

the good stuff we do

2022



contents



welcome

- 3 hello + welcome
- 4 a note from mark
- 6 our strategy
- 7 our highlights
- 8 meet the incredibellies



good for tiny tummies

- 9 introduction
- 10 our product
- 12 helping little ones
- 14 using our voice



good to the planet

- 17 introduction
- 18 our BIG pledge
- 19 race to zero
- 21 carbon footprint
- 23 restore, rewild + protect
- 24 our packaging
- 27 preventing food waste
- 28 animal welfare



good business

- 29 introduction
- 30 next stop... 100
- 31 helping business be better
- 32 being the change
- 34 helping our people grow



what next

- 37 what next
- 37 we'd love to hear from you

click to jump
to a page!



hello + welcome

Welcome to our social + environmental impact report or, as we prefer to call it, **The 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 about what we've been up to over the past year. We've been working our socks off to be the best business we can be, but know we can always be better.

You can also find up to date information on all the Good Stuff We Do on our website ellaskitchen.co.uk

We hope you enjoy reading!

ready to read
about lots + lots
of **reeeeally**
good stuff?!
...let's go!



**legal
stuff**



The information and data in this report refers to the legal entity Ella's Kitchen (Brands) Ltd. The report covers the period from July 2021 to June 2022 but we've also included lots of information and stuff we have been up to which goes well beyond this period + into our FY23 - 1st July 2022 to... well now, so you have the most up-to-date picture of everything we have been working on.



a note from Mark...

There's no doubt that 2022 was a challenging year. We saw the country emerge from the pandemic, only to be hit by a cost-of-living crisis and the ongoing challenges of both Brexit and the climate emergency.

But the Ella's Kitchen team met those challenges head on – working together to innovate and create new initiatives and partnerships designed to help us achieve our vision of a world in which **every little one grows up happy, healthy + never hungry.**



head of Ella's

hi, I'm Mark!

peas to meet you!

As part of this work, and in recognition that good business has a huge part to play in making the world a better place, we've now got more B Corps partners than ever before. And I'd like to think we'll see more of our partners join us on the journey soon.

We have also ramped up support for our long-standing food bank and charity partners across the country - **with the donation of more than 600,000 pouches to help support families struggling with food insecurity and the cost of living crisis.**

We have continued to make progress on our BIG Pledge to Little People, with the development of our first ever FULLY recyclable spouted pouch and the approval of new, ambitious, science-based targets to help us achieve our goal of being Net Zero by 2030.

These science-based targets are just the first step in our plans to lead the way on climate action and protect the planet for future generations. This is something we strongly encourage all businesses to place at the heart of their own strategies – and which will see us launch some exciting new projects in the months to come.

Of course we can't forget perhaps our proudest moment of 2022: the launch of our sensory food play campaign. **With 1 in 4 children living with overweight or obesity by the time they enter primary school,** and with Government interventions few and far between, we launched a campaign designed to get more little ones eating their fruit + veg. Armed with our **Eat. Play. Love policy paper**, the Ella's team descended on Parliament - turning the Churchill Room more colourful + veg-filled than ever before. Then we mobilised thousands of families across the UK to write to their MP all about the benefits of sensory food play. There's lots more to do, but we're off to a flying start, and ready to continue "raisin support" for fruit + veg while being a loud advocate for the under 5s.



to be continued...



meanwhile...

All of this fantastic work would not be possible without the people that make up the Ella's team, and that's why we have been so focused on making sure Ella's Kitchen is the best place for people to work.

Since the pandemic, we have seen significant changes in our working patterns and all of us have reflected on what a proper work life balance really means. I'm proud that we've supported this change with several initiatives designed to maintain our culture, while also offering our people the right level of flexibility to make work 'work' for them. We have focused on connection with team trips + away days to bring our people together, as well as continued focus on learning and development.

This year, I am particularly proud that the first cohort of mentors and mentees have completed the Cath Empringham Working Mums Programme which has seen our people **helping other parents and carers with their own career journeys**.



we're taking action!



As we look ahead, it is important that we continue to build on all these successes. That's why we've set three key targets to help guide us in 2023:

- 1 We want the Government to ensure that **every child has access to sensory food play** in the early years.
- 2 We will continue to deliver our BIG Pledge to little people by **taking action on climate change**.
- 3 We will champion better business, and use **business as a force for good**.

In our 2021 report, I said that it's not numbers that make me happy: it's the connections we make, and **the progress we take towards protecting the planet**. That statement is as true now as it was then and it's safe to say, as I look back on 2022, that there has been a lot to be happy about.

With 2023 already well underway, I'm looking forward to creating more connections with our community, our people, and the planet, and to keeping up the momentum to **make the world a better place for future generations**. I can't wait to update you.

Mark 
(head of Ella's)



our strategy



Our Good Stuff We Do Strategy ensures we can be really focused on the things we believe will have the **biggest impact** on both delivering our **mission** and **protecting the planet for future generations**.



1 good for tiny tummies

Our Mission is to improve children's lives through developing healthy relationships with food.



With 1 in 4 children starting school living with either **overweight or obesity**, something clearly isn't working when it comes to early years nutrition.

We have always known that it's not enough to just make yummy products.

So we are committed to continuing to actively **campaign and lobby on issues which impact the health of the under fives** so that we can positively impact more little ones, for good.

2 good for the planet

We're committed to creating a healthier planet. In 2019 we joined over 500 other B Corps in committing to be net zero.

Climate change is the most pressing issue of our time. Our planet is crying out for help, and we have to save it.

If we do nothing, we are heading for a world that could be **over 4 degrees warmer by 2100**, and with it will come a planet that is unrecognisable from the one we inhabit today.

The race is on – if we do not act now then we risk leaving it too late to protect the health of our planet for our little ones.



3 good business

We're proud to be a **Certified B Corp**, which means considering the impact of our decisions on our workers, customers, suppliers, community and the environment.



Our B Corp certification helps us understand what we are good at but more importantly helps us **identify how we can improve our impact** – from how we can lower our carbon footprint, to how we can be more inclusive at Ella's barns.

We believe that if every business became a B Corp, **the world would be a much better place**, so that's why we are working our socks off to get more people to join us on the journey.



our highlights



1

set science based targets

to take action on Climate Change and reduce our environmental footprint

2

launched eat • play • love

our campaign to get kids eating more fruit and veggies, using sensory food play

3

donated over 600,000 pouches

to our amazing foodbank partners to help vulnerable families + little ones around the UK and beyond



4

partnered with our B Corp friends

Pukka, Lily's Kitchen and Cook to launch our new employee mentoring scheme



5

supported the Better Business Act

by attending a day in Parliament



6

launched our first fully recyclable pouch

...with lots more coming soon



meet the....

Find out more at
incredibellies.com

Incredi-bellies

it's no
ordinary
belly... it's an
Incredi-belly!

With every spoonful of Ella's, your little one is helping us do something incredible.

From reducing our carbon footprint, to donating pouches to our amazing charity partners, or even campaigning to raise our voice for the under-fives, that little tummy is helping Ella's Kitchen fulfil our dreams for a better world.

Keep reading to discover how Ella's Kitchen is working every day to be a better business, so your incredi-belly can grow up in a healthy, happy world.



good for tiny tummies

standing up for the under-fives!

why the early years?

Evidence shows that the **'early years'** (the period from the start of weaning to age 5) can help **lay the foundations for a life-long healthy relationship with food** and all the associated **long-term health benefits**.



From day one, our Mission has been to improve children's lives through developing healthy relationships with food.



We passionately believe that a healthy relationship with food is both extremely important to a child's overall potential as well as being a fundamental right.

Today more than 1 in 4 children in England are starting primary school either living with overweight or obesity with this figure rising to 1 in 3 by the time they reach secondary education.

These figures are at an all-time high with **obesity rates amongst 4 and 5-year-olds rising by 10% from 2019 to 2021**,

with many experts pointing to the Covid-19 lockdowns as a factor that increased inequality, reduced access to fruit and vegetables and had an impact on children's physical activity and education.

Despite the overwhelming evidence around the importance of the early years in setting healthy habits, we are not getting it right.

Although the Government's recently published Food Strategy recognises that early childhood experiences have far-reaching implications for later in life, it failed to offer policy interventions targeting the early years and implement many of the recommendations of the independent National Food Strategy.

As the UK's number 1 baby food brand, we know we have a really important role to play in being the champion for the under-fives.

That's why we have and always will actively campaign and lobby on issues relating to early childhood nutrition and partner with organisations and experts who share our commitment to helping little ones grow up happy and healthy.



our product

Good food really is at the heart of **everything** we do at Ella's Kitchen. We only use the **best quality ingredients, carefully sourced**.

We pride ourselves on developing the **fastiest recipes**; always thinking hard about how to excite tiny taste buds and pack our foods full of **positive nutrition** that is just right for **little people**.

Here are the **top 5 things** that guide us when creating food for little ones:



1 always best for tiny tummies

Our nutritional guidelines go beyond baby food legislation which cover portion size, calories, fat, sugar and salt at each age + stage to deliver appropriate nutrition for little ones.

- We aim to achieve levels of sugar that are no more than 22.5g sugar per 100g (which is the red traffic light threshold). In certain products, our priority is to maintain a safe texture, therefore sugar levels maybe slightly higher than this in which case we will aim to have 10% less sugar than the market average.
- We set product category specific targets that aim to be best in class for salt + sugar for all our new product developments.
- We're always trying to reduce our average sugar content in our stage 1 fruit, veg and fruit/veg blend products by launching NPD which is 10% lower in sugar.



3 from our kitchen to yours

We try as much as possible to use ingredients that are recognisable kitchen + store cupboard staples. We have a strict ingredients list that we stick to when creating our yummy recipes or introducing a new ingredient.

Sometimes there is an opportunity to introduce a more unusual ingredient to achieve an exciting texture or make our products more nutritious, but we always consider the pros and cons of every new option before bringing it into our range.



only herbs, spice + everything nice!



2 taste matters

We want every little one to enjoy the food that they eat, so we work really hard to make sure our range is tasty for tiny tastebuds.

- We make sure our foods taste naturally of their ingredients without being bland.
- We are making our foods less sweet by reducing fruit content in savoury meals.
- We never add salt or use ingredients where salt is not technically required.
- We add taste twists using herbs + spices + more unusual veg as this is all part of the experience for little ones on their weaning journey!



to be continued...

meanwhile...

4 aids development

learning our
A, B peas!



We work really hard to make sure our range supports little ones' physical and cognitive development during the weaning period, which is around 6-12 months.

- We've developed a range of 'play + learn' baby finger food that take little ones on a journey to develop their fine motor skills. From around 6 months they can grab a melty puff or at 10 months pick up a puff pop!
- This year we also worked closely with a speech and language therapist, an expert in the fine motor skills associated with eating and self-feeding. This work enabled us to continue refining our texture journey in line with little ones' developmental needs. For example, we improved our 7-month meals by introducing two distinctive texture journeys – finely mashed and chunky mash!



5 the power of play!

We don't believe that playtime should stop when little ones sit up in their highchairs. Studies have shown that play is the way in which little ones learn about the world and food is no different.

We believe in making mealtimes fun and sensorial so that little ones enjoy the experience. Enjoyment is the key to a healthy relationship with food for little ones.

We have worked closely with Leeds University and Flavour School to review the evidence around sensory food education and improve our understanding of how play + the senses impact relationships with food – we have used this to launch **eat • play • love** which is all about promoting the importance of sensory food play and the positive impact this can have on little ones long term health.



what we've been up to....



we know that diets and what we eat has an impact on the planet.

So as part of our BIG Pledge to Little People and taking action on Climate Change we are looking at what changes we can make to our products.

From the ingredients we use, to how they are made, through to the packaging – we try and ensure that they are as Good for tiny tummies and as Good for the Planet as they can be.



we promised to remove palm oil from our Baby Biscuits by 2021.

However, unfortunately this got delayed due to lack of sunflower oil around the world, impacted by the war in Ukraine.

We are still committed to getting there and now supply is improving, we are aiming to be palm oil free by 2023.

our expert nutritionist Claire was voted 'Nutritionist of the Year 2021' at the Food and Drink Federation Awards.

Well done Claire!



helping little ones everywhere



We know that the cost-of-living crisis is leaving many households struggling.



Rising energy bills and cost of food has meant that many families are significantly worse off than they were a year ago.

Because of this there is a real risk that the most vulnerable families and children across the UK will be pushed further into poverty.

We recognise that we can't solve the cost-of-living crisis, but we do want to ensure that we are doing all we can by working with our partners to support families + little ones both in our local community and further afield.



Home Start

Closer to our barns, we continued to partner with our local **Home Start – Home Start Reading**. Home Start is a local community network of trained volunteers who help and support families with young children through challenging times.

**HOME
START**
Reading

Home Start volunteers join parents inside or outside of their home to help them deal with the stresses and strains of life and make sure they have the skills, strength, and confidence to care for their children. They also provide group support, day trips, access local services, and Christmas parties for families that need a little bit of extra help.

Over the year, our support has helped them to provide support for almost 100 families in Reading, many of whom are being impacted dramatically by the cost-of-living crisis.

everything yummy in a tummy

We are proud to partner with some amazing food banks **His Church**, **The Company Shop Group** and **FareShare**.



They work really hard distributing meals and food parcels all over the UK. At a time when many families are struggling, the support food banks offer can literally mean the difference eating and not eating.

**COMPANY
SHOP
GROUP**

HIS

FareShare
fighting hunger, tackling food waste

“ We are delighted to have grown our partnership with **Ella's Kitchen** – their range of food ensures that the communities we serve have access to healthy and tasty food for the children in their household.

In the half-term holidays, we worked in partnership to deliver several pop-up pantries and were able to offer a range of food from **Ella's Kitchen** to those families whose children would normally receive a free school meal.”

Charlotte Slack

Head of Partnerships, Community Shop

to be continued...

meanwhile...

supporting Ukraine

Like everyone, we were shocked when war broke out in Ukraine and we saw images of families and children having to flee their country.

We were proud to be able to support charities + organisations such as the **Disaster Emergency Committee's Ukraine Appeal** as well as donating over 150,000 products through **His Church** and **The Packed with Hope Project**.



The Packed for Hope Project saw several businesses, including our B Corp friends Finisterre, donate essential items like food + drink, toothbrushes and hats + gloves as well as items to help offer comfort like storybooks, colouring pencils, insulated flasks and puzzles. The items were then made up into backpacks which were distributed to the children fleeing the conflict.

From June 2021 to June 2022, we donated over 633,000 pouches to help little ones, including 150,000 pouches to support families in Ukraine.



Ella's explorers on the farm

With us having to pause our Ella's Explorers on the farm trips for the last 2 years due to the pandemic, we have been super excited get back down on the farm!

The trips give little ones from local schools and nurseries in and around Reading the chance to spend a day exploring, getting to meet the animals and taste some yummy seasonal fruit and veg.



It's a chance for little ones to learn all about where food comes from using all their senses – and have lots of fun!

This year working with our friends Rushall Farm and The Five a Day Market Garden we welcomed another 1,000 little ones from 20 schools for a day of discovery and smiles.

This means in total over 11,000 children have now taken part since the trips began in 2010!

Over 11,000
little ones
have taken part in
Ella's Explorers
on the Farm!



using our voice for good

We know that if we want to deliver Our Mission, positively impact little ones' health and help improve early childhood nutrition then we need to do more than just make our yummy products.

That's why we also actively campaign and lobby on issues that impact the health of the under-fives.

From Averting A Recipe For Disaster to our Veg for Victory campaign we are committed to being 'little ones' lobbyists' and doing all we can to influence government, industry and our local community to promote better nutrition for little ones and help make future generations that little bit healthier.



to be continued...

meanwhile...

This year we launched **eat • play • love**, which is all about the power sensory food play can have on little ones' long-term health.

This year we commissioned a systematic review into **educational sensory food play** which was conducted by Professor Marion Hetherington from Leeds University and Dr. Nick Wilkinson from Flavour School – two of the UK's leading experts in sensory food play.



Professor Marion Hetherington
University of Leeds



Dr Nick Wilkinson
Co-founder,
Flavour School

The review looked at every peer reviewed study conducted into sensory food play, where real food was used (instead of just pictures or models) and summarised the results.

Find out more in our **policy paper** here



We are calling on the **Government** to make sure **every child** has access to **sensory food play** in all early years educational settings!



As a result there were three key findings:

- 1 Sensory food play in the early years can help **improve a child's willingness to try new food** they otherwise might not
- 2 It can expand the range of vegetables and fruits children know and like, which is a prerequisite to increasing the variety and intake of these healthy foods. Therefore, it has the clear potential to **increase the amount of fruit and vegetables children eat**, for the long term
- 3 **Sensory food play is remedial** – meaning this it is likely to provide most benefit for those children who have either not had access to, or are less accepting of, fruit and vegetables. This means that sensory interventions are particularly beneficial for little ones from less affluent backgrounds, who not only tend to eat less fruit and vegetables but also have the least access to them.

We want every little one **playing with their with food**.

We do also want the government to do more to ensure that every child has access to sensory food play through providing guidance, targeted funding and ultimately enhancing the early years curriculum.

That's why we have launched **eat • play • love!**



to be continued...

meanwhile...

what are Ella's doing?

We are stepping things up by supporting a number of projects that will bring sensory food play to children across the UK. It's time to **get serious about playing with food!**

We believe that it shouldn't just be up to Government, and that businesses should be a force for good. That's why we're making the following commitments as part of this campaign to support sensory food play in early years settings.

What we need Government to do

- 1 **Amend** the Early Years Foundation Stage Framework
- 2 **Support** early years practitioners by providing Department for Education approved guidance on how to carry out sensory food play lessons in early years settings
- 3 Provide ring-fenced **funding** for sensory food play in less affluent early years settings



1 supporting research

Continue working with and supporting Flavour School towards its mission to deliver sensory play around the country.

2 developing lesson plans

Working with Flavour School and the Early Years Alliance to develop age appropriate lesson plans to support early years practitioners to deliver effective sensory food education in a variety of settings.

3 funding pilots

Funding Flavour School and the Early Years Alliance to pilot sensory food education in a diverse range of early years environments.



4 developing play at home materials

Working with Flavour School and other partners to create early access sensory play materials for parents to use at home.



5 the Eat Play Love truck

From 2023 onwards, Ella's will be taking sensory food play on the road, rolling out practical lessons and delivering materials to nurseries and other early years settings. Based on the idea of mobile library, but stocked with healthy fresh vegetables instead of books the Eat Play Love truck will be in tour at least throughout the next academic year across the UK.



good for the planet



we can make
the world a
better place

Climate change is the biggest challenge we face. From the rising temperatures of our oceans and the melting ice caps, to the wildfires and extreme weather we are seeing around the world. If we don't act now, we are heading for a world that could be over 4 degrees warmer by 2100 which will result in a planet totally different from the one we know now.

Alongside this commitment, we are working hard on a new packaging strategy to make 100% of our pouches lighter, recyclable at kerbside and contain a minimum of 30% recycled content by 2030.

This is a big challenge, but we are not backing down and will **do everything we can to reach this goal.**

We have always put the health and wellbeing of little ones at the heart of what we do, and this includes investing in their future. The planet is our home, and we must look after it so that little ones tomorrow can have what we have today.

That's why we
launched our
**BIG Pledge to
Little People**
which is up next!



our BIG PLEDGE — TO — LITTLE PEOPLE

Our pledge is to do what we can to drive real action towards protecting the world for future generations.

we promise....

1



to be **net zero**
by 2030

2



to **reduce our emissions**
by setting + delivering
externally approved science-
based targets for direct and
indirect emissions across
Scopes 1, 2 and 3 as defined by
the GHG Protocol

3



to **help restore,
rewild and protect**
the ecosystems on which we
all rely



bee-cause
we care!



1

race to zero



At Ella's Kitchen we are committed to working towards reaching net zero greenhouse gas emissions + this year we became **the first baby food brand in the world to set science-based targets** which have been approved by Science Based Targets Initiative (SBTi).

Our SBT set out how we must work to make changes to reduce the Greenhouse Gas Emissions across our value chain – from the ingredients we use, to our packaging, and the energy we use at our manufacturers and at our head office.

Our targets, which aim to deliver absolute reductions across Scopes 1, 2 and 3 as defined by the GHG protocol, are as follows:

Scope 1 and 2

Reduce absolute Scope 1 and 2 GHG emissions by 100% by 2030 from a 2018-2019 baseline.

Scope 3

Reduce absolute Scope 3 GHG emissions by 28% by 2030 from a 2018-2019 baseline.

To deliver our SBT we will need to work closely with our suppliers and partners to identify opportunities so we can make informed decisions to deliver change to how we do business. As well as this we hope to encourage our suppliers + partners to set their own SBT and develop their own Climate Action Plans.



to be continued...

1 what's next....



In 2021, the Science Based Target initiative (SBTi) released the world's first **Net Zero** standard. Under the new SBTi guidance, all businesses are required to set a 'Near-term SBT' and 'Long-term SBT' in order to achieve Net Zero.

what are near term SBT's



A Near-Term SBT are **reduction targets** which are set to be delivered within 5-10 years, (our Near-Term target takes us to 2030) whereas a Long-term SBT go beyond this and indicate the degree of emission reductions companies need to ultimately reach to achieve Net Zero under the Standard's criteria. To align to the SBTi standard this will require an emissions reduction of at least 90% to reach Net Zero and must be achieved no later than 2050. After a company has achieved this **90% reduction in emissions**, the remaining 10% of residual emissions can then be abated using credible offsets. Crucially, under the SBTi Standard, a company cannot claim to have reached Net Zero until its long-term SBT is achieved across the company's entire value chain.

NET ZERO

what does this mean for Ella's

While we recognise the importance of working hard to develop projects and initiatives to deliver our Near-Term Science Based Target, we also need to ensure we are thinking longer term and continuing to understand the new SBTi Net Zero standard, as well as other new and emerging net zero and carbon standards out there. To do this we plan to continue to work with our partners and experts, to help us identify the right approach for our business. This will in turn help us to continue to build a strategy focused on action, and deliver real change in line with our **BIG Pledge to Little People**.

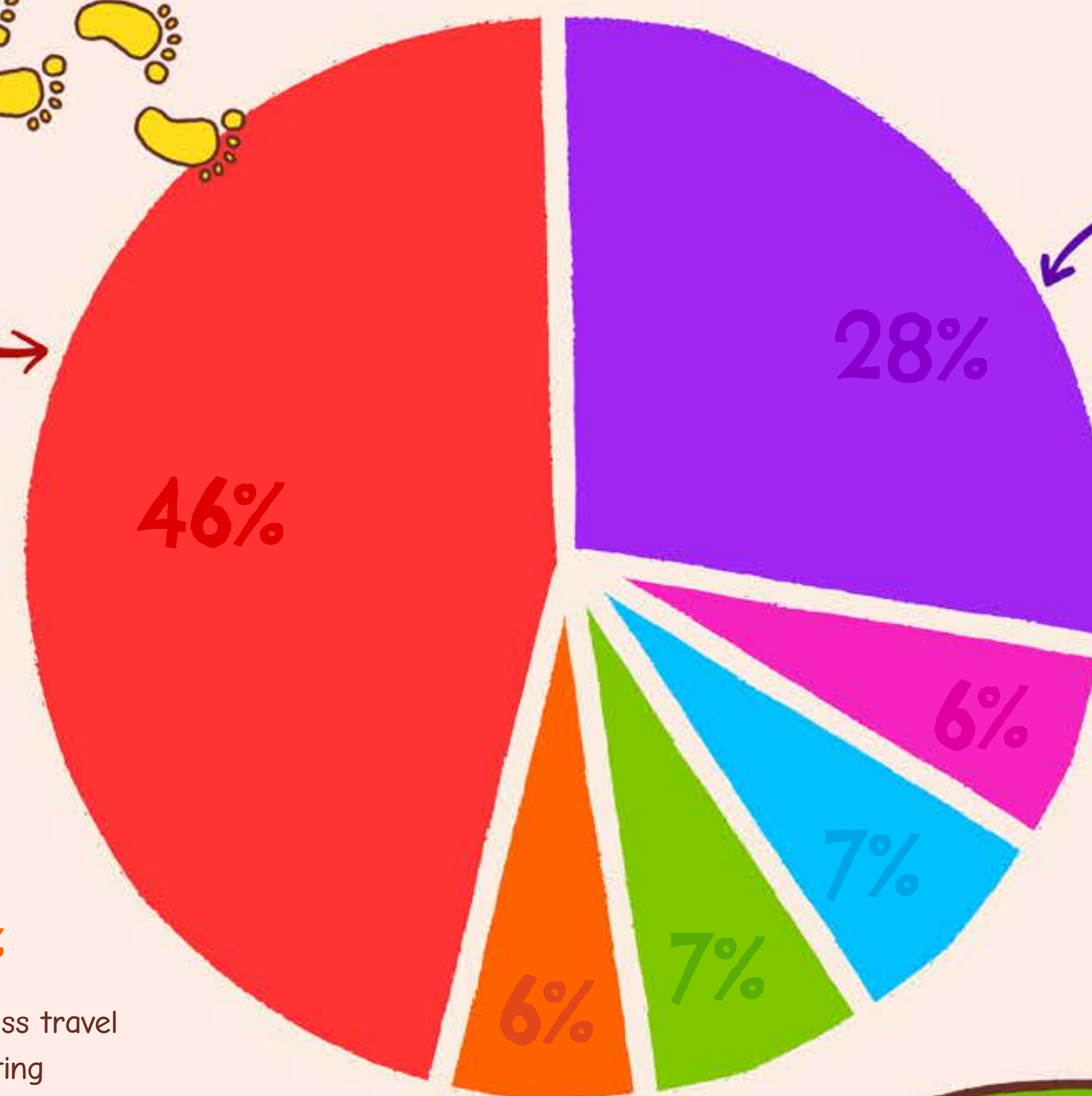
e=LO



our FY22 carbon footprint breakdown

This year we re-calculated our carbon footprint, looking at our impact from the farm to the highchair... and beyond...

This means we consider everything from the way all our yummy ingredients are produced, all the way through to how little ones enjoy our products.



ingredients: 46%

Ingredients make up nearly 50% of our entire carbon footprint, so a key part of our reduction strategy will be looking at our product development, and also understanding more about the impact of our ingredients from our suppliers.



Ella's Barn: 6%

Other PG&S, business travel
+ employee commuting



packaging: 28%

Packaging makes up 28% of our footprint. We are working on making our packaging fully recyclable at kerbside (see page 24) but we also need to look at how we can get more recycled + renewable content into our packaging to help reduce the impact it has on the planet.



manufacturing: 6%

Emissions resulting from manufacturing our products



transportation: 7%

Emissions associated with the transport of ingredients from source to processor to factory to retailers



using the product: 7%

Emissions associated with consumption of our products



to be continued...

Reducing our footprint

The table below shows the breakdown of our carbon footprint by Greenhouse Gas Scope and the % change for FY21 versus our FY19 baseline. As part of our BIG Pledge we will continue to measure + report our footprint, so we can track how we are progressing against reducing our emission + delivering our Science Based Targets.

	FY19	FY 21	% change	what's changed...
Scope 1	25tCO2e	24tCO2e	-4%	Reduction in oil use at head office Covid-19. As part of our SBT we will be looking at how we can move away from oil to cleaner energy sources.
Scope 2	20tCO2e	0tCO2e*	-100%	🌱 We switched to 100% renewable electricity at the barns!... Yippee 🌱
Scope 3	32,323tCO2e	30,096tCO2e	-7%	This is largely attributed to a change in methodology. But we also saw reductions in both our employee commuting -34% and business travel -99% however both of these were as a result of the Covid-19 Pandemic + our team working from home.
Total Scope 1, 2 (Market-based) + 3	32,368tCO2e	30,119.7tCO2e	-7%	

tCO2e = tonnes (t) of carbon dioxide (CO2) equivalent (e).

*electricity market based

restore, rewild + protect

helping give nature a home

We're super proud to work with our amazing conservation partners **Trees for Life** and **World Land Trust** who are helping us to deliver our commitment to restore, rewild and protect the planet for future generations as part of our **BIG Pledge to Little People...**



working to
**protect an
area of
rainforest**
which is home
to 15,000 trees

Trees for Life

Trees for Life is a UK rewilding charity + one of Ella's Kitchen's key conservation partners. Through its tree planting projects, Trees for Life provide an important habitat for wildlife – including red squirrel, pine marten, black grouse, otters, osprey and golden eagles – as well as enabling vital carbon capture from our environment. We even set up our own Ella's Kitchen Grove and to date, we have now planted over **6,900 trees!** Another brilliant benefit of having our own Ella's Kitchen Grove is that we can encourage our teams to use it to manage their personal carbon footprint too.

turning black friday green!

This year, we turned Black Friday Green and donated all profits from our online sales from Black Friday to Cyber Monday to Trees for Life. Our donation helps to ensure the charity can continue its vital work to protect the habitats of thousands of species and regenerate the forests for the future.



we have now
planted over
6,900
trees!



We are also proud to continue our work with our international conservation partner the World Land Trust are helping them to protect and restore threatened rainforests in the Nangaritza valley in Ecuador, a country where 80% of the tropical rainforest has already been destroyed. Together, we are working to protect an area of rainforest which is **home to 15,000 trees** as well as critically endangered animals such as the jaguar, spectacled bear and ocelot. At Ella's Kitchen, we are proud to be working with World Land Trust to **help look after one of the most biodiverse places** on Planet Earth.

our packaging



There are lots of good things about pouches. They're lightweight and low impact to manufacture and transport. They are clean, hygienic and safe for little ones. But not being widely recyclable has always been our biggest challenge. When it comes to solving big problems like this, we know two heads are better than one. Even better if it's three heads, or 30... or 100!

That's why we're working really closely with our partners, other brands and packaging and recycling experts to help us make the right decisions when it comes to delivering packaging which ensures our products are both good for tiny tummies and the planet.



a recyclable pouch...

In 2019 we set a target for all our packaging to be widely recycled by 2024. When we set this target, we always knew it was going to be a challenge, as we were dependent on both technical developments in the laminate material we use for our pouches, as well as changes to be made to the UK's recycling infrastructure.

The BIG NEWS this year is that a fully recyclable Monomaterial PP pouch has now been developed. Monomaterial pouches (which is a fancy way of saying it's made of just one material) are technically easier to recycle than the combination of plastic and / or aluminium in our current pouches, and the new pouch has been shown to successfully go through the existing UK recycling system – collected, sorted and recycled. Also because they are a single material and don't contain aluminium studies show they have a smaller carbon footprint than our existing pouches. Packaging makes up 28% of our entire carbon footprint and as part of our BIG Pledge to Little People and delivering our Science Based Targets (see pg. 18) moving to monomaterial packaging that can be easily recycled will play a big part in helping reduce our carbon emissions and the footprint we have on the world. As well as moving to a monomaterial we also want to go further to reduce the impact of our pouches by incorporating recycled or renewable content into the material we use – although we know for this to happen, we need material which is food contact safe + readily available.

We're excited to have launched our first fully recyclable pouch into UK stores in May 2023 **and have committed to move our entire pasteurised range to be in this new pouch by the end of 2024.** Moving all of our pasteurised pouches to monomaterial will be a BIG leap forward in achieving our recycling target as **it will mean nearly 75% of all our pouches will be fully recyclable at kerbside in the UK...** but there is still work to do! At present monomaterial pouches are only available on our from 4m+ pasteurised products and finding a solution for our 7m+ and 12M+ pouches will take a little longer due to the cooking process being different and more pressure being put on the material... so we will be continuing to speak to our packaging manufacturers and exploring potential solutions for how we can get there.



to be continued...

meanwhile...

working together to change the system...

One of the biggest barriers to making flexible packaging like pouches, snack packs + wrappers widely recycled is being able to collect and sort them at our doorstep. The recyclable pouches developed will carry the OPRL logo 'Cap on' recycling message – as to be successfully, sorted + detected for recycling they need the 'cap-on', as the cap provides the weight needed for it to be detected and separated into the relevant recycling stream.

For other flexible packaging like non-spouted pouches, snack wrappers + packs to be successfully collected, sorted and recycled, it requires a bigger shift in the recycling system and this can only happen through collaboration + working together.



the Flexible Packaging Consortium

That's why we're proud to have worked with Nestle, Mars, Taylor's of Harrogate, and recycling experts SUEZ to form the **Flexible Packaging Consortium**. Working together we explored opportunities for how all flexible packaging can be widely collected and recycled, with the outputs of this work informing the report: Mapping the Value Chain for Flexible Plastic Packaging in the UK – which was presented to DEFRA (Department for Environment Food & Rural Affairs) and the UK Plastics Pact as part of the Government Waste reforms. We're proud that having previously not considered flexible packaging within their waste reforms, the government has announced the introduction of recyclable plastic film and flexible packaging collections for households across the UK by March 2027, as part of their response to the Extended Producer Responsibility for packaging consultation.



there's still more work to do!

Although this is really positive news, we know more work is required to understand the practicalities around how all flexible packaging can be best collected, sorted + recycled. As part of supporting these continued efforts, we are proud to be members of the **Flexible Packaging Fund (FPF)**, along with a collection of brands and fellow B Corp ecosurety. The FPF aims to collaborate and fund projects which can help advance flexible recycling in the UK and help provide evidence + solutions to help overcome some of the questions + barriers around flexible recycling. As part of the FPF, this includes co-funding the FlexCollect project which is working with volunteer Local Authorities to implement a series of innovative flexible plastic packaging household collection and recycling pilots that will run through to 2025. As well as this, the FPF is also actively engaging with retailers on how they can support closing the loop with the front of store flexible packaging collections which many have now introduced. Front of store flexible packaging collection points have been set up by a number of UK retailers providing thousands of locations for flexible material to be collected.

to be continued...

The FPF aims to **collaborate** + fund projects which can help **advance flexible recycling** in the UK



meanwhile...

a BIG thank you to our Ellacyclers

This year we made the tricky decision to stop our Ellacycle pouch collection programme after 12 years.



When we launched Ellacycle in partnership with **Terracycle** it was to provide a nationwide recycling programme for all baby and children's food pouches. With the support of all our amazing Ellacyclers, we were able to save millions of baby food pouches + snack packets from landfill and **raise over £80,000 for charities** + good causes.

However, the world of recycling is evolving and lots of supermarkets are now collecting different types of flexible plastics, such as crisp packets, bread bags, biscuit wrappers and baby food pouches. We believe these in store recycling collection points make it easier to recycle Ella's Kitchen packaging, as anyone can drop them off whilst doing their shopping, rather than making a special journey to a collection point.



the numbers

you've helped save
millions
of baby food
pouches + snack
packets from
landfill!



our pouches
+ snack wrappers

(flexible plastic, not yet widely recycled at kerbside... but we're working on it see pg. 24-25... for now recycle at your local supermarket drop off point. Find it here www.recyclenow.com)



our pots
+ trays

(ridged plastic, recycle at kerbside)



our boxes
+ sleeves

(card, recycle at kerbside)

FY21:

72%

8%

20%

FY22:

70%

8%

22%

preventing food waste



working with WRAP!



We have been working with our friends at WRAP to **reduce** our food waste by 100% by 2024. This means, based on their Target. Measure. Act waste hierarchy, we're aiming for 100% of the surplus food we make would either go to food banks or animal feed.

We are proud to have signed WRAP's Food Waste Reduction Roadmap, which helps give us a path to reach our reduction targets and make sure we are aligned with the rest of the industry.



Target Measure Act

1 target

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



2 measure

...and report in a consistent way.



3 act

Working with partners and sharing best practices to tackle food waste issue.



Target
Measure
Act

our progress so far...

	energy recovery	donations (food banks + animal feed)	landfill
FY19	53%	47%	0%
FY20	32%	68%	0%
FY21	17%	83%	0%
FY22	25%	75%	0%

This year, we once again achieved zero finished goods waste to landfill. However, we had an increase in our food sent to energy recovery and a decrease in food sent for donation. As a result, we will be reviewing our processes for how we manage our waste and looking how we can reduce it, but also that we make sure that we prioritise getting it to our foodbank partners to help support vulnerable families.



animal welfare

We care passionately about the health and welfare of the animals that provide the meat + dairy for our food.

By using only organic meat + dairy in our yummy products, we can be sure we are upholding the highest animal welfare standards available. Our suppliers are independently audited and are certified by organic control bodies to EU + UK Organic standards which gives us full traceability of our supply chain.



we're kind of a pig deal!



We have been recognised for our **commitment to higher animal welfare** standards by Compassion in World Farming and have awarded us the Good Chicken Award, Good Egg Award, Good Pig Award and a Cage-Free Award.

You can find out more in our Animal Welfare Policy



good business



today over **6,000**
businesses around the
world have certified
with over **1,000**
of those
in the
UK!

We're proud to be part of a movement where people believe that business has the opportunity to be a force for good.

We certified as a B Corp back in 2016 and today over 6,000 businesses around the world have certified with over 1,000 of those in the UK!

B Corps are companies that work to use the power of business to build a more inclusive and sustainable world.

As a B Corp, we have made a legal change to our articles of association which puts profit on an equal footing with people and the planet.

This means that as we grow, with every decision we make, we have a legal requirement to look after our team, our community and the environment.

Today's business leaders are dealing with some of the biggest challenges our planet has ever faced. The need for responsible business has never been greater and the B Corp movement is helping to redefine what success looks like and inspire other brands to do the same.

This year, we've been supporting the Better Business Act, calling on the government to make sure every single company in the UK aligns the interests of their shareholders with people and the planet.

This is what **Good Business** is all about!
Read on to find out how we are trying to help build a better, fairer world for future generations.



next stop... 100

B Corp... it means better corporation!
Traditionally businesses were set up with one aim – to make money. B Corps are different because they recognise making money is important but the impact you have on people + the planet is just as important, if not more.

our B Impact Score

In 2016
when we first
certified we scored...

81

Then in
2018...

90.5

Last year
in 2021...

94

Our
target...

100!



This little B means we're working every day to be a better business

Becoming a B Corp is tough.

The process is arguably the most rigorous assessment in the world for measuring a business's social and environmental performance and accountability.

The certification process looks at the overall impact of an entire business across 5 areas:

1. Workers,
2. Community,
3. Environment
4. Customers,
5. Governance.

As well as having to score a minimum of 80 points out of 200 across these areas, businesses must also make a legal change in order to certify.

This means you are legally bound to consider the impact of your decisions on your workers, customers, suppliers, community and the environment.

At Ella's Kitchen we have an ambition to reach 100 points by our next recertification in 2024.

To do this we have looked across our whole business operations and identified projects and processes which need improving.

We believe that embedding the B Corp framework into our ways of working will ensure we continue to hold ourselves accountable for the decisions we make.

Prioritising B Corp really does help us ensure that we're walking the walk (not just talking the talk) towards building a better, fairer world for future generations.

Here is some key stuff we're working on to Be the Change + help us reach 100 points

- ★ Certifying as a Living wage employer
- ★ Delivering on Our BIG pledge to Little People + tacking action on Climate Change and protecting nature
- ★ Setting up our Diversity and Inclusion framework and our amazing team of D+I Allies

helping business be better



If we are going to tackle the social and environmental challenges we face to build a better world for future generations, then the world needs business to be the change we want to see. Watch this space!

Find out how you can support the BBA at betterbusinessact.org/



This year we have been proudly supporting the Better Business Act.

This calls for a change in law to Section 172 of the Companies Act to make sure that company directors are responsible for aligning their interests with those of wider society and the environment, not to just maximise profits.

better business
act

off to Parliament!

On the 20th April 2022 we took some of the Ella's team to Parliament to speak to our MPs and ask for their support!

On the day we listened to talks and panel discussions from key individuals such as Co-chair Mary Portas and other B Corps such as Graze + Pukka Herbs.

They talked about the importance of the Better Business Act, the impact this can have and why they are backing it.

Everyone then got the opportunity to go into the main lobby at the Houses of Parliament and meet with lots of different MPs talking to them directly about why this is so important.



Many MPs including Sir Keir Starmer, Caroline Lucas + John Hayes are supportive of the campaign and over 1,500 UK businesses have signed up to the Better Business Act, from retailers like The John Lewis Partnership + Iceland to lots of our B Corp friends – Patagonia, Pukka Herbs, The Body Shop, Tony's Chocoloney + many more.



being the change

banging the B Corp drum



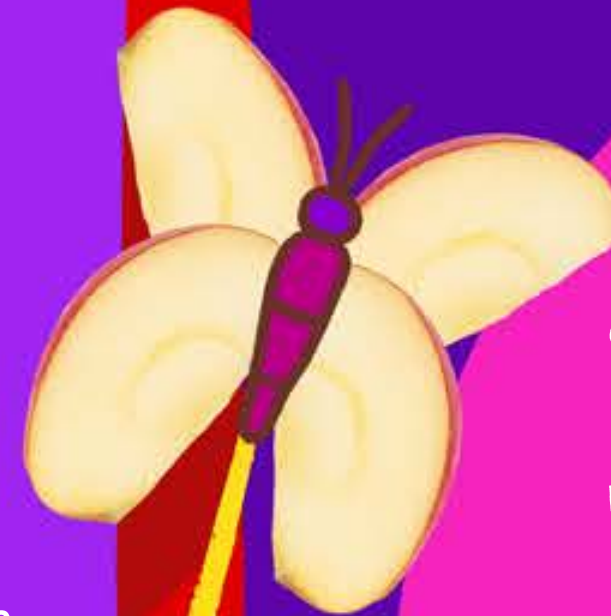
We tell everyone! From partners, suppliers and retailers through to parents and carers.

And every March we join the global community of over 6,000 businesses in celebrating B Corp month. This year our friends at Waitrose and Ocado also celebrated by highlighting lots of B Corp brands together both in stores and online – helping to drive awareness and continue to grow the movement.

If we can inspire others to become B Corps, it means we can increase the positive impact we are having on the world... as the more B Corps there are, or the more businesses act like B Corps, the better.

As a B Corp, we have a responsibility to inspire other companies to make a difference.

As we have a big value chain, lots of our impact lies beyond our immediate control, so we have to think differently about how we can motivate and influence others to help accelerate change.



“Delafruit is enormously proud to become part of the B Corp community, as we are committed to developing healthy and sustainable products.

We would like to thank our partner Ella's Kitchen for being the inspiration to become a member of the B Corp community as there is no better way to contribute to a better world than through business.

Becoming part of this transformation project ensures we are placing people, health and our planet as our top priorities.”

Luis Blanc

CEO of Delafruit

We are super proud that one of our biggest partners, Spanish-based food manufacture Delafruit, certified in November 2021. They began the certification process back in 2018 and it took them 3 years to transform their business.

From switching to LED lighting throughout its facilities + reducing water consumption, to introducing a free bus service and physiotherapy sessions for their people, Delafruit has come a long way.

They have even created a dedicated team to lay the foundations of its new B Corp objectives and work towards their long-term goals such as tackling climate change. Amazing!



to be continued...



meanwhile...

being good to our friends

We work with lots of suppliers and partners around the world to help get our food onto the shelves.

It is super important that everyone involved from the farms to the factories have fair, safe and healthy working conditions.

That's why we use our Good To Each Other Standards which set out the social and ethical standards we expect our partners to agree to as well as requirements for how we use Sedex (Supplier Ethical Data Exchange) which helps promote transparency and manage any risks in our supply chain.

Sedex

We also ask all suppliers to communicate our standards across their own supply chains too.

This year we set up a Sustainable Sourcing Group at Ella's to make sure we embed the Good Stuff We Do in every step of the sourcing process.

From an initial product idea right through to the physical pack landing on shelf, we want to make sure we are doing what is right for people and the planet.

This also includes regular catch ups with our partners to understand their own climate targets and inspire them to do more.

we set up a
**Sustainable
Sourcing Group**
at Ella's to make
sure we embed the
Good Stuff We Do
in every step of the
sourcing process.



helping our people grow!



Our people are super important at Ella's Kitchen. We know that happy, healthy people do the best work so we work really hard to be a tip-top employer.

This means understanding the whole person, offering opportunities for growth and creating an enjoyable environment which supports wellbeing.

Everyone has had another very challenging year with the continuation of a pandemic, a cost of living crisis and the ongoing difficulties that come with Brexit. Supporting the health and wellbeing of our team has remained our number one priority and we want to make sure we do everything we can to support each and every individual.

our wellbeing

This year we launched our first ever wellbeing strategy which aims to create an environment where everyone can be themselves and perform at their best.

It covers four key areas: Support, Communication, Environment and Culture. To support this, we have an annual wellbeing calendar ranging from health screenings, craft sessions, fitness bootcamps and yoga classes that anyone can join in with!



mental health

Mental health awareness is a huge priority for us and we are very lucky to have 8 people from the business who are qualified Mental Health First Aiders. This means they're ready to lend an ear and give discreet and confidential support to anyone in our team who needs it.

We send out a regular Mental Health First Aid newsletter and run regular discussion groups to connect with each other on topics such as the menopause, empty nest syndrome and the taboo of men's mental health.

diversity + inclusion

As a business we are committed to promoting and enabling a positive culture where everyone can be themselves. If we want to leave a better world for future generations, then we need ideas and behaviours that channel multiple perspectives and diversity of thought.

Since launching our Diversity + Inclusion framework, we decided to hold a thinking differently session to review the year and what the D+I journey looks like for Ella's in the future.

As a result, throughout the year we ran sessions on topics such as Pride, Ramadan and Black History Month as well as hold open forums with some of our own Ella's Kitchen employees.



to be continued...

how are we doing...

One of the pillars of our D+I framework is around creating a culture of togetherness where all our team feel like they can be their true authentic 'work-self'.

We measure this annually as part of Talk to Buddy our employee engagement survey. In 2022 76% our Barners 's said they Always feel can be their true authentic work-self which is up from 72% in FY21, 23% said it depends on the situation and just 1% said they never feel like they can be their authentic work self... although we are pleased with the results we are always wanting to be better, so will continue to look at what we can do to create the culture and environment where all our Barners feel like they can be themselves.

training + development

Enabling our people to grow and develop is a priority for us.

We give our employees up to £1k a year to spend on training and development to help them grow personally and professionally. We want our people to have the right skills to do their job and have opportunities to learn new things. From having a specific development plan in place, to brushing up on presenting skills or learning how to create social media content, we get up to all sorts!



"I used my development pot to attend a coaching course on vision + purpose delivery. This gave me the tools to improve my pitch and helped with sharing complex messages both internally + externally"

Emma Cook

mentor scheme

In 2021 we launched our first ever joint mentor scheme with our fellow B Corp friends Pukka.

The collaboration was a great success so we are super excited to announce that we have since teamed up with our friends at Cook and Lily's Kitchen alongside Pukka to extend the scheme even further! This collaboration provides us with an opportunity to connect with a wider pool of talent and expertise through Pukka employees, increase our knowledge, build skills for the future and learn from each other.

"It was an amazing opportunity to support someone at Pukka with similar challenges that I had faced in my career and was super rewarding to see my mentee reach her objectives at the end of our time together."

Zoe, Mentor



We promised to give back 1000 hours to good causes but because of the pandemic, we have still been unable to run as many Make A Difference days as we would have hoped.

Some of our team were still able to get involved with the Ella's explorers on the farm programme which got up and running again this Spring, taking little ones to a local farm to learn about where their food comes from.

Others continued to volunteer with social impact start up Matchable, who we began partnering with in 2020 during lockdown. This matches volunteers with non-profit organizations or impact start ups. The volunteering can all be done virtually which has been a great alternative when we haven't been able to volunteer in real life.

MATCHABLE

to be continued...

yay, that's us!



Mentor Scheme



meanwhile...

the Cath Empringham working mums programme



In February 2020, we lost our wonderful Managing Director Cath Empringham who passed away on holiday with her daughter Josie. We all miss her enormously and at Ella's Kitchen we often talk about 'leaving your handprint' – and Cath's was greater than anyone's.

As part of our tribute to our inspirational Managing Director, , we launched the Catherine Empringham Working Mums Programme in partnership with CM Talent in 2021.

Through the programme we offer mentorship to working mums who could use a helping hand to progress their careers, juggle home and work life or just decide what they want to do next in their careers.

We know she was passionate advocate for women in the



workplace and had hoped to do more herself to coach and mentor women returning to work. We hope this programme will continue the good work that Cath had hoped to do.

So far we have set up a fantastic 15 mentoring relationships and are continuing to run and grow the programme to keep Cath's legacy alive.

As part of our tribute to Cath, we also created a beautiful garden with a bench outside for anyone to have a cup of tea with a friend, connect with nature or simply take some time out. Each team takes it in turns to get hands on and maintain the garden for everyone at Ella's to enjoy.



what's next?

At Ella's Kitchen, we are committed to being Good for Tiny Tummies, being Good to the Planet and doing Good Business.

We know there will be lots of challenges along the way but we will do everything we can to have a positive impact and make sure we're protecting the planet for future generations.

We always want to make our positive impact even greater and welcome new friends + partners to collaborate with.

If you have any questions or feedback, or can help us in anyway, we would love to hear from you.

we'd love
to hear
from you!

get in touch!

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

or click here

