ella's
kitchen

The
Good
Stuff
we do

FY19

our social + environmental impact report

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Hello + Welcome!

Welcome to our new social + environmental impact report or,
as we prefer to call it, our Good Stuff We Do report!

We're Ella's Kitchen, the UK's number 1 baby food company.

In this report you'll find lots of information on what we've
been up to with our Mission + our Dream, which together we call
The Good Stuff We Do. As well as that, you'll also read
why we're proud to be a certified B Corporation.

You can find the most up to date information on the Good
Stuff We Do section of our website ellaskitchen.co.uk

We hope you enjoy reading!

Legal stuff

The information and data in this report refers
to the legal entity Ella's Kitchen (Brands) Ltd and
is based on our 2018-19 financial year (FY19),
which ran from 1 July 2018- 30 June 2019.

Our head offices – which we call Our Barns –
are based just outside Henley-on-Thames, UK.

A note from Mark

When astronauts look back at Earth from space for the first time, they are often overwhelmed.

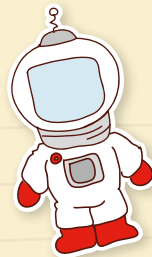
As astronaut Michael Collins said; 'The thing that really surprised me was that Earth projected an air of fragility. I had a feeling it's tiny, it's shiny, it's beautiful, it's home, and it's fragile.'

Now more than ever we need to work together to protect our beautiful, fragile planet.

At the end of last summer, kids all over the world - including my own two girls - took to the streets for the global climate strike, the biggest environmental march the world had ever seen. Young people are saying to us grown-ups with increasing urgency 'Our house is on fire - what are you doing about it?'

So what are we doing about it? The world is changing, and we need to change fast.

At Ella's Kitchen, we're using our B Corp certification as the vehicle for that change. Since day one, we've been driven by Our Mission to improve children's lives through developing healthy relationships with food - and we're more determined than ever to grow a nation of little veg lovers. To us, our B Corp badge is the proof that we're delivering on our aim to be a force for good in the most ethical and sustainable way we can.



In my mind, it's no longer enough for CEOs to run great companies - we need to lead and inspire other companies to follow. Here at Ella's, we spend a lot of time and energy trying to influence our partners to become B Corps. The day our creative agency Havas London certified last year was one of the proudest moments of my life. It took them two years and it wasn't easy. This shows the impact small businesses like ours can have in the wider world.

We remain committed to all 20 sustainability targets in Our Dream - you can follow our progress in the coming pages. In some areas we have made great steps forward, in others we are disappointed we have not achieved more. We have set a new target too: along with more than 500 other B Corps we've now pledged to reduce our carbon emissions to net zero by 2030.

But we're still far from perfect. This is our second report and it lays out some of the Good Stuff we've done and what we plan to do. It's not enough, and we know it's not enough. But every year, we want to go a step further, be even more transparent and tell the truth about what we're doing and not doing.



Despite all the uncertainty around Brexit, we continued to grow - with a turnover of £73 million. And we were named as a Sunday Times Best 100 Companies to Work For for the fourth year running. This gives me confidence we're running the company in the right way and looking after our people and I couldn't be prouder of the whole team.

The stakes couldn't be higher. We owe it to little ones today and tomorrow to do everything we can to make them proud and look after this beautiful planet we call home.



If as you read this report, you think you have a way that we can do things better then please tell us. It's only when we collaborate that we all win.



This year's highlights



Donated over 330,000 pouches of life saving food to little ones around the world through our partnership with Action Against Hunger.

Meet Bella!

87% more pouches recycled than last year (thanks to our amazing EllaCyclers).

CAGE-FREE AWARD 2019

Won the Cage-Free Award for our commitment to higher animal welfare.

THE SUNDAY TIMES
100
BEST COMPANIES TO WORK FOR

Named one of the Best Small Companies to Work For by The Sunday Times (for the 4th year running).

NET ZERO

Measured our carbon footprint and joined over 500 other B Corps to commit to being Net Zero by 2030.

Trees for Life

Planted over 2000 trees in the UK with our friends Trees for Life.



Working with FareShare at Christmas we donated over 100,000 meals to help vulnerable UK families.



Expanded our B the Change programme to inspire our partners on how they can improve their social and environmental impact.

We're working towards the SDGs

There's ten years to go until 2030, the deadline for the most important sustainability targets the world has ever seen: the UN SDGs. At Ella's Kitchen, we want to play our part in delivering them. We're focusing on three goals in particular:

Hi, I'm Chris and I look after the Good Stuff We Do at Ella's Kitchen. We've been looking at how the Good Stuff We Do can help support + deliver the UN Sustainable Development Goals - or SDGs. There are 17 goals in total, and we've identified 3 goals to work on at Ella's...



Goal 2 Zero Hunger

2 ZERO HUNGER



This is about ending all forms of malnutrition by 2030 – including obesity. This year we partnered with Action Against Hunger through Our Red One Fed One campaign in UK + Sweden. We donated over 300,000 pouches of life-saving food to support their work. And, through our partnership with FareShare we were also able to donate over 100,000 meals to families in need at Christmas. We are also exploring how we can best activate Our Mission by using outputs from work we did with the British Nutrition Foundation to create an evidence-based strategy to deliver Our Mission and help even more little ones develop healthy relationships with food.

Goal 12 Responsible consumption

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



This goal is all about being more efficient with resources, and doing more, and better, with less. Now we've signed the WRAP Food Waste Reduction Roadmap, we're placing a strong focus on reducing food waste so we can help contribute to target 12.3 – halving food waste by 2025. On the packaging side, we've joined Suez's Flexible Packaging Project, which brings together a select group of some of the UK's largest consumer brands to explore sustainable solutions to flexible packaging. This will help us make informed choices around our packaging. In the meantime we'll continue to promote EllaCycle so even more parents + carers get involved!

Goal 17 Partnerships for the goals

17 PARTNERSHIPS FOR THE GOALS



We know that the only way we are going to solve some of the most pressing challenges the planet faces is by working together. We're proud to be an active member of the B Corp community. We also have partnerships with some other great organisations who help us deliver Our Mission and Our Dream. For example on packaging we were one of the first brands in the UK to partner with TerraCycle and are proud to be part of the UK Plastics Pact. And when it comes to our carbon management strategy, we have linked up with fellow B Corp Carbon Analytics to measure our FY19 impact as well as the amazing Trees for Life.

SUSTAINABLE
DEVELOPMENT
GOALS

Think you can
help? Get in
touch!

Doing more on the SDGs...

Our friends at B Lab (who manage the B Corp certification) have recently launched a new tool called the SDG Action Manager which enables businesses to learn which SDGs they can have most impact on and how to take action. As part of our work next year, we'll look at how we can use this tool to ensure that we understand how our operations and decisions are aligning with the SDGs.

The Good Stuff we do

Our Dream

Our Dream is our plan to make sure we do business in the right way - ethically + sustainably. It's a set of 20 targets which gives us a roadmap to help us deliver, measure and report our progress until 2024.

Our Mission

Our Mission is to improve children's lives through developing healthy relationships with food. What started as a promise between a dad and his daughter continues to be our driving force; it's why we're in business.

B Corp



We're super proud to be a B Corp! B Corps are businesses who meet the highest standards of social + environmental responsibility and the rigorous assessment is proof that we are walking the walk, not just talking the talk.

We're a B Corp

(and we're super proud of it!)



Becoming a B Corp makes a business legally required to consider the impact of their decisions on their workers, customers, suppliers, community and the environment – rather than simply maximising profit for shareholders.

There are lots of amazing benefits to being a B Corp. Like being part of a network of inspiring companies that can share ideas and best practice, and being able to team up on campaigns to create more impact. All B Corps are independently certified every 3 years to prove that they're meeting the highest ethical and sustainable standards.



This gives them a score out of 200, like ours on the right. They must get a score of 80 or more to get the B Corp stamp of approval.

our B Impact Score



Maximum points score is 200

Impact Area Scores

Governance

13.3

Workers

26.6

Community

15.5

Environment

35.1

* Our score is the same as last year. We have to recertify every 3 years (that'll be next year!) and we're reeeally hoping to improve our score.

3,100+

companies

150

industries

The B Corp world at a glance

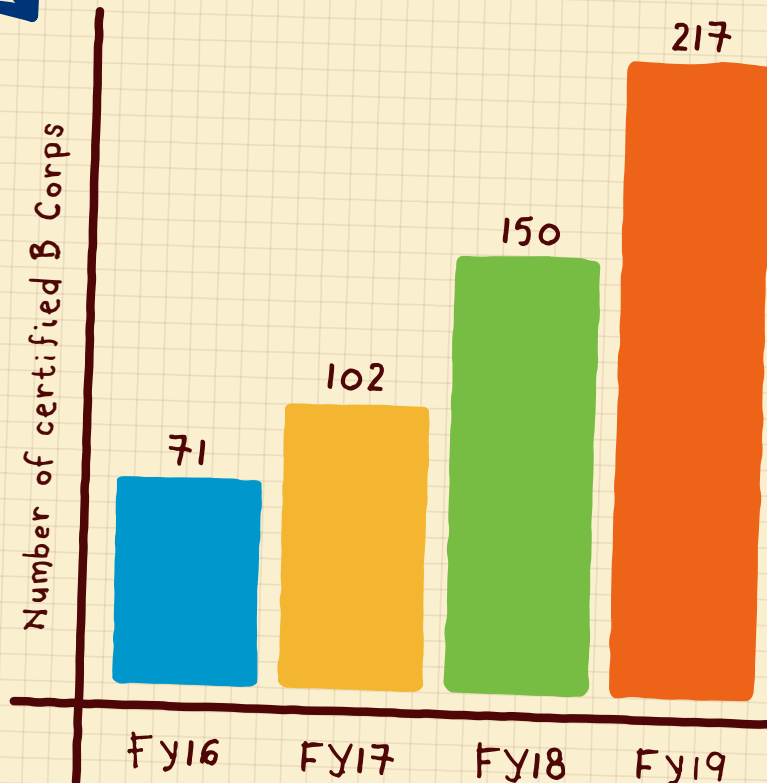
71

countries

1

unifying goal —
redefining how we
measure success
in business

The B Corp
movement is
growing in
the UK!





JoJo Maman Bébé

patagonia®



What do these brands
have in common?



bulb



Well, they all believe that doing business should be about more than just making money - it should mean doing something good for the world too.

That's why they've all joined the growing global community of like-minded businesses that have certified as B Corps.



— COOK —

BEN & JERRY'S®

pukka



B Corp Inspiration

We've been working our socks off!

We truly believe that if every business became a B Corp, the world would be a much better place. That's why we've been working our socks off to get more people to join us on the journey. Find out more on page 59.

patagonia®

Patagonia recently changed their company mission to 'we're in business to save our home planet'. And they really mean it. They run lots of inspiring campaigns that raise awareness of the need to protect wild places and donate lots of their profits to environmental charities.

PUKKA

Pukka Herbs have a special fund to support their farmers to use climate and nature friendly farming practices – called the Pukka Life Impact Fund. Taking this collaborative approach deep into their supply chain is super impressive, as are their stretching science-based carbon targets.

— COOK —

We can see that COOK really know how to look after their people. As well as providing stable employment for socially-excluded groups, they have their 'COOK Dream Academy' to help their people achieve their personal dreams – work-related or not – so they can lead more fulfilled lives. Lovely!

We're constantly inspired by our B Corp peers who remind us that we have lots to do and lots to learn.

Our Mission

At Ella's Kitchen, our Mission is to improve children's lives through developing healthy relationships with food.

Since our very first baby steps as a business back in 2006, Our Mission has been the one thing that drives us, it's why we're in business.

When we develop our yummy recipes, we always make sure they're just right for tiny tummies. That means we only use the best quality, ethically + sustainably sourced ingredients, and you'll only find good stuff in our products.

Beyond that, we'll always strive to be the voice for the under-fives, as this age is when relationships with food – either good or bad – are formed. We promise to campaign and lobby on issues related to Our Mission and we'll always go the extra mile to make sure parents + carers have all the help they need for their little ones to grow up with happy, healthy relationships with food.



13

Just good stuff

We're always guided by Our Mission and want to feed tiny tummies with only the best quality ingredients to get little taste buds tingling. We have a strict ingredients matrix to make sure our food is the right choice for little ones by being tasty, as natural as possible and has a homemade feel.

All our food meets strict Baby Food Regulations and we make sure we go above and beyond these to prioritise taste + nutrition for little ones.

Our yummy new stuff (new product development) commitments ensure all our new food is less than 22.5g/100g sugar content (no red traffic lights) and is at least 10% less sugar than the category average.

Our
Mission

Challenges we face

In 2019 we welcomed the publication of WHO/Europe's report on Commercial Foods for Babies and Infants. The report detailed a number of challenges facing commercial baby food manufacturers. We are listening carefully and are making some adjustments to our range to make sure that we are continually improving our products in line with the latest research and information available. Here's what we're working on at the moment...

Sugar in our foods

At Ella's Kitchen we have never added any refined sugar to our pouches, the taste comes purely from the organic fruit or vegetables. The sugars in our pouches are naturally occurring, just like pureeing the same amount of fruit + veg at home. Nevertheless, we have been working really hard to reduce the sugar in some of our products that are naturally higher in sugar (for example bananas are higher in sugar than apples!) and between 2016 and 2019 we have achieved a 20% sugar reduction in our 4m+ purees with more to come. We've achieved this by reducing our reliance on the higher sugar fruits and increasing the veg content of our pouches.

Our naming conventions

Some of our pouches – namely our fruit + veg blends at 4m+ – have been called out in the report as being misleading. Historically, we named them according to their appearance + taste profile. For example, Broccoli, Peas, Pears tastes primarily of broccoli as this is a stronger taste for little ones whilst actually containing a smaller percentage. However, we understand how this might be causing confusion for parents and carers, so we will be amending the labelling of all of our fruit + veg blends to ensure that they are representative of the percentage contents.

What about Weaning Age?

Our packaging labelling follows guidance from the European Food Safety Authority (EFSA) who have reviewed the most recent research on European babies: they recommend starting weaning between 4-6 months. In keeping with this we offer foods that are suitable for little ones from 4 months; by labelling from 4 months parents have the choice to start weaning when their baby is ready. Every baby is different, and we believe parents and carers are best placed to decide when their baby is ready to wean.

1 in 5 Children in the UK
are overweight or obese
by the time they start
primary school...
More needs to be done in
the early years.

Beyond the baby food aisle

Our scrummy recipes have been delighting little ones for 14 years now. But we've always known that it's not enough to just make yummy products. So we also focus on actively campaigning and lobbying on issues which impact the health of the under-fives, so that we can positively impact more little ones, for good.

We want to do all we can to influence government, industry and our local community to focus on nutrition for the under-fives and help make the world a little bit healthier for future generations.



Our
Mission

Our campaigning history

Averting a Recipe for Disaster

In February 2012 we launched 'Averting a Recipe for Disaster', a campaign calling for the main political parties to commit to a coordinated 'Food Manifesto for the Under-Fives' as part of their 2015 election manifestos. The campaign shone a light on the conflicting issues of both increasing childhood obesity and food poverty in the UK and called for action to reverse these trends. The report included 7 ideas for change and brought experts in industry and nutrition together with MPs to lobby for change.



Hungry Peter Pan

Ahead of the 2015 General Election, we erected a replica of the iconic Peter Pan statue on London's Albert Embankment, overlooking the Houses of Parliament. The statue, adapted to feature a large hole in place of his tummy, was commissioned to urge MPs not to ignore the importance of early childhood nutrition, representing a final push to influence party manifestos ahead of the election. The campaign called for the appointment of a government advisor to coordinate an independent review of health, nutrition and food education for the under-fives.

Veg for Victory

In 2016, a group of little ones delivered our 'Greener Paper' to the Department of Health, as part of our Veg for Victory campaign. The Greener Paper outlined evidence from a report published in the Nutrition Bulletin in partnership with the BNF (British Nutrition Foundation) entitled 'Complementary feeding: Vegetables first, frequently and in variety'. The report found that promoting veg in the early years can have a positive impact on little ones' long term health and called for a change to NHS guidelines to promote the importance of veg in weaning. And we're pleased to say they have been changed.

Yippee!



Our
Mission

2012

2015

2016

Helping little ones in our local community

Local food bank

Members of our team frequently volunteer at our local food bank, helping to sort donations for families in need.

10,000
since
2010!

Ella's Explorers on the farm

Since 2010, we've been taking little ones from our community – who often struggle to afford such trips – to a local farm and market garden to learn about where their food comes from.

Kitchen Academy

We partner with our friends at Kitchen Academy to run hands on cookery workshops for the under 5s at primary schools in our local community. For some children, it's the first time they experience the joy of new touches, smells and tastes – whilst introducing important skills for a healthy life. So far over 200 children have taken part.

"Ella's contribution has enabled us to get hundreds of food hampers to people in need across the Thames Valley at holiday times, these hampers make a real difference to families who are struggling."

*Richard Kennell, CEO, SOFEA
(South Oxfordshire Food and Education Alliance)*



Our
Mission

"Our Partnership with Ella's Kitchen means that every year youngsters from Reading and Berkshire are having fun while developing their understanding of how food is grown, leading to healthy relationships with food as they grow up."

Wendy Tobitt, Chair of Five a Day Committee



"These lessons not only help the children learn about healthy meals and how to cook but provides parents with support in involving their children in cooking, which will lead to children having a healthier relationship with food at home."

Reception Teacher, Oxford Road Community School



Ella's Explorers on the farm



We continued our brilliant farm and market garden visits in 2019, getting 1,000 children from our local area of Reading out for a fun and educational day to learn about food. Digging worms, planting seeds and meeting Camilla the pig were just a few things they got up to. Look at what some of the little ones said...



"My favourite
was the tracker
because it
was bumpee."

"I really liked seeing
lambs because I went
with them and they are
so fluffee."



Our Mission Fy19

Red one,
Fed one



We partnered with Action Against Hunger to donate a pouch of life saving food for every special pack of our Red One Smoothie Fruits in the UK and our Strawberries + Apples pouch in Sweden. That added up to 337,037 nutrition-boosting food pouches going to little ones most in need of help.



Jingle Belly

Our scrummy Jingle Belly pouch hit the shelves again, delighting little ones across the land with their first taste of a yummy Christmas Dinner (even sprouts)! Not only that, for each special pack sold we donated a meal to a family in need through our amazing partner FareShare – which meant 100,000 meals donated to UK families.



Little Veg Lovers

We continued to tell our parents + carers all about how to 'Grow your own Little Veg Lover' throughout 2019! Creating yummy veggie recipes and inspiring tips to make weaning with veg fun for our social channels, partnering with our retail friends to showcase how to wean with veg and giving away lots of yummy veg products!

Little
veg
Lover





What's next for our mission

We're reeeally proud of all that we've done on Our Mission to date, but in 2019 we've been taking stock and thinking hard about how we can focus to make the biggest impact.

In 2016, we partnered with the British Nutrition Foundation (BNF) on an important paper to help us really understand the barriers to little ones developing healthy relationships with food. The report was super comprehensive, looking across a wide range of studies, pilot programmes and research papers and uncovered an alarming amount of issues and challenges.

Following a review of all the barriers the report uncovered, we've decided to focus on 3 things that we feel Ella's Kitchen is best placed to positively impact:



1 Veg Matters

We want to change the world - and we're starting with broccoli!

Introducing a variety of different yummy veggies during weaning helps tiny taste buds learn to love veg for years to come. Liking veg is reeeally important because a diet rich in veg (and fruit) is linked to lots of positive health benefits.

So we're going to... grow a nation of veg lovers!



2 Feed The Senses

It's a squishy, bumpy, shiny world out there... let's explore together!

Engaging little ones' senses is a great way to get them excited about food. Studies show that helping them discover + explore food through play, foodie games and hearing stories about food means they are more willing to try and eat those foods.

So we're going to... Make food fun for all through discovery, sensory play + storytelling.



3 Mealtimes Together

We're setting the table for a lifetime of healthy eating!

Eating together as a family can help little ones to learn good eating habits. If parents + carers set a good example by eating up and enjoying a wide range of healthy foods, especially vegetables, little ones are more likely to make healthier choices too. Teaching little ones to understand their appetite, knowing when their tummies are hungry and full, can also help set up a healthy relationship with food. And sitting up at the big table, enjoying the experience of mealtimes also builds healthy associations.

So we're going to... help all families get involved in cooking and eating together.



Coming up in 2020

Research shows that playful experiences are central to children's development because they facilitate learning: communication, physical and emotional development and maintain parent-child bonds. So, in 2020 we'll be more focused than ever on making mealtimes fun, because science says that playing with your food is reeeally good for you!



mmmmmm
veggies!

The Science-y Bit - Making Veggies Child's Play

So, this is where Ella's Kitchen comes in. We're passionate about Growing a Nation of Veg Lovers so that we can positively impact the health of future generations. We have a long history of promoting vegetable intake through fun, sensory activities both at mealtimes and throughout the day. Research* tells us that little ones that experience food with all their senses outside of mealtimes are more likely to go on to try those foods. The more times little ones try a new food, the more likely they are to accept it, so sensory play can help to familiarise children with foods and encourage their acceptance.

*Dazeley, P and Houston Price, C. Exposure to foods' non-taste sensory properties. A nursery intervention to increase children's willingness to try fruit and vegetables. *Appetite*. 2015 84:1-6

Our
Dream

Tracking our
progress

Dream Tracker Key



- Target achieved!



- We're on track



- We're behind plan



- Target not met

Our Dream is our plan to make sure we do business in the right way – ethically and sustainably.

Last year we set 20 targets – and promised to meet them all by 2024. We're proud of lots of the progress we've made so far, but in some places we could be doing better.

We want to be open and honest about how we're getting on – so we've created our DREAM TRACKER!



Flip to the next
page to take a
peek.



dream tracker

Packaging

Our Targets

- Make it recyclable
- Reduce its footprint
- Grow EllaCycle

What we want to do

- 100% of product packaging to be widely recyclable or compostable by 2024
- Measure + reduce the lifecycle carbon footprint of our packaging
- Double the number of pouches sent to EllaCycle by June 2021

Are we on track?



Ingredients

- Set our standards
- No more palm oil
- Support our farmer friends

- Develop and launch Ella's sourcing standard for banana, mango + vanilla and ensure all suppliers are signed up by June 2020
- Cut out palm oil by 2021
- Identify how we can give back to support organic farmers in our supply chain by June 2020



People

- Support wellbeing
- Help our people grow
- Give back
- Value diversity
- Change little things
- Be good to our friends

- Give every employee the chance to set an annual wellbeing goal and support them to achieve it
- Provide a fund of up to £1000 for each employee to spend on training + development each year
- Deliver 1,500 hours of staff volunteering each year through our Mission and Make a Difference days
- Run unconscious bias training for everyone at Ella's by June 2019
- Run one behaviour change initiative per year to help our team live more sustainable lives
- Develop and launch Ella's Good to Each Other Standards by June 2019 to ensure we are being good to people in our value chain



Planet

- Everything yummy in a tummy
- Work with our friends to reduce food waste
- Send nothing to landfill
- Be carbon smart
- Think water

- 100% of the surplus food we make (that's still safe to eat) to go to a tiny tummy
- Set up two pilot projects by June 2019 to reduce process waste at our co-manufacturers
- Zero waste to landfill at Ella's Barns + 'key suppliers' by June 2021
- Launch a carbon management project by June 2019 to measure, report + mitigate the footprint of our value chain
- Measure water use in our supply chain and find ways to reduce



Being the change

- Help our friends 'B The Change'
- Keep getting better together
- Bang the drum

- Confirm scope and roll out 'B the Change' partner programme by June 2019
- Work closely with our friends in our value chain to help them measure what matters and improve their environmental + social performance
- Support and raise awareness of the B Corp movement



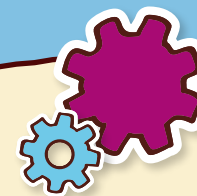


Working together
for sustainable
packaging



Our packaging is amazing at keeping our yummy food tasty and safe for tiny tummies. But we know we've got to work really hard to make sure we are doing everything we can to address its impact on the planet.





Mark's View

There's lots of good things about pouches. They're lightweight and low carbon to manufacture and transport. They're clean, hygienic and safe for little ones. But not being widely recyclable has always been our biggest challenge. That's why we were one of the first brands to partner with TerraCycle in 2010 to launch a nationwide recycling solution for all baby food packaging – EllaCycle – which is now more popular than ever with 600 collection points around the UK + Ireland.

But we want to go further, so we set a target to make our packaging widely recyclable at kerbside by 2024. And the deeper we delve into the issues, the more complex we find it is. Through our work with the UK Plastics Pact and The Flexible Packaging Project with Suez, we've been having discussions with people right across the plastics value chain. We now know that recyclable solutions for our packs are not easy to come by - and our 2024 target is not something we can make happen alone. It's not just up to us, it's about a co-ordinated effort across the whole system. We're investing a lot into this, we think about it every single day and we're working as hard as we can, but frustratingly, many of the key factors are beyond our control.

Recyclable pouches at kerbside is going to be a big challenge. It will require a systemic shift in the UK recycling policy to say that flexible packaging like ours can be collected, sorted

and processed. We're not backing down from our 2024 promise, we remain firmly committed to it - even though it feels far from our grasp. If you have ideas for better ways of packaging our products in a way that's better for people and the planet, please let us know as we'd love to hear from you.

As we keep lending our voice to industry discussions, we'll continue to run EllaCycle and look at how we can make it more accessible to more parents and carers. Not only that, but we're looking at new packaging formats too.

It's a long journey and we're taking it step by step, working with others and making the best decisions we can. And the stakes couldn't be higher.

Little ones today and in the future are depending on us to get this right.



packaging



1. Make it recyclable

We promised to make 100% of our product packaging widely recyclable or compostable by 2024.

This year, 16% of our packaging was recyclable at kerbside. We also introduced new products in our Big Kids Frozen range which are 100% recyclable at kerbside.

We spent a lot of time this year exploring all the options out there (and trying to find some that don't exist yet) for a recyclable solution for our pouches and snack wrappers that is both future-proofed and better for the planet. But it's tricky, simply making changes to the material we use to make our pouches and snack packaging won't instantly mean it will be recyclable, as there are lots of challenges that we need to overcome if flexible packaging is going to be widely recyclable at kerbside.

That's why a massive step for us this year was joining a collaborative working group led by international recycling and waste management experts, Suez. The Flexible Packaging Project brings together a small, agile, group of some of the UK's largest consumer goods brands with the shared aim of understanding the issues and challenges associated with the use of flexible packaging and finding potential viable solutions.

The project is looking at the whole cycle of flexible packaging from the design phase and the materials we use, to collection systems for packaging recycling and reprocessing solutions.

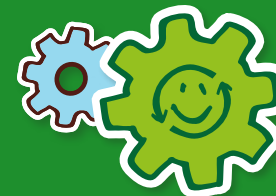
We will use the outputs of this project to help us inform decisions we take when looking to make any changes to our pouches to make sure it is truly best for the planet.

The intention is to share the project's findings with other projects and consortiums looking at solutions for flexible packaging, for example, the UK Plastics Pact and Ceflex, and with the wider public in due course. We hope this will help inform the outcomes of wider-scale efforts to address the recyclability of flexible packaging.

Packaging



We're behind plan



Breakdown of the packaging we use + how to recycle it.



*We have changed how we calculate + report on our packaging. In FY18 we reported against weight, whereas these numbers are now based on volume i.e. the number of physical pieces of packaging we produce.

We re-calculated FY18 using this methodology as a comparison to see how we are tracking!

our pouches + snack wrappers (Flexible plastic)

Not recyclable at kerbside, but can recycle with EllaCycle. Find your nearest drop off point [here](#).

our pots + trays (Ridged plastic)

Recyclable at kerbside but make sure you check to see if you can. Find out [here](#).

our boxes + sleeves (Card)

Pretty much recycled everywhere at kerbside, but always worth checking, [here](#)... just to make sure.

Fy18

87%

7%

6%

Fy19*

83%

8%

8%

Packaging

Making our pouches widely recyclable: joining the dots

What needs to happen

Which material?

Getting the material right

We're leaving no stone unturned as we explore all the materials we could use to make our packaging recyclable. As well as looking at using bio-based and recycled content, we're also investigating a 'mono material' pouch (that's a fancy way of saying it's made of just one thing), because single materials are technically easier to recycle than the mix of plastics and/or aluminium we use in our pouches today.

Whatever material we choose at the start we need to make sure that our thinking is joined up and we are thinking about every step of the recycling journey...

Packaging

Collection at Kerb-side

Working with a complex system

Let's face it, recycling can be super confusing. Even if the packaging says, 'recycle me', it doesn't mean you can recycle it at home. That's because there are around 400 local authorities in the UK, all collecting different things. Even if we get the material 'right' (so it's technically recyclable), it would still need to be accepted by your local council to make its journey to the recycling plant. The UK government is currently reviewing what local authorities should collect and is aiming for consistency and alignment as part of its new 'Resources and Waste Strategy'. Through our work with Suez and the UK Plastics Pact, Ella's (along with lots of other brands) is taking part in consultations to make sure that flexible packaging is included on the list of materials that councils everywhere must collect and recycle in the future.

Processing + sorting

Sorting it!

Local authorities don't just collect different things; they collect it in different ways. Some have a co-mingled system which means you pop all your recycling into one bin. Others provide different bins, bags and boxes for you to sort your recycling into. Again, the government is looking at how to get consistency across the country, so we need to make sure any changes we make to our packaging fit into the new and emerging systems.

End of life

Getting value at the end of life

There are lots of different solutions to recycle flexible packaging at the end of its life. 'Mechanical recycling' like TerraCycle turns our packaging into a new product without changing the basic structure of the material. 'Chemical recycling' means turning the packaging back into its original properties i.e. oil. This has serious potential, but sadly none of these chemical recyclers are yet commercially viable. But there is lots of work and investment going on to refine these processes. As part of our work with Suez, we hope to identify which solutions could work and collaborate with industry to align on how we can all work together to make these solutions scalable. However this will only work if a) the packaging is made of the right stuff and b) it can be collected and sorted. In other words, we all need to join the dots!

our packaging guru

As well as collaborating with Suez, our packaging guru Emma C has had over 100 meetings at the Barns and across Europe with industry specialists on the topic of packaging and plastics. On top of that, she's attended lots and lots of conferences, workshops and events to discuss challenges and potential solutions with others in our industry.

"Sometimes it has felt quite overwhelming to be 'the packaging guru' at Ella's! Everyone feels really passionate about finding a solution and there is a lot of expectation and a huge desire to fix this challenge! So, one of the amazing things about all of my travels has been to find reassurance that we aren't alone and that lots of other companies are out there searching too.

It has been eye-opening as I have delved more into the issue and the complexities of the challenge have been revealed but we have learnt so much; made a lot of friends along the way and we're now working together to help find answers and solutions."

"We're not giving up and collaborating will help us generate better ideas and hopefully get there quicker."

Packaging

Ruling out compostable packaging

This year, we trialed a compostable solution for our snack wrappers (our Leek + Cheese Wheels). But after doing our research and speaking to lots of experts, we decided to not progress with it.

Why did we decide this? Well, there are a few reasons. Although compostable packaging sounds really good, it's actually not all it's cracked up to be. This is because the UK and most European recycling and waste infrastructure is not set up to collect and process this material. Unfortunately, most packaging classed as 'compostable' is not actually suitable for your garden compost at home, or even food bins collected by the council. It requires really special treatment and processing – and only very few facilities currently offer this. On top of this, if compostable packaging is not processed correctly then it will contaminate recycling and food waste. Even in landfill it is unlikely to have the right conditions to break down properly.

Stuff we're going to do

As we keep looking for solutions – we'll always seek to collaborate, collaborate, collaborate! We continue to be at the centre of key conversations on plastics as a signatory of the UK Plastics Pact.

And we'll be ensuring when we launch new products we look at using the most sustainable materials which are fully recyclable at kerbside.

THE UK
PLASTICS
PACT



2. Reduce its footprint

We promised to measure + reduce the lifecycle carbon footprint of our packaging.

The first step of this promise is to measure, so we teamed up with fellow B Corp Carbon Analytics to help us do that. They told us that our packaging made up 22% of our total carbon footprint.

We're already starting to think about how to reduce the carbon footprint of our packaging. One way to do this could be to use different materials to make our packaging and we're currently exploring lots of ways we could do this, including both bio-based and recycled content. We're also searching for a 'mono-material' pouch (that's a fancy way of saying it's made of just one material). This is because single materials are technically easier to recycle than the combination of plastic and / or aluminium in our current pouches.

However, we need to make sure that any new design is as good at keeping the food safe and tasty as our existing pouches. We're having lots of conversations with our suppliers about this now.

We're also making sure we carefully consider packaging as we develop and launch any new products. This year, we launched our Big Kids Frozen Range. All the packaging is fully recyclable at kerbside and the trays we use have a minimum of 50% recycled content.

our tree-friendly packaging



we're on track

100% of the card we use in our product packaging comes from FSC™ certified sources!

97% of the card in our outer units (the kind you see on shelves) was FSC certified and the remaining 3% does come from recycled sources but the supply is not FSC certified. We have a commitment that our supplier will be sourcing from an FSC certified source next year which will mean all our outer card will be 100% FSC certified by the end of 2020.



Stuff we're going to do

Using the Carbon footprinting model we developed with Carbon Analytics we will explore and test different scenarios to inform any potential changes we make to our existing and new packaging formats, so we can ensure we understand what these changes mean from a carbon perspective.

Nice Work!

Carbon Footprint Model

Packaging

3. Grow EllaCycle

We promised to double the number of pouches sent to EllaCycle by June 2021.

Our EllaCycle programme is our partnership with TerraCycle – and it's currently the only nationwide recycling solution for any baby food pouch in the UK – not just our own. [Find out how it works here!](#)

This year, we shouted from the rooftops to raise awareness of EllaCycle, with a big social media campaign which saw our numbers explode! Lots of lovely people returned lots and lots more pouches, 87% more than last year to be exact! And we now have over 600 nationwide drop-off points (up from 400 last year) so it's even easier to find a location near you. We know this is still a small number in the grand scheme of things but we're proud to be making progress as we work on our other packaging targets.

Pouches recycled with EllaCycle

Fy18
337,986

Fy19
631,888

87%
more than
last year!

To date our brilliant EllaCyclers helped us collect 2,826,888 baby food pouches.

That's
25,442kg
diverted from
landfill. Yippee!

we're on track

Working with our friends at ASDA

up with our friends at Asda (who are also members of the UK Plastics Pact). Together, we ran a six-month pilot to encourage more people to recycle baby food pouches with EllaCycle. Starting in April, we provided Freepost envelopes in the baby food aisle in 37 Asda stores nationwide and we expanded to 110 Asda stores in October 2019. It feels great to try new ways of working together and test and learn new ways to expand our EllaCycle programme.

Stuff we're going to do

Explore new ways to expand our EllaCycle programme to make it easier for parents and carers to recycle pouches and snack wrappers.

Packaging

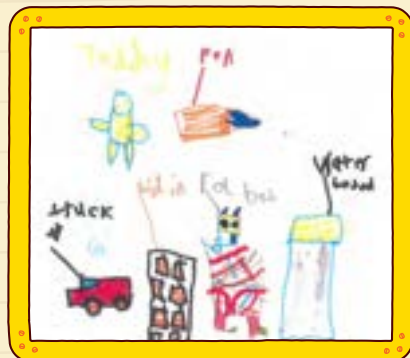
Meet Bella!

When Bella, age 6, wrote us a letter asking us if our pouches were recyclable, Mark (Head of Ella's) wrote back to tell her all about EllaCycle. So Bella set up a public drop off point in her local library, making her our youngest Superhero EllaCycler!

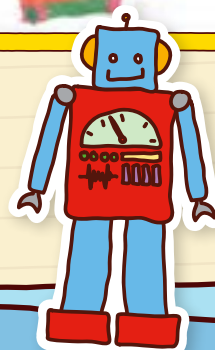
A few weeks later, Mark visited her school to meet her classmates too – and asked for their ideas of things we could do with upcycled pouches – we loved some of their ideas!



Dear Ella's Kitchen
My name is Bella.
I am 6 years old.
I go to the good St. Ignace School.
I have been learning about the environment.
I know like how plastic is
I am very worried about the animals in
the world.
My mommy buys us lots of Ella's kitchen
pouches. I love them but I can't put them
in the recycling bin and makes me sad.
I'd love to know how you help the
environment.
Thank you very much.
Bella Russell



Packaging



Ingredients

Sourcing only ethical + sustainable ingredients

It's not enough for our products to taste scrummy, they also have to be made with ingredients that are good for people and the planet too. As we strive for greater transparency through our supply chain, we're also reviewing our recipes and exploring new ways to work with our suppliers in the long term.



1. Set our standards

We promised to develop and launch Ella's sourcing standards for banana, mango + vanilla and ensure all suppliers are signed up by 2020.

This year (as part of Be Good to Our Friends target) we developed and launched Ella's Good to Each Other standards. These set out the minimum social and ethical standards we expect our partners to comply with. When we set Our Dream strategy we identified Banana, Mango and Vanilla as ingredients which have a heightened ethical and social risk associated with them. Therefore to help us manage these potential risks we are using our GTEO standard across our Banana, Mango and Vanilla supply chains.

Part of these standards require all our partners to sign up to Sedex (Supplier Ethical Data Exchange). Using the information we collect via the Sedex platform we have developed a new process which will allow us to understand our partners' practices and processes and work with them to ensure our GTEO standards are being met.

stuff we're going to do

- ☐ Now we have launched our Good to Each Other standards we will continue to communicate these to all Banana, Mango and Vanilla suppliers and in turn ask them to communicate across their own supply chains.
- ☐ We will also review the data we get back from our partners via Sedex and use this information to implement our new process to ensure our Good to Each Other standards are being met.



2. No more palm oil

We promised to cut palm oil from our products by 2021.

We use a very small amount of palm oil in just a few of our snack products and it's all sustainably certified from segregated sources by the RSPO (Roundtable on Sustainable Palm Oil). However, we've made the decision to remove all palm oil from our products by 2021.

Palm oil is always going to be a challenging topic – and there are no simple black and white answers. Palm oil production is having a widespread social and environmental impact in tropical regions but is also a very abundant crop which makes really efficient use of land compared to most other oils. One approach would be to keep buying certified palm oil and use our voice to influence the palm oil industry in favour of ever-more sustainable standards. But as we use such a small amount of palm oil we preferred to look into alternative ingredients which could still give us the same yummy result.

This year we had some great success in trials using organic sunflower oil in place of palm oil for our Baby Biscuits and Oaty Fingers.



we're on track



stuff we're going to do

- ☐ The next step is to run a full factory trial, which we'll complete in 2020. If these are successful this will be a HUGE step towards achieving our target!
- ☐ And then we can move on to the last product in our range, Parsnip + Poppy Seed bites. Watch this space!

3. Help our farmer friends

We promised to identify how we can give back to support organic farmers in our supply chain by June 2020.

Unfortunately, we haven't made much progress towards this goal in FY19. It was a year full of lots of uncertainty and we had to delay work on our farmer project with Organic Farmers & Growers so we could focus on preparing for Brexit.

We kicked off the project by meeting with Roger Kerr, CEO of Organic Farmers & Growers (who provide Ella's Kitchen's Organic Certification), to understand some of the challenges facing our organic farming industry today. One of the key issues the team discussed was that due to huge pressures on their time, farmers today find it really hard to take time out for research + learning in the area of sustainable farming improvements. We will be picking up again at our earliest opportunity to understand how we could best encourage collaboration, enabling the sharing of best practice and bringing people together to exchange ideas.

We've also attended two workshops run by our friends at Innocent where we learned more about how to work on a multi-stakeholder scale in line with SDG 17 'Partnerships for the Goals'. This gave us lots of useful ideas and inspiration which will help us plan future projects.



We're behind plan

Stuff we're going to do

- ☐ We aim to pick this project up again in 2020 once the implications of Brexit on our business have become clearer.





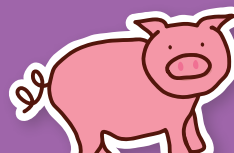
Animal Welfare

All the meat + dairy in our yummy products is certified organic, which means it's all produced to leading animal welfare standards. Our suppliers are all independently audited and certified every year to EU organic standards, giving us full traceability of our supply chain. Find out more in our [Animal Welfare Policy](#).

This year, Compassion in World Farming awarded us a Cage-Free Award! This recognises our policy of cage-free farming for all pigs and laying hens across our full range of products. It joins our existing Good Pig, Good Chicken and Good Egg awards – highlighting our ongoing commitment to high animal welfare standards at Ella's Kitchen.



We won a Cage-Free award!



Beyond organic

Our Dream is all about making sure that we do business ethically + sustainably. Organic certification is one way we can be sure that all of our ingredients are ethically and sustainably sourced. But this year we've been looking beyond organic for other brilliant certifications which will give us the same reassurances.

For example, this year we launched our Big Kids frozen range, which we chose to make with cod certified by the MSC (Marine Stewardship Council) rather than just using organic fish. Why? Well, organic fish isn't readily available (except for salmon), and we wanted to be able to offer little ones a variety of different fish tastes in the range. We decided on MSC certification because MSC-certified fish comes from verified environmentally sustainable fisheries and is fully traceable back to source. So we thought it was the perfect choice for our yummy Cod Fishies!

It may be in the future that we investigate other equally brilliant certifications. We always want to make sure that we are able to offer ingredients which are best for tiny tummies whilst being good to the planet too.



Meet the strawberry farmers

Say hello to Juan and Antonio! Their family are one of our strawberry suppliers and have been in agriculture for more than fifty years! Their business was founded in 1992 when the brothers decided to start growing organic berries.

Their high standards of sustainable agriculture, responsible approach to the environment as well as beautiful location beside the Doñana National Park has helped them become one of the leading Spanish organic berry farmers.

The commitment to the preservation of the plants and wildlife in their unique location has helped them develop the yummiest strawberries which we LOVE to use in our top selling pouch Strawberries + Apples!



people

Inspiring our people to
be happy, healthy + make
a difference

Everyone who
joins us puts
their hand print
on the wall!



Our people are super important at Ella's Kitchen. We know that happy, healthy people do the best work so we work reeeally hard to be a tip-top employer focussing on understanding the whole person; offering opportunities for growth and creating a fun environment which supports wellbeing.



Our Values

Our values are at the heart of everything we do at Ella's Kitchen. We find little ways to make sure that they really live and breathe with our team and our partners every day. We think our values make a big difference to the way we work at Ella's Kitchen and play a really important role in how it feels to be an Ella's Kitchen 'buddy'.

Childlike

From Phil to Carla:

"Carla was the absolute epitome of childlike whilst on a recent trip to Sweden to learn about the market, her curiosity, enthusiasm and passion for understanding shoppers is incredible. It demonstrates to our partners the passion we have to work together and gives them confidence that despite challenging market conditions we can still find growth."



Business Minded

From Will H to Jamie:

"Thanks for the super quick turnaround on the pricing request Jamie - I know you have lots on with loads of customer meetings and QF, so hats off to you."



Thinking Differently

From Sam to Anna:

Such an exciting and inspiring 'What's trending 2019 and beyond' session - clear and well put together :) ...and super interesting!



Want to Win

From Anna to Alisha:

Huge well done to Alisha for managing all the artwork challenges over the past week like an absolute professional, multi-tasking to the max and not dropping one ball along the way. Incredibly impressed :)



Good to Each other

From Nella to Kim G:

Thanks so much for making me a warm cuppa when I was feeling wet and cold!!! It saved my afternoon - so lovely of you! Nella xx



Thanks!



our People HR system has a super cool 'Thanks' button, all based around our values, where people can give each other a little mini-fist bump when they see the values in action.

Listening to our people

As well as role-modelling our values every day, we also make sure that we are listening to our buddies and using their feedback to sharpen our people strategy. We have 2 opportunities each year to hear what our team thinks.

First up is 'Talk to Buddy', our own engagement survey developed around our values, which we've run for 7 years now.

And, to make sure we're benchmarking ourselves against other similar sized businesses, we proudly take part in the B Heard Survey which forms the basis of the Sunday Times Top 100 list. Both of these surveys give us essential information which help us learn, grow and keep on top of our game.



We placed
39th!



Hi!
I'm buddy



People

1. Supporting Wellbeing

We promised to give every employee the chance to set an annual wellbeing goal and support them to achieve it.

At Ella's Kitchen we've worked really hard to understand what wellbeing means to our team and the answer is – it means something different for everyone. Once we realised this we felt it was really important to understand and prioritise each individual's wellbeing alongside their performance. So, when the time came to set our individual targets for the year, we asked everyone to have a think about an annual wellbeing goal. We're proud to say that this year, 59% of our people opted to set a wellbeing goal with our support.

So what kind of wellbeing goals did they set? Here's a flavour

Wellbeing goals

"I want to try to have a lunch break away from my desk every day."

"I am going to join the bootcamp sessions as often as I can."

"I am going to prioritise working from home every now and then to get some headspace."

"I want to cycle to work once a week."

"I am going to try to get some fresh air during the day so I get regular breaks from the screen."

When we say "well" ... : you say "being"!



This is our Keeping People Happy team motto and they work super hard to make sure the whole team have access to lots of resources to make sure everyone feels supported – like our wellbeing calendar of events. With a focus on mind, body and soul, the programme includes yummy, healthy breakfasts and weekly team lunches, pamper sessions and onsite health screenings.

There are also chances to get active at weekly yoga sessions with Georgie (our Brand Manager) and our popular fitness boot camp on the cricket pitch!

Hi! I'm
Georgie!



people



This year we expanded the calendar to include stress management, getting enough sleep and looking after our finances so that we are reeally focussing on things that impact our people's wellbeing.

Mental health awareness was a priority this year, and 5 people from across the business went on special training to become Mental Health First Aiders. This means they're ready to lend an ear and give discreet and confidential support to anyone on our team who needs it.

We send out a Mental Health First Aid newsletter every 6 weeks with personal stories from around the business, and we run regular discussion groups to connect with each other and share our experiences on topics like stress, the menopause and empty nest syndrome.



Wellbeing Calendar

Mon	Tue	Wed	Thu	Fri
Breakfast			health check	
		team lunch		
	pamper time!			yoga
boot-camp			Managing 星期三	
	better sleep			

"I was lucky enough to train to be a Mental Health First Aider. This is something that I've been keen to do for a while having struggled in the past with my own mental health. The 2 day training course opened my eyes to how I could help + support my fellow Barners."

Emma B



2. Helping our people grow

We promised to provide a fund of up to £1,000 for each employee to spend on training and development each year.

Yippee!

Enabling our people to grow and develop is a priority for our Happies team. This year 76 (94%) of our Barners received training to help them grow personally and professionally. Here's a taste of all of the opportunities available to our team.

We've achieved this! Hooray!

Ella's Academy

24 special internal training courses each run by our own resident experts. For example you can brush up on your Microsoft Excel skills with Vicky G our category guru, and learn about 'the power of 3' in Presenting Skills with Mark C (the boss).

'Growing SuperBuddies'

8 more of our managers took part in our Super Buddies management training programme, a 4-day course to learn all about what it means to be a great manager at Ella's including how to develop their teams, and keep people focused, motivated and healthy.

Growing Super Buddies

one

one Young World

We're now into our 5th year supporting this initiative which brings together the next generation of leaders to come together and solve the world's biggest problems. This year it was Allie and Char's turn and they joined 1000s of other delegates from around the world in The Hague.



People



Grow Me Development Pots

Everyone at Ella's has access to their own training pot which can be spent on anything to make them super-duper in their role or to help them grow in their career. Many of our Barners dipped in to their 'Grow Me Development Pots' to fund training of their choice. They got up to all kinds of brilliant things!



"Over the last two years I have been studying for a PG Certificate in Sensory Science at The University of Nottingham. It is a part time qualification in different aspects of sensory and consumer research. I have been lucky enough that Ella's Kitchen have supported me through this qualification and it has helped us improve our products, standards and passion for excellent quality."

Jax

"I spent a week completing Lean Six Sigma Yellow and Green belt. It was a fantastic opportunity, I learnt lots of techniques which I have put into practise in my role as Technical Manager, to improve processes within the team as well as helping with solving problems."

Hannah P

"I used my money pot to attend a negotiation course, which has been of great benefit to my relationship with suppliers, especially while transitioning into the Technical team."

olivia



stuff we're going to do

- Next year, as well as continuing with our Grow Me Development Pots, we'll also be starting a mentoring programme within the business and launching an online training platform giving people access to 100s of online training modules – watch this space!

people

3. Giving Back

We promised to deliver 1,500 hours of staff volunteering each year through our Mission and Make a Difference days.

We recorded 524 hours of staff volunteering in FY19, which is a lot less than the 1,216 we did in FY18 and a lot below our revised target of 1,500. It's been a busy year, with lots of uncertainty hanging over us due to Brexit, which has made it harder than usual to take time out to volunteer. We are disappointed with ourselves though and we'll be redoubling our efforts next year because volunteering is a super important way for us to get out and make a difference in our communities. We all learn so much about ourselves as well. We'll continue to offer every one of our people up to 2 paid days each year to volunteer for a cause related to our Mission, or for something else close to their heart.

stuff we're going to do

- We've readjusted our annual target from 1,500 to 1,000 to allow for the fact our team did not grow as fast as we expected. We also need to check our reporting systems are tip top so we're definitely capturing every hour volunteered. Given the miss this year we'll also be looking at new ways to engage and inspire our people to take time out of their busy days to give back and refreshing our programme to make sure it is as motivating as possible.

our new giving back target

1,000 hours



People

What our volunteers got up to this year...

WorkingOptions
IN EDUCATION

"I helped out a local school trip visiting a market garden and farm. It was incredibly rewarding to be a part of something so special, watching little ones get their hands dirty digging for worms and running around in open fields. A lot of the kids don't have their own gardens and they just looked so happy! I cannot wait for my next Mission Day!"

Kim D, Ella's Explorers on the Farm

"For my Make a Difference day, I work with a charity called Working Options whose mission is 'to engage, inspire and motivate young people to aim high and fulfil their potential'. As a volunteer, I talk through the choices I have made throughout my career and the lessons I have learnt. The Q+A session is always a great time as it gives a chance for students to ask all the questions we all wanted answers to when we were younger."

Will H, Working Options

"Many of the children in the cooking class we helped with had never really interacted with the raw ingredients of a meal – let alone chop and assemble them to be cooked. I was really touched by one girl who, when asked if she would cook this again, replied that she didn't have a cooker at home. That really hit me!"

Josie, Kitchen Academy



People

4. Value Diversity

We promised to run unconscious bias training for everyone at Ella's Kitchen by June 2019.

This year we added an unconscious bias module to our training programme for our managers ('Growing Super Buddies'). But we fell short of our target to deliver unconscious bias training to the rest of the team before the end of June. This is on track to be completed by March 2020.

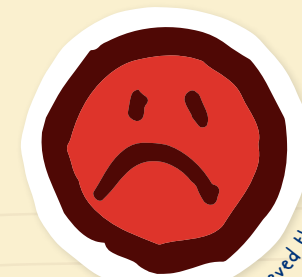
We've also taken a step back and have been thinking reeally hard about what diversity means to us more broadly at Ella's Kitchen. We've begun work on a new 'Diversity + Inclusion Framework' which we will be launching by June 2020.

In the meantime, we've been trying new ways to attract a more diverse workforce. We now use gender neutral language to advertise our job vacancies and we began using blind CVs in our recruitment process to avoid unconscious bias.

Just as important as creating a diverse workforce is making sure we have an inclusive environment where everyone is welcome. Our flexible working offer means we are attracting and holding on to brilliant and talented people.

We have a high number of women in senior positions and 52% of our team are parents. By creating a comfortable and sustainable work-life balance, we're opening up positions to those who might otherwise find they are choosing between family life and having a fulfilling career.

We offer flexible working hours to our entire team (not just parents) and uptake is role-modelled at all levels of the business. This can include part-time working, changes to patterns during term time, reduced hours for a phased approach for retirement as well as working from home, starting early or finishing late. 24% of the team are part time, including some of our Directors and in FY19 we had 100% retention rate following paternity/maternity leave.



Stuff we're going to do

- In FY20 we'll be focused on rolling out our Diversity + Inclusion framework and thinking further about what valuing diversity means to Ella's Kitchen. This will include planning for our first apprenticeship, building relationships with local schools so that young people think of Ella's when making career choices.
- We'll be considering diversity and inclusion at all stages of the employee lifecycle. We recognise that diversity is about more than our gender or ethnic makeup – we want to be prioritising diversity of thought too so we'll be thinking about how to do that in a way that is uniquely Ella's.

5. Changing little things

We promised to run one behaviour change initiative per year to help our team live more sustainable lives.

We've been working hard to get all our people on board with Our Dream. Lots of little changes to behaviour can ripple out positively in people's lives – and really add up to something big.

We partnered again with our friends (and fellow B Corp) at Do Nation to encourage sustainable behaviour at home and at work. Together we set a target to save 150,000 bananas worth of carbon through our team's combined actions such as changing to a green energy supplier, switching to LED lights and eating less meat.

We smashed this target, saving a whopping total of **556,778 bananas** worth of carbon – yippee! What's more, for every pledge made we donated a pouch of life saving food to a child in need through our partner charity, Action Against Hunger. We also ran another campaign with Do Nation in December called Eat Up to reduce food waste over Christmas. 49 of us made a total of 134 pledges focusing on things like getting the right portion size, freezing leftovers and recipes to get creative (who doesn't love a turkey curry?)

#OneTeamOneDream

Initiatives like our activities with Do Nation are reeeally important because it helps us to inspire and motivate our team little and often and in ways that can be personal to them. It's essential that our team are involved in our sustainability journey and engaged in Our Dream strategy because of its relevance to the wider world beyond just Ella's Kitchen.

We're really proud that, since relaunching Our Dream strategy last year, 95% (up from 78%) of our people feel clear on our plan for doing business ethically + sustainably. These results from our Talk to Buddy survey show that Our Dream really matters to our team and gives us confidence that everyone will keep working hard to achieve our targets.



we're on track

Stuff we're going to do

- ☐ Coming up next, we're keeping our thinking caps on for new ways to help our team take small steps for a better world. Using our 'Green Team' for support we'll keep on banging the drum about how we can be 'greener' inside and outside of the Barns.
- ☐ We'll be focused on new topics each quarter like being smarter with our tech to save energy and of course reusing and recycling will still be BIG!
- ☐ One of our new initiatives rolling out in early 2020 will be turning all our scrummy weekly team lunches veggie. We know that one of the biggest single ways we as individuals can make a real difference towards achieving the planet's carbon emissions targets is to cut down on our meat consumption so we'll be doing our bit and helping our team to learn to love the mighty veg too!

People



6. Be good to our friends

We promised to develop and launch Ella's Good to Each Other standards by June 2019 to ensure we are being good to people in our value chain.

We're a small company with a big value chain. In other words, we work with lots of other suppliers and partners around the world to get our yummy food to the shelves. It's really important to us that everyone who's involved in making our products, from the farms to the factories, is provided with fair, safe and healthy working conditions. That's why we completed our Good to Each Other standards in FY19 and we have now begun communication of the policy with our partners.

Our Good to Each Other standards set out the social and ethical standards we expect our partners to comply with as well as requirements for how we will use Sedex (Supplier Ethical Data Exchange) to promote transparency and manage risk in our supply chain.

Stuff we're going to do

- Now we have launched the GTEO standards we will continue to communicate them to our partners and in turn ask them to communicate across their own supply chains.
- We will also review the data we get back from our partners via Sedex and use this information to implement a process to ensure our GTEO standards are being met.

Sedex[®]



planet

Protecting our
planet

The planet is our home and we must look after it - so that little ones tomorrow can have what we have today. Reducing our impact is an ongoing journey and we're always looking at how to work with friends and partners to keep getting better.



1. Everything yummy in a tummy

We promised that 100% of the surplus food we make (that's still safe to eat) would go to a tiny tummy.

We're super proud of our yummy food and hate to see any of it go to waste. This year we came up with loads of super fun new products, but not all of them ended up working as well as we hoped they would. Uncertainty around Brexit meant we had to stock up to be prepared, and with our retailer friends also under pressure to keep their shelves full, orders changed, and we ended up with more surplus food than the previous year.

We continued to work with our friends at FareShare and His Church who take our food that is still safe + yummy to eat and redistribute it to vulnerable families in the UK. We've also started working with Company Shop and Community Shop – together the Company Shop Group who redistribute our food to employees and retirees of UK emergency services as well as local communities.

If we are unable to send it to one of our foodbank partners or if the stock doesn't meet our strict standards, then it is recovered to make energy – absolutely none of it went to landfill.



We're behind plan

This year, we donated 542,666 portions of food to little ones across the UK! That's almost twice as many as last year but was just 47% of our surplus stock :-(





Working with WRAP

Our friends at WRAP have been working hard to help food manufacturing, retail and hospitality industries cut food waste in half by 2025. They created the Food Waste Reduction Roadmap – which over 150 businesses have signed in the first year! The businesses then commit to:

Target
Measure
Act

Target

Identify waste in their supply chain and set a reduction target.

Measure

...and report in a consistent way.

Act

Work with partners and share best practises to tackle the food waste issue.

Although this falls out of the reporting period we're proud to have signed the Food Waste Reduction Roadmap which makes our Everything Yummy in a Tummy target a top priority for next year! We will change how we report our waste to ensure we align with the industry + set a specific reduction target.

Stuff we're going to do

- We know we have to do lots better next year! This target is suuuper important to help deliver the SDGs – especially target 12.3 – so as well as developing a specific reduction target through WRAP, we will review our process to make sure we get smarter with our stock control.
- We'll look at creating more links with even more charity partners and organisations who can help us make sure we manage all our surplus stock responsibly.

Planet



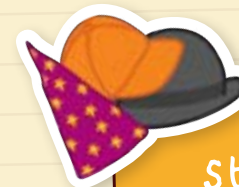
2. Working with our friends to reduce waste

We promised to set up two pilot projects by June 2019 to reduce process waste at our co-manufacturers.

Because we team up with our co-manufacturer friends to make our yummy products, we need to work really closely with them on our journey to cut waste. This year we set up two pilot projects to learn more about food waste in our value chain and find opportunities to cut it. We're really proud that we were able to get these projects off the ground, but if we're honest they haven't been successful in reducing food waste yet.

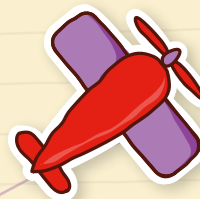


We're behind plan



stuff we're going to do

- The projects we've worked on this year have demonstrated that we need to think differently about how we can best help our partners Be the Change. So, as part of our commitment to the Food Waste Reduction Roadmap, we will also be sharing the detail of the Roadmap with our co-manufacturers and encouraging them to commit and act to reduce waste they generate at their sites.



This means
there is
still a lot
more we
need to be
doing.

Planet



3. Send nothing to landfill

We promised to send zero waste to landfill at Ella's Barns + 'key suppliers' by June 2021.

We have achieved zero waste to landfill at Ella's Barns for the second year running through the waste provider we use. And we've also started looking at ways to reduce our waste in the first place: we stopped using paper plates, plastic cutlery + cups, started buying everyday items like our breakfast cereal in bulk and stopped using bubble wrap! We also set up Ella's Swap-a-Cycle to help find new homes for everyone's unwanted or unused stuff.

Stuff we're going to do

- ☐ Next steps on zero waste at Ella's Barns is to introduce a 'Green Purchasing Policy' to be even more conscious about all the items we bring in to our workplace.
- ☐ And we'll be looking at impact down our supply chain through our B the Change partner programme. Through this we have developed better relationships with all our key suppliers which has helped us start deeper conversations on sustainability.
- ☐ The Ella's B the Change survey tells us which of our key suppliers are still sending waste to landfill. In 2020 we'll use this information to identify who we need to speak to first to meet our 2021 target.



zero waste
to landfill!



Planet

4. Be carbon smart

We promised to launch a carbon management project by June 2019 to measure, report + mitigate the footprint of our value chain.

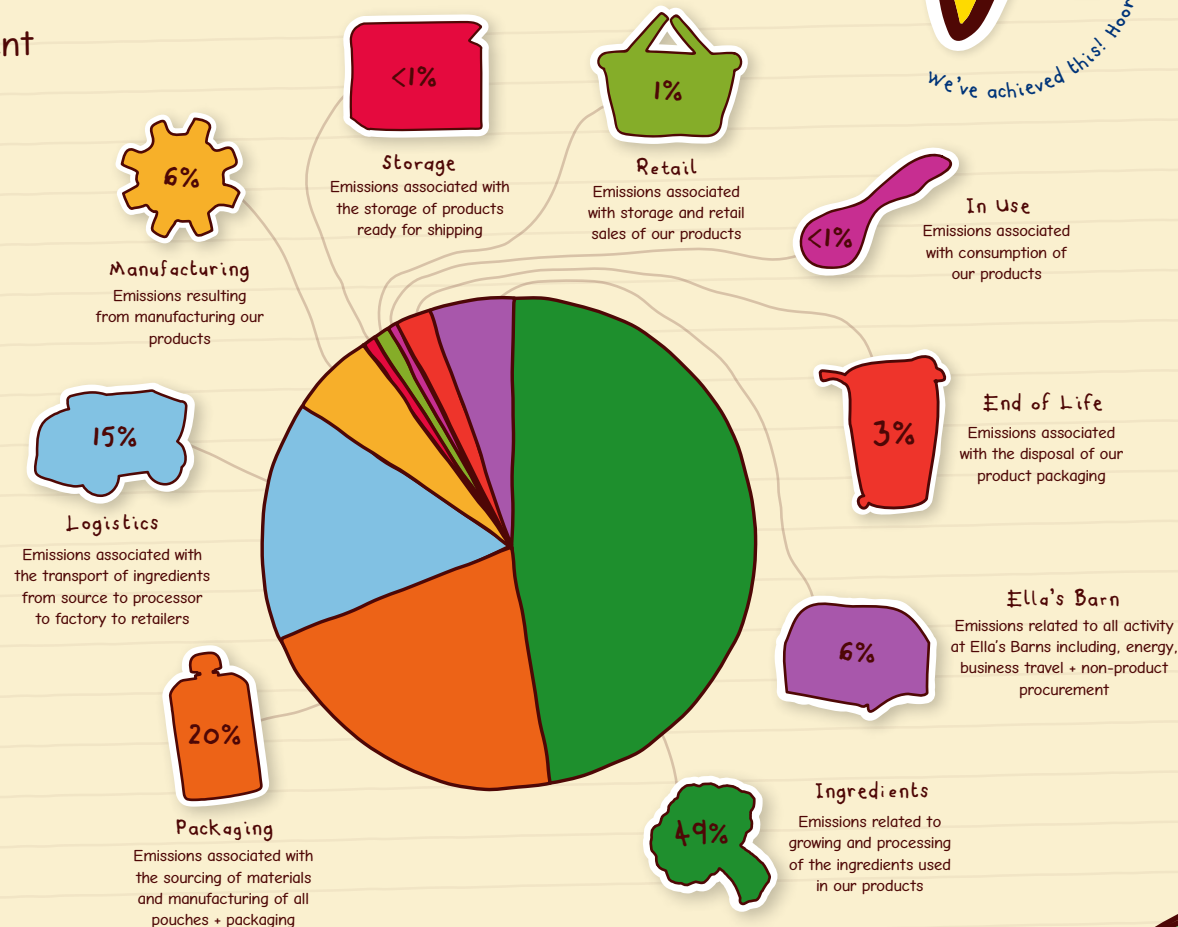
We're really proud to say that we have measured and are reporting on our impact right across all our value chain for FY19 – that's scope 1, 2 + 3 for the techy people. To do this we partnered with fellow B Corp - Carbon Analytics.

They used a special approach to calculate our carbon footprint based on financial data – this model is a lot more comprehensive as it captures the impact of our extended supply chains. This has given us a much more accurate reading than the last time we measured our emissions. This will now act as our baseline. The next step is to set our carbon reduction targets and build a roadmap towards net zero.

our FY19 Carbon Footprint breakdown!



We've achieved this! Hooray!



CARBON
ANALYTICS

Planet

Say hello to trees for life...

We're excited to be working towards net zero and as we build this plan we're really happy to be working with Trees for Life – an amazing conservation charity focused on rewilding the Scottish Highlands – to offset our residual emissions. We set up our own Ella's Kitchen Grove and planted 2,000 trees to offset the FY18 emissions from our Barns, including all our team's business travel. Another brilliant benefit to having our own Ella's Kitchen Grove is that we are encouraging our team to use it to manage their personal carbon footprints too.

I'm a pine marten!



"When you plant a tree with Trees for Life, you are doing so much more than offsetting your carbon footprint. You are helping to rewild an entire landscape. Trees provide important habitat for wildlife such as the red squirrel, pine marten, black grouse, otters, osprey and golden eagles. Not only that, our trees will likely be planted by our volunteers, some of whom join us from mental health charities who aim to bring people together in nature to improve their wellbeing".

Colin Mackenzie-Blackman,
Fundraising + Marketing Manager,
Trees for Life

Trees for Life

stuff we're going to do

- ☐ In December 2019 at COP25 in Madrid we joined over 500 other B Corps in declaring a climate emergency and committing to achieving net zero carbon emissions by 2030.
- ☐ Now that we have the data from our footprinting, we will be developing a plan for how we achieve net zero. We will explore setting science-based reduction targets and investigate potential organisations who could help us manage + mitigate our impact.
- ☐ Look out for our new Be Carbon Smart target next year!

We planted 2000 trees in 2019!

Planet

5. Think Water

We promised to measure water use in our supply chain and find ways to reduce it.

Our Ella's B the Change survey collects data on water use from our co-manufacturers and we use our clever Bananalytics tool to highlight to our partners how they measure up against their peers within their industry and sector.

We also looked at our water footprint as part of our measurement work with Carbon Analytics. This helped us to understand which ingredients have an especially high water footprint as well as how our co-manufacturers use water. We will use this data as well as our B the Change partner programme to start conversations about water and ensure it stays high on the agenda.

Closer to home, we've installed a range of water-saving measures at Ella's Barns including low-flushing toilets, timers in the showers and posters to remind our people to be careful with every drop.

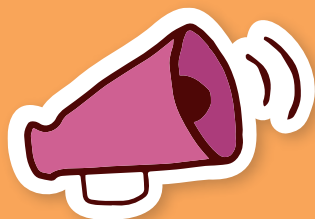


we're on track

stuff we're going to do

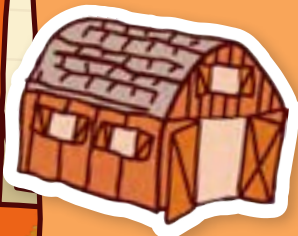
- In the coming year we'll be using insights from our B the Change survey to identify the key suppliers that fall below the industry benchmark for water use and start conversations about how they can be more efficient with water in their operations.

Planet



Being the
Change

Using our business
as a force for good



We're a small company with a big reach;
we have just 81 employees but we're
proud to be the number 1 baby food
brand in the UK. This makes our voice
one of the most powerful tools we have
– and we're using it to shout out loud
for positive change.



1. Help our Friends to 'B the Change'

We promised to confirm scope and roll out the 'B the Change' partner programme by June 2019.

We're super proud to be a B Corp but with a big value chain lots of our impact lies beyond our immediate control, and rests with the decisions of our partners and suppliers. So we have a responsibility to try to inspire them to make a difference through their business and operations.

That's why last year we launched a pilot project to get more of our partners thinking a little bit more like a B Corp by understanding more about their social + environmental impact. This involved sending our Ella's B the Change survey (a specially adapted version of the B Corp 'B Impact Assessment') to 15 partners, which asked them lots of questions about the way they do business.

As well as gathering lots of useful data to help us track and measure our own environmental footprint (like carbon emissions + water use), the survey sparked a chain reaction as our suppliers used the results to review their impacts and make improvements.

The pilot went well, so well in fact, that this year we expanded the programme to even more partners! These partners are from a wide range of industries all across our value chain, from IT services to co-manufacturers, logistics providers to creative agencies.



We've achieved this! Hooray!



stuff we're going to do

- We're really proud of what we've achieved so far. Next year we'll be making changes to our systems so all new key suppliers join our B the Change partner programme.
- We'll ask our partners to redo the survey every two years (depending on their size).



Take the survey

See how it works



Being the Change

How Ella's B The Change partner programme works

step 1

We send the Ella's B the Change survey to our key suppliers and partners (with questions tailored to their industry).



Step 2

Our partners complete a special set of questions which tells us how they are doing in the areas of Workers, Environment, Community and Governance. It also allows us to collect specific data on Ella's carbon footprint.

Step 3

We take a really good look at their results and create a personalised Ella's Report Card to show stuff they're doing well and stuff to improve.



Step 4

We have open + honest discussions on what to do next, make a plan together and keep an eye on their progress over time. Some of them might decide to go for full B Corp certification themselves!



Being the
Change

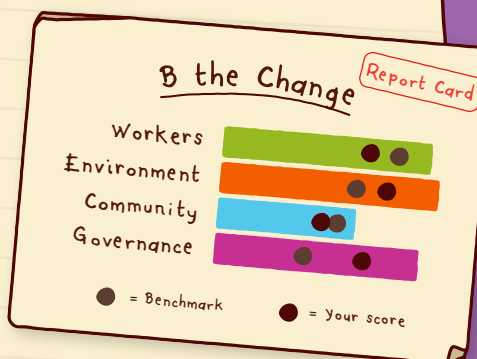
2. Keep getting better together

We promised to work closely with our friends in our value chain to help them measure what matters and improve their environmental + social performance.

As well as helping our partners measure their impact, we're helping them to get better too. We make bespoke Ella's Report Cards for each partner, based on the results from their B the Change survey. These include ideas and suggestions on how to do business in a way that's friendlier to people + planet. Many of our partners are in the first stages of their sustainability journey, so the Report Cards are great for sparking a new way of thinking. They are also really useful because each report benchmarks their social and environmental performance against both other B Corps and other businesses in their sector and industry.

So far we've sent out 15 Report Cards to our partners, with more on the way in FY20. The Report Cards have enabled us to have open + honest conversations about social + environmental topics with our partners - nudging them to make little (and sometimes big) improvements. Most importantly, some of our partners have told us that the whole process has changed their mindset, which is positively impacting the way they run their whole business. Even the ones who were already doing a lot have loved our ideas for where they could do more.

We've received some amazing feedback from our partners about how they're using the Ella's B the Change survey and Report Cards within their organisations to influence change.



we're on track



stuff we're going to do

- ☐ We will send out more Report Cards to our partners in FY20, while working to improve the cards to make sure they are as clear, useful and effective as possible.
- ☐ We want to keep up the momentum and make sure that the work we are doing will translate to real action from our partners in the future.
- ☐ Also, importantly where our partners are doing reeeally well we'll be encouraging them to become fully fledged B Corps themselves!

Check out the feedback!

Being the Change

What our partners say...

about our 'B the Change' partner

IT
Service
Partner



"We found Ella's B the Change survey really helpful and informative. As a direct result of taking part, we've become more aware of the impact we're having as a business and have used the insights to make changes to our Ethical Trading, Environmental and CSR policies. The survey gave us a chance to step back and consider our impact as a whole. Having reviewed our performance, we're pleased to say that becoming a certified B Corp is something we're committed to working towards."

They
want to become
a B Corp,
Yippee!

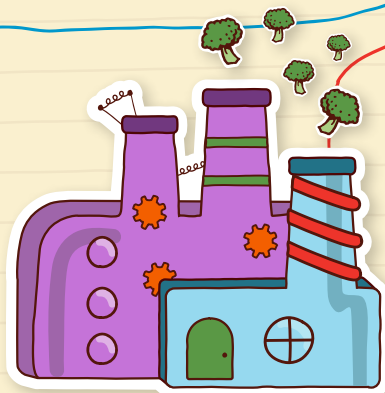
"The results of the survey have helped us to consider where we can drive more positive behaviours, and we are actively applying the insights we have gained at a Board level, using them to shape our new sustainability plan and community and diversity standards. It has also encouraged us to look beyond our own four walls and engage with our clients in creating a more sustainable future together."

Supply
Chain
Partner



"We were already measuring some elements of our social and environmental impact, but Ella's B the Change survey showed us how we were performing across lots of different areas as well as benchmarking against manufacturers of a similar size. As a result, we're looking at both long and short-term improvements in the way we use renewable energy, how we work with local suppliers and how we report on our own impact."

Co-Manufacturing
Partner



Being the
Change

3. Bang the drum

We promised to support and raise awareness of the B Corp movement.



"Ella's Kitchen has inspired me to look very differently at how we run our business. B Corp has completely changed my outlook on the impact we have and the change we could make. I'm proud to say that we became a B Corp in November 2018 and we've never looked back. We wouldn't be where we are now without Mark and the amazing Ella's team."

Xavier Rees, CEO Havas London



Businesses

This year, we've been busy! We've attended more than 40 events related to B Corp or to talk about the B Corp movement. From sharing with other brands to speaking at big conferences, mentoring new members and holding individual meetings with CEOs and boards of directors, our team is always willing to talk about B Corp to anyone who will listen... try stopping us! The ultimate win is when one of them decides to certify as a B Corp, like our creative agency Havas did last year.

The B Corp movement is growing and growing and we want to do all we can to help lead that growth in the UK. This means going out and talking about B Corp to fellow businesses, suppliers, parents + carers... in other words, everyone we meet!

Consumers

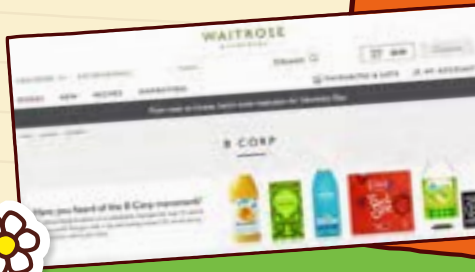
Shopping for brilliant B Corp products got easier this year with the launch of Waitrose's online B Corp shop in February. We were part of a group of brands that worked with Waitrose behind the scenes to make this happen. Psssst, more online retailers will soon be doing this too – keep your eyes peeled!



we're on track

Barners

We do lots to make sure everyone on our team feels part of the B Corp family. We invite friends from other B Corps to come and join us at company lunches to bring stories and inspiration from around the network. During B Corp month we ran a lot of activities in the Barns like 'Live your day the B Corp way' by showing our team how they could #buygoodbuybcorp by swapping their normal household items with some from the B Corp family.




Stuff we're going to do

- ☐ Lots of B Corps have contacted us to find out more about how we set up our B the Change partner programme.
- ☐ We'll be having conversations with them in FY20 to share our learnings as we continue to raise awareness of B Corp in every way we can.



Being the Change



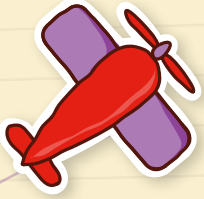
We'd love to hear from you!



We're fully committed to the Good Stuff We Do and we know we face lots of challenges on our journey to 2024. We reeeally want to collaborate with lots of friends + partners to deliver our Mission, make our Dream come true and always have the most positive impact we can.



If you have any questions or feedback, or if you think you can help us in some way, we'd love to hear from you!






Please pop us an email: goodstuff@ellaskitchen.co.uk



Click here to get in touch!

Thanks for reading our report!



Ella's kitchen

www.ellaskitchen.co.uk

