

the good stuff we do report

FY20 + beyond...

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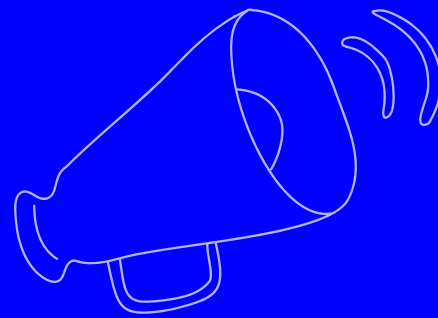
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page number to
jump straight
there!

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 in the past year. If you'd like the short version, some stuff has gone well, but there is still lots of work to do. If you'd like the long version, then please read on!

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!

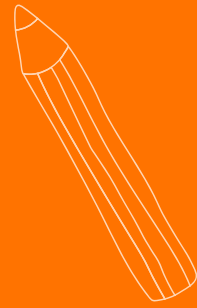


legal stuff

The information and data in this report refers to the legal entity Ella's Kitchen (Brands) Ltd. The report is a little bit different this year as well as focusing on our 2019-20 financial year (FY20), which ran from 1 July 2019 - 30 June 2020, due to the impact of the Covid-19 pandemic we have included lots of information and stuff we have been up to which goes well

beyond this period + into our FY21 (1st July 2020 to... well now, so you have the most up-to-date picture of everything we have been working on. Our head offices – which we call Our Barns – are based just outside Henley-on-Thames, UK.

a note from Mark



It is really an impossible task to **sum up 2020**. As we all know it has been a year unlike any other as Covid-19 has accelerated old struggles and created **new challenges** bringing some of the world's problems into **sharp focus**.

But for all of us at Ella's Kitchen, the pandemic came on top of another huge loss. In February 2020, our incredible Managing Director, Cath Empringham passed. Words cannot do justice to all that Cath achieved at Ella's and how much she meant to all of us.

She was a total inspiration to me, a brilliant friend, and a wonderful partner at Ella's. As the pandemic struck, we were all wondering how we would possibly be able to continue without her. But we did. And I know Cath would have been so proud of how the team rose to the occasion.

We haven't been able to come together to celebrate Cath's life and remember her as we'd have liked but we are very proud to have launched The Cath Empringham Working Mums Programme to continue Cath's legacy of empowering female leaders.

As we worked through the pandemic together, conversations were pushed to the forefront of society's priority list that we've long been focused on. So, whilst there has been lots of hardship, there is also now opportunity.

At the heart of our business is our mission to improve children's lives through developing healthy relationships with food. During the crisis, many families and vulnerable people across Britain struggled to access healthy, affordable meals.

We were proud to support the amazing work Community Shop and other foodbanks do to provide greater access to quality food and drink for those most in need. But we understand this is only a fraction of what's needed.

So, we know that in 2021 and beyond we need to be working even harder to use our voice and take action to help build a healthier, fairer food system.



Another conversation that has gathered pace is the need to go further, faster to protect our planet. Ella's Kitchen has just recently celebrated turning 15.

So, many of the little ones who enjoyed our products in the early days are not so little anymore. They are a generation of young people leading the fight for climate action.

To them I would say, you have more power than you realise. In September 2019, the school strikes were the biggest demonstrations the planet has ever seen.

to be continued...

also....

We are listening and we're passionately committed to making sure that we're protecting the planet for the generation of babies we're feeding today.

That's why at Ella's we are setting science-based targets and continuing to work towards becoming net zero by 2030.

During the year it was also fantastic to see the number of businesses that stepped up to do good in the face of so much bad news. Businesses really behaved as we believe all businesses can and should - as a force for good in society. And as well as celebrating our 15th birthday we also celebrated recertifying as a B Corp.

We are proud to see the B Corp movement continue to grow, particularly as we begin to see more consumer brands join the movement. When we first certified in 2016, there were only a handful of other UK B Corps in our industry. Now there are well over 60. Proof that you can run a business that prioritises people, society and the planet - and be successful. We will continue to champion the power of B Corp to our people, our partners and our customers.

Because what matters is the change that we and other good businesses can make. We recently recertified but we're not stopping there. Now we're aiming to target 100 points when we recertify in three years time.

Whilst it's been great to see business and society work together, it shouldn't take a pandemic for companies to realise the impact they can have on people, the planet and society. If every business did this, think how quickly we could overcome some of the challenges we face.

That's why we're supporting The Better Business Act, a campaign which calls on government to implement a change to Section 172 of the Companies Act to ensure that company directors are responsible for advancing the interests of shareholders alongside those of wider society and the environment.

I'm proud that despite the pandemic we have continued to grow and develop. It's in the hardest times that you really see what a company is made of. And I'm so proud of everyone at Ella's for living our values every single day.

Because what makes me happy isn't numbers. It's connections with people and it's the progress we make protecting the planet.

That's why this year, we have prioritised our people and their mental and physical health. We have put their wellbeing and happiness first. And we have prioritised our charity partners to ensure they have all the resources they need.

As we look ahead, the pandemic has given us an opportunity to reflect and take a look at our priorities.

At Ella's we will be focusing on three key targets:

1. Delivering on our mission and helping to build a fairer, healthier food system.
2. Reaching our target of net zero by 2030.
3. And continuing to promote B Corp awareness, improve our impact, and find new, exciting ways to be a force for good.

I look forward to sharing our progress again next year.

Mark



remembering Cath Empringham

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. At Ella's Kitchen, we often talk about 'leaving your handprint' - and Cath's was greater than anyone's.

“

Every time I presented anything, to anyone, I would have a little voice in my head saying 'What would Cath ask?' and I will continue to do this for the rest of my life.

You made me a better person, and for that, I am eternally grateful.

You will be greatly missed, always.

Anna”

“

“You are stronger than you think” was engraved on the last gift from Cath.

This was her way of telling me I can overcome the challenges. For me this was a token of support, empathy and confirmation that I'm seen as a person not just an employee.

I'll try to be strong, but I'll miss your guidance, support, company, humour and contagious laughter.

Agata”



“

We'll love with the passion you lived Cath.
We'll live a full life if we may.

We'll laugh cos we've captured your humour Cath.
Let your legacy be our laughter each day.

Thank you for being part of our lives Cath.

”

Helen T



the Cath Empringham working mums programme

In tribute to our inspirational Managing Director, Cath Empringham, we launched The Cath Empringham Working Mums Programme in partnership with CM Talent.

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.

Cath always left us awe-inspired with how she seemed to excel at both work and home. She was not only a brilliant business brain but also an openly adoring mum who loved nothing more than sharing stories and achievements of her wonderful children Josie + Matt.

We know she was a 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.

“

I will miss your laughter.
I will miss your smile. I will miss your friendship + your support.

I will miss the fun we had and the hard times we navigated together. I will miss having you by my side, every day.

I will miss you.

Mark”



our highlights

1.

Prioritised our people

our partners and our communities during the Covid-19 pandemic



2.

Launched Our Big Pledge to Little People

our commitment to take action on Climate Change



NETZERO

3.

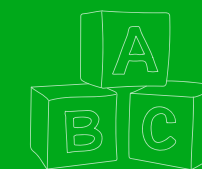
Recertified as a B Corp

increasing our points from 90.5 to 94



6.

Launched our Diversity + Inclusion Framework



a culture of
togetherness
attraction
make a
difference
educate
communicate

4.

Hosted a Veg roundtable

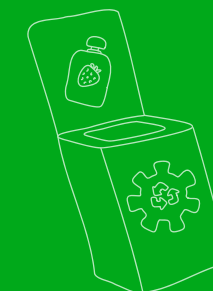
and partnered with Flavour School to explore how we can continue to deliver our Mission and impact early childhood nutrition



5.

Collaborated as part of the Flexible Packaging Consortium

to publish recommendations + a roadmap for making flexible packaging widely recycled at kerbside in the UK

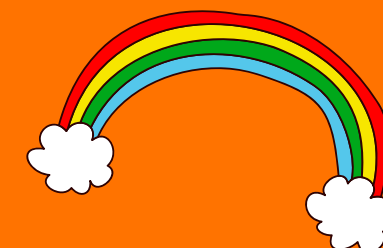


whilst these are our highlights...

It's nothing, when compared to the sacrifices and dedication others have had to make during the pandemic.

We wanted to say a BIG BIG thank you to the NHS and all the key workers who have worked so hard during the last year to keep our friends, family and loved ones safe + well during the pandemic...

thank
you!



dream tracker

Before we begin...

Like many business, the covid-19 pandemic has prevented us from delivering everything we wanted to when it comes to our sustainability targets.

We have still been able to achieve lots + move many of our targets forward, but at the same time there are some which we have had to pause or even stop working on all together.

However, instead of getting down + upset we have used the pandemic as an opportunity to step back and refocus our strategy to allow us to simplify it + focus on what we think will allow us to have an even bigger impact moving forward.

Before we share our new strategy, we wanted to share how our previous targets have gone...

tracker key

- ★ target achieved!
- 😊 on track
- 😐 behind plan
- 😞 target not met

packaging

make it recyclable
reduce its footprint
grow ellaCycle

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



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
good to each other

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 1,000 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 2020
Run one behaviour change initiative per year to help our team live more sustainable lives
Develop + 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
reducing 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 + improve their environmental + social performance
Support and raise awareness of the B Corp movement



our new strategy

This has been a year like no other. At Ella's Kitchen, it's given us lots of food for thought.

Like lots of individuals and businesses, the past year has made us reflect and refocus on the stuff that really matters. Because of this we've had a rethink about our sustainability strategy and evolved it to make sure we're super focused on the really important challenges.

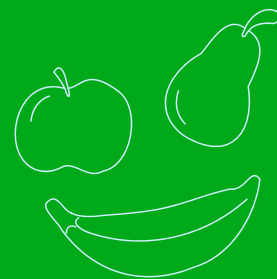
Our new strategy allows us to continue to deliver lots of our previous targets but ensures we can be more focused on the things which we believe will have the biggest impact on delivering our mission and protecting the planet for future generations.

1. good for tiny tummies

improving children's lives through healthy relationships with food

With 1 in 5 children starting school either overweight or obese, 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 to the planet

net zero by 2030

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

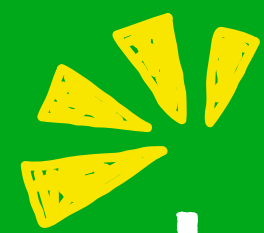
a force for good: 100 B Corp points

We're super proud to be a certified B Corp! Becoming a B Corp means considering the impact of our decisions on our workers, customers, suppliers, community and the environment.

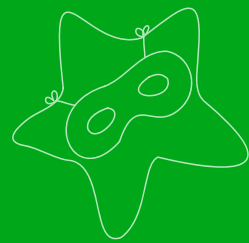
Our B Corp certification helps us understand what we are good at as well helps us identify how we can improve our impact and be even better – from how we source our ingredients, to how we build a healthy, happy team at Ella's barns.

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





meet the Incred-bellies!



Did you know that every time a little one gobbles some of our yummy food, they are helping us do something incredible?

From planting trees in the Scottish Highlands, to protecting the rainforests in Ecuador, or working to improve recycling, and even helping Big Kids have the confidence to try new foods, that little tummy is helping us fulfil our dreams for a better world.

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



Incredi-bellies

doing good
with every
gobble

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



Read on to find out all about how we are working to be Good for Tiny Tum mies, Good to the Planet and a Good Business, so we can help build a better, fairer future for all...

good for tiny tummies

introduction

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.

why early years: getting it right from the start

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.

But today, 1 in 5 children in England are either overweight or obese when they start primary school, rising to 1 in 3 as they reach secondary education. The World Health Organisation views childhood obesity as one of the most serious global - and local - public health challenges we face. So something clearly isn't working.

Right now, the Government's Childhood Obesity Strategy does not extend to the importance of early childhood nutrition. 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 actively campaign and lobby on issues relating to early childhood nutrition and work with some amazing partners who share our commitment to helping little ones grow up happy and healthy.



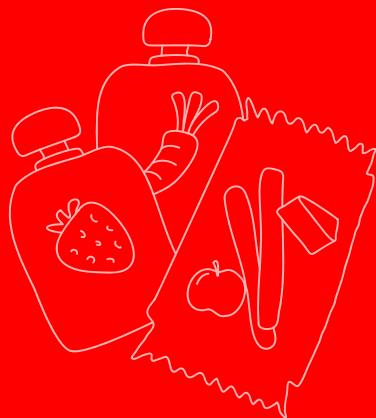
good for tiny tummies: our product

good food



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 tastiest 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 five things that guide us when creating yummy foods for little ones:

1.

always, always best for tiny tummies



We have challenging nutritional guidelines that 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.

a. We'll never make a product that is more than 22.5g sugar per 100g (which is the red traffic light threshold). This means there are certain products we will never make.

b. We set product category specific targets that aim to be best in class for salt and sugar for all our NPD.

c. We challenge ourselves to bring down our range average sugar content in our stage 1 fruit, veg and fruit/veg blend products by launching NPD which is 10% lower in sugar.

In 2020 we...

- ★ Relunched our flagship Smoothie Fruits range following a bit of a makeover! By choosing different fruit ingredients we were able to reduce the overall sugars in the range by 15%! And introduce exciting new ingredients to babies such as pomegranate, watermelon, and dragon fruit!
- ★ We also reduced sugar in our Baby Rice range. Our Blueberry Baby Rice now contains 30% less sugar and our Apricot Baby Rice has 31% less sugar!
- ★ In our new Smoothie Fruit inspired bars, we have reduced the sugar to 22.5g per 100g – some of the lowest sugar levels in the bars category!

new ingredients, less sugar



2-5 this way...

meanwhile...

2. tasty matters

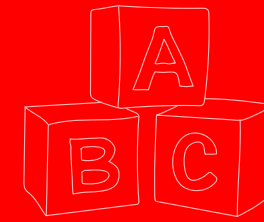
We know that it is really important to little ones' enjoyment of food that they love the taste, so we work hard to make sure our range stacks up.

- a. We make sure our foods taste naturally of their ingredients without being bland.
- b. We are making our foods less sweet by reducing fruit content in savoury meals.
- c. We never add salt or use ingredients where salt is not a natural part of the making process in our baby range. For older kids we sometimes use ingredients that include salt (such as Worcestershire Sauce) to add a particular flavour but it should always be less than 0.3/100g (which is a green traffic light).
- d. We add taste twists using herbs + spices + less common veg. We aren't afraid of a punchy flavour and see it as all part of the experience for little ones!



3.

aids development



The weaning period passes by soooo quickly! Between around 6 months and 12 months little ones go on quite the developmental journey. We work hard to make sure our range supports little one's physical and cognitive developmental needs too.

- a. We've developed a range of 'play + learn' baby finger foods that take little ones on a journey to develop their fine motor skills. From 6 months they can grab a melty puff or at 10 months pick a puff pop!
- b. We worked with a speech + language therapist to refine our texture journey in line with baby's developmental needs as they grow and learn.

4.

from our kitchen to yours



We try as much as possible to stick to ingredients that are recognisable kitchen + store cupboard staples. We have a strict ingredients matrix process that we have to follow when we're introducing a new ingredient.

Sometimes something more unusual might help us achieve an exciting texture or help us to lower sugars but we always consider the pros and cons of each option before adding it to our range.

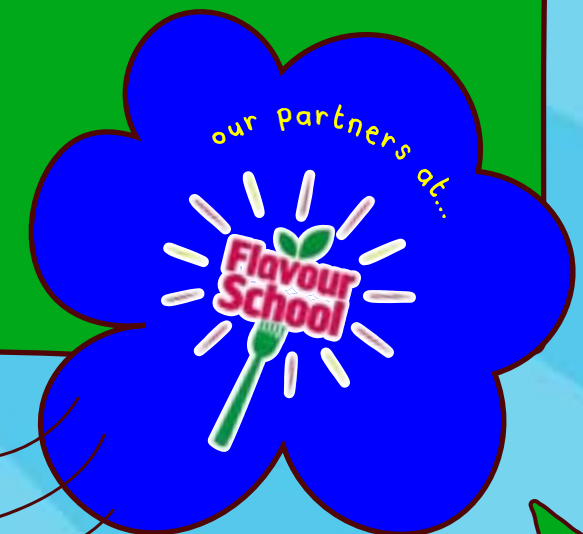
5.

playing with your food is OK at Ella's!

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.

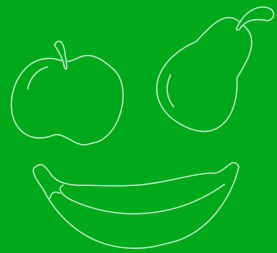
We believe in making mealtimes fun and sensorial so that little ones enjoy the experience. Enjoyment is the key to a healthy relationship with food for little ones.

- a. We prioritise fun + the senses when we develop our products and our weaning content for parents.
- b. We partner with Flavour School to deepen our understanding of how play + the senses impact relationships with food.



good for tiny tummies:
helping little ones
everywhere

feed
the
senses



This activity is recorded so that Flavour School can see how much the children are participating and enjoying themselves, as well as how many different things they choose to taste. This helps to assess the effects of Flavour School on children's confidence and curiosity in exploring foods and flavours.

Due to the pandemic and schools closing, the research project had to be paused, but we hope the project can continue soon and we look forward to continuing our partnership with Flavour School and seeing the outputs of the research.

"Ella's research support funding has enabled us to run user experience research alongside our randomised control trial examining outcomes for children's curiosity and confidence in exploring healthy new foods. User research is super important because making Flavour School easy to use for teachers and schools is crucial for reaching lots of children.

Ella's are also supporting our upcoming work with school caterers to integrate school food with food education, and our development of a Flavour School programme for early years."

Nick Wilkinson, Flavour School

munchy trunks

Squishy

We also launched the world's first 'Eat Along Book' called 'Munchy Trunks' which encourages tiny fingers to get hands-on with their food, helping little ones to learn important hand-eye coordination skills through sensory play.

All profits from the sale of the book also were donated to our friends Flavour School.



to be continued...

meanwhile...

everything
yummy in
a tummy



We work with the amazing Community Shop, His Church and FareShare who distribute meals and food parcels all over the UK.

This year more than ever their work has been a vital lifeline for some of the most vulnerable families across the UK.

So, we wanted to say a BIG BIG THANK YOU from everyone at Ella's for everything you have done and continue to do. You are the real superheroes!

proudly
supporting

COMPANY
SHOP
GROUP

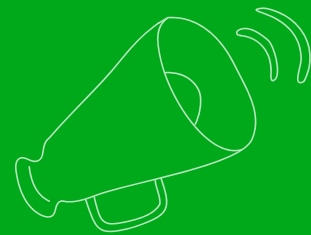


From the start of the pandemic to June 2021,
we have donated over 900,000 pouches
of food to little ones across the UK.



When the pandemic hit, we reached out to all our partners, the local schools we work with, and our network of foodbanks to see how we could support them. Lots of the schools requested smoothies as they were no longer receiving the milk and fruit that the children would usually receive.

Within the first 3 weeks of the pandemic, we were able to donate over 100,000 pouches.



"Thanks to continued support from Ella's Kitchen and the donations they have made, Community Shop has been able to provide much needed access to food for thousands of families and deliver programmes that will help drive long-term positive change."

Natalie Brown,
Head of Community Shop

Part of this donation went to the Company Shop Group, which offers membership to their Company Shop stores for employees of the NHS and other key workers, and membership to their Community Shop stores to people on welfare support. And with financial support from Ella's, they launched a new initiative redistributing food and supplies to some of the worst hit communities in the UK via food parcels.

Working with Covid-19 response teams at local councils, Community Shop identified the most vulnerable families and distributed to them. Many of these parcels were dedicated 'baby boxes' and went to families with little ones which also included essential items like nappies, formula milk and other stuff they need.

to be continued...

also....

jingle
belly

Christmas 2019 saw us partner with UK charity FareShare for the second year running to ensure that our deeelicious Christmas dinner Jingle Belly pouches don't just taste good but do good too.

For every pack made, a meal was donated to UK families affected by food poverty. We are proud to have donated more than 100,000 meals to a great cause!

At Christmas in 2020 we took a break from producing our jingle belly pouch but we were still able to give back through partnering with our local Home-Start in Reading. Home-Start are an amazing charity who have a network of trained volunteers and expert support helping families with young children through challenging times. Our donation supported their in home visits - so vital at a time when people were often feeling isolated and unable to access help.

HOME
START
Reading

ella's explorers on the farm

"The trips provide children with first-hand experience of 'farm to plate' which is crucial in society today as so many children have little or no understanding of where food comes from and how it is grown. The impact will hopefully be measurable in generations to come!"

St. Michael's Primary School
Reading



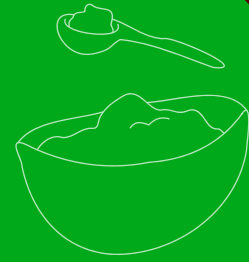
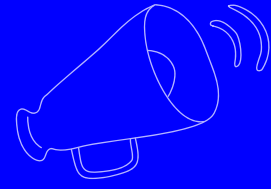
In November 2019, we celebrated over 10,000 little ones taking part in our Ella's Explorers on the farm programme...WOW!

Ella's Explorers on the Farm gives little ones from local schools and nurseries the chance to spend a day exploring the farm, getting to know the animals and tasting some scrummy seasonal fruit and veg. Learning about where food comes from has never been so much fun!

This year, we took 585 little ones to the farm. We had to pause our trips in Spring 2020 due to the pandemic and school closures - but we have carried on supporting the farms financially during this period and look forward to welcoming little ones back for a day full of discovery and smiles as soon as it is safe to do so.



good for tiny tummies: using our voice as a force for good



We know our scrummy recipes are popular with incredi-bellies, but it's not enough for us to just make yummy products. To positively impact more little ones, we also actively campaign and lobby on issues that impact the health of the under-fives. We want to do 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.

where we've
come from...



our veg roundtable



growing a nation of veg lovers



Building on the success of Veg for Victory – our campaign to raise awareness of the importance of vegetables throughout weaning and the impact this could have on little ones' long-term health - we hosted a Veg Roundtable in 2019 which brought together a team of experts to discuss how we grow a nation of veg lovers and work together to get under-fives to eat more veg.

We discussed lots of areas for change including how to help health visitors have nutrition conversations about veggies, extending the School Fruit and Vegetable Scheme and strengthening the Healthy Child Programme.

The roundtable was an important part of our Mission to improve children's lives through developing healthy relationships with food. We were going to use the outputs of this roundtable to launch a new campaign. But when COVID hit, our plans were put on hold.

to be continued...

meanwhile...

what's next?

In the past year, our world has gone through some very fast and unexpected changes as we adapted to the Covid-19 pandemic. One of these changes has been a rise in social inequalities, which has meant many little ones have struggled to get the food and nutrients they need.

During this time, the conversation around Britain's health has been firmly under the spotlight. Professor Michael Marmot from the Institute of Health and Equity said the UK entered the Covid-19 pandemic "in a bad state". He mentioned rising health inequality, a slowdown in life expectancy improvements and a lack of investment in the public sector as reasons why the UK has been one of the worst-affected countries in the world.

The launch of the Government's obesity strategy and footballer Marcus Rashford's campaign for free school meals opened up a debate around the importance of nutrition.

Despite the fact that children's health and nutrition is on the national agenda, we think there's more to do to improve the health and nutrition of little ones.

There's now a real opportunity to put early years nutrition at the heart of the UK's post-pandemic public health agenda. So we'll be working with our partners on this issue over the next few years.

Watch this space!



The Government is aiming to halve the number of children categorised as obese, and "significantly reduce" the widening gap in obesity rates between the most and least deprived by 2030.

good to the planet

introduction

Climate change is the most pressing issue of our time. From the rising temperatures of our oceans and the melting ice caps, to the wildfires and extreme weather we have seen around the world.

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.



At Ella's, we passionately believe that there are lots of ways that we can make the world a better place where little ones can grow up happier + healthier. We're really excited to share the progress we've been making (with the help of all the Incredi-bellies out there!) and tell you about all the good stuff we've been doing this past year.

Alongside our commitment to become net zero, we are still working hard on our promise to make 100% of our product packaging widely recyclable by 2024. This is a big challenge but we're not backing down and we remain committed to reaching our 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. That's why we launched our Big Pledge to Little People.

the race is on!

If we don't act now, we risk leaving it too late to protect the health of our planet for our little ones. The planet is our home, and we must look after it so that little ones tomorrow can have what we have today.

next up...
the BIG
pledge





good to the planet: our BIG pledge to little people



★ we promise ★

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

1.

To be net zero by 2030

NETZERO



2.

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

3.

To work with UK and international conservation partners to restore, rewild and protect the ecosystems on which we all rely

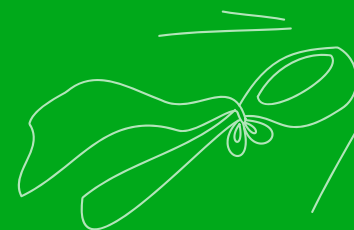


good to the planet: race to zero



In December 2019 Ella's proudly joined over 500 other B Corps at COP25 in Madrid to declare a climate emergency and commit to being net zero by 2030!

NET ZERO



Last year we measured our carbon footprint. This year has been all about focusing on what we can do and who we can work with to lower our targets further.

We're committed to setting science-based targets through the Science Based Targets Initiative and we are working with our friends at Carbon Intelligence to explore how we can implement changes right across our value chain – from the ingredients we use, to our packaging, to how we source energy at the barns.

Because we outsource some of our operations, we know that we will need a high level of engagement with our partners, looking at how we can inspire them to develop and set their own climate strategies and science-based targets.

Our net zero journey will be challenging as when it comes to our products, we will need to ensure the decision we make balances both the nutritional needs of little ones as well as the impact on the planet. We will always be as open and honest as possible about the steps we are taking and who we can work with to reduce our impact further.

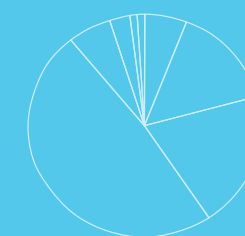
what's next...



We are working on setting Science Based Targets for our Scope 1, Scope 2 and Scope 3 emissions, which will give us a plan of how far we can reduce our impact.

Once we have set and approved our reduction targets, we will then look at how we can remove or balance the remaining carbon by building on the work we are doing with Trees for Life and the World Land Trust to protect, restore and rewild the natural world.

check out our FY19 carbon footprint breakdown...



to be continued...

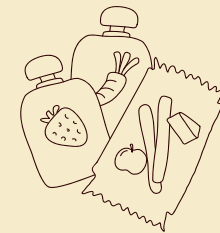
meanwhile...

our FY19 carbon footprint breakdown



ingredients: 49%

Emissions related to growing and processing of the ingredients used in our products



packaging: 20%

Emissions associated with the sourcing of materials and manufacturing of all pouches + packaging

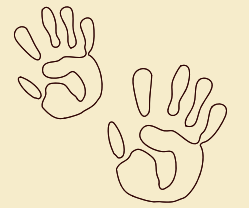
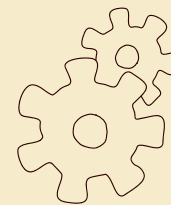


logistics: 15%

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

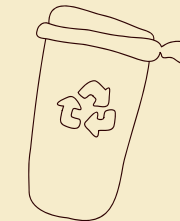
manufacturing: 6%

Emissions resulting from manufacturing our products



ella's barn: 6%

Emissions related to all activity at Ella's Barns including, energy, business travel + non-product procurement



end of life: 3%

Emissions associated with the disposal of our product packaging



retail: 1%

Emissions associated with storage and retail sales of our products

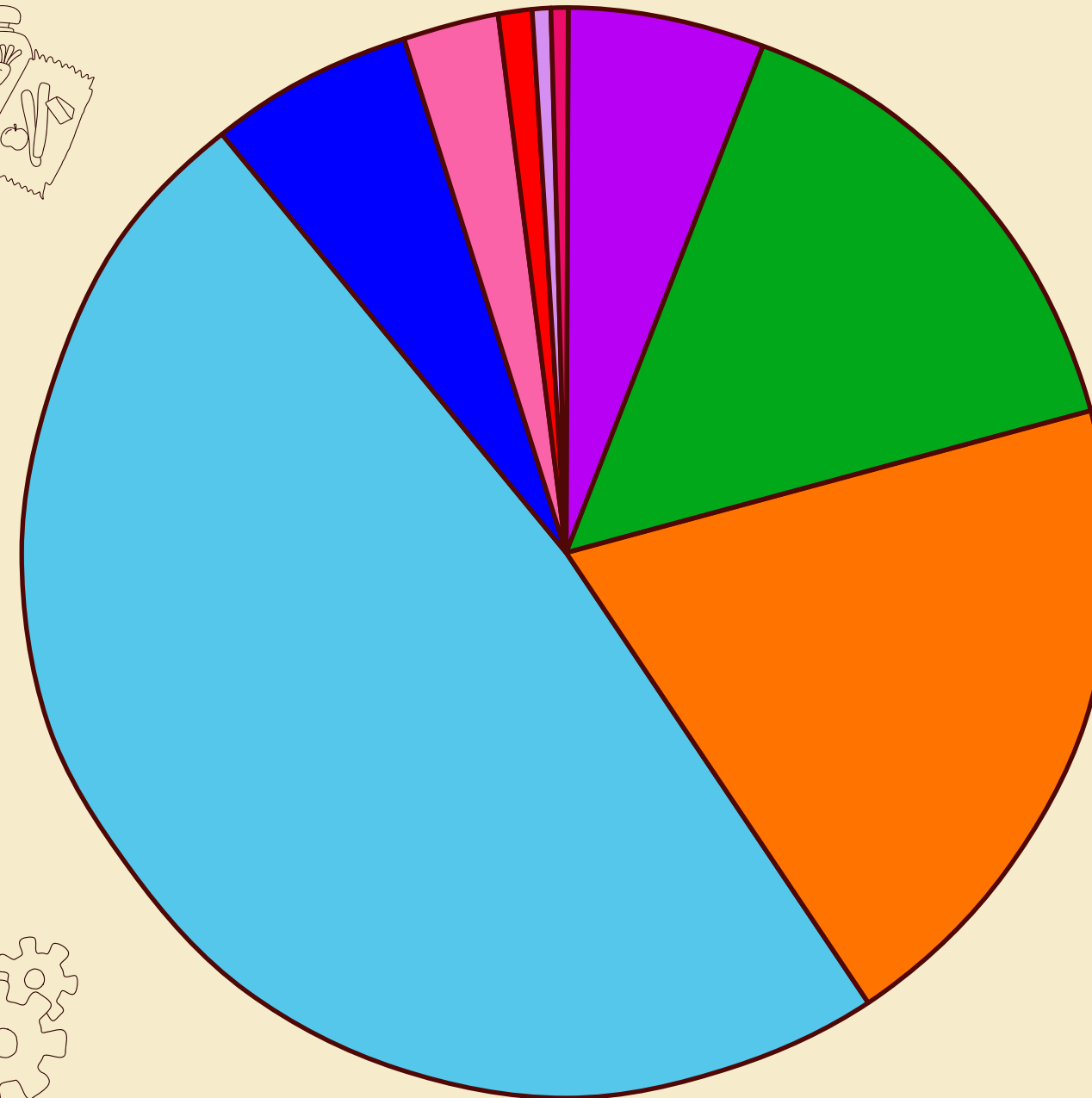
storage: <1%

Emissions associated with the storage of products ready for shipping



in use: <1%

Emissions associated with consumption of our products



good to the planet: helping our planet

We are super proud to be partnering with two amazing conservation charities...

They're helping us to deliver our commitment to restore, rewild and protect the planet for future generations.

Trees for Life
+



trees for life

This year we continued our work with Trees for Life, a UK charity working hard to rewild the Scottish Highlands through tree planting and much, much more. Trees for Life have helped Ella's to balance the carbon impact of our head office. By planting trees, Trees for Life is helping us offset all the energy we use.

We set up our own Ella's Kitchen Grove and to date, we have now planted over 4,000 trees to help offset the 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!

turning black friday 'green'...

In February 2021 we donated all our profits from sales from our on-line shop to support Trees for Life's amazing work.

Walt rehomes
red squirrels at
breakfast



"We are delighted to be working with Ella's Kitchen; since the start of their partnership with us in 2020 they have planted over 4,600 native trees in the Scottish Highlands. We were also generously supported through the Black Friday initiative, with a donation which went towards our core rewilding work. Ella's Kitchen have been pivotal in helping to restore the Caledonian Forest, creating a rich and diverse habitat. These trees will form part of a new wild forest that will benefit everyone - providing space for wildlife to flourish, helping to reduce the impacts of climate change and providing opportunities for people to experience and be inspired by wild nature"

Catherine Faulkner, Trees for Life



to be continued...

meanwhile...

world land trust

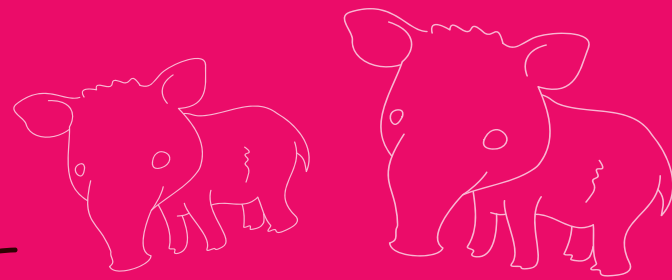
We are also really excited to have launched a partnership with international conservation charity the World Land Trust to help us offset carbon emissions from our manufacturing processes. Through our partnership with the World Land Trust, we are helping to protect the rainforest in Ecuador, a country where 80% of the tropical rainforest has already been destroyed.

We are helping to look after over 164 hectares of rainforest in the Nangaritza Valley, protecting over 15,000 trees as well as rare and threatened birds and critically endangered animals such as the jaguar, spectacled bear, mountain tapir and ocelot.

"We are thrilled that the World Land Trust is one of Ella's Kitchen's key conservation partners. They are supporting us by carbon offsetting some of the unavoidable emissions from their manufacturing process. In doing so, they are helping to protect and restore threatened forest in the Nangaritza valley. We are proud to be working together to help look after one of the most biodiverse places on planet Earth."

Dan Bradbury,
World Land Trust

Jai-han protects
mountain tapirs
with his spoon!



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). Unfortunately palm oil is always going to be a challenging topic – and there are no simple answers. Palm oil production is having a widespread social and environmental impact in tropical regions but it's also a very abundant crop which makes really efficient use of land compared to many 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 increasingly 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 results.

This year, we launched our new palm oil free Oaty Fingers in the UK and around the world. However, we still have work to do on our Baby Biscuits which means we will miss our 2021 target, but we're determined to get there so we are setting a new target to be palm oil free by 2022.



good to the planet: 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.

That's why we were one of the first brands to partner with TerraCycle in 2010 to launch Ellacycle, our nationwide recycling solution for all baby food packaging. In that time, we have saved over 4 million pouches from going to landfill – and raised over £70,000 for good causes!

Although we're proud of what we have achieved, we know that when it comes to recycling our packaging, there's lots more to do. That's why we've set a target for all our packaging to be widely recycled by 2024.

flexible packaging consortium

One of the biggest barriers to making flexible packaging like our pouches widely recycled at kerbside is getting the materials collected and sorted at our doorstep.

That's why we're proud to have joined forces with Nestle, Mars, Taylors of Harrogate and recycling experts SUEZ to form the Flexible Packaging Consortium. We are working together to explore the opportunities for how flexible packaging can be widely collected and recycled.

Over the last 2 years, we have undertaken extensive research mapping the value chain for flexible plastic packaging. The result is our report: Mapping the Value Chain for Flexible Plastic Packaging in the UK which we presented to DEFRA and the UK Plastics Pact.

Taking an evidence-based approach, the report has 2 major findings and recommendations:

1. That the collection and recycling of all flexible packaging at kerbside can be both 'practicable and affordable'
2. That flexible packaging could be phased into kerbside collections across the UK from 2023

We're super excited that our recommendations are being considered by DEFRA as part of the Government's waste policy reforms. If they're implemented, it would not only represent a massive step towards our 2024 target – but would also mean that all flexible packaging – from confectionery wrappers to pet food pouches to bread bags and crisp packets – would be included. This would be transformative for brands, retailers, consumers and the planet. Watch this space!

making it recyclable!

growing ellacycle + the kids food pouch recycling programme

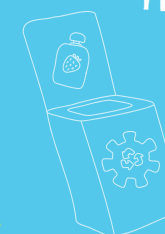
In 2018, we committed to grow EllaCycle and double the number of pouches we recycle through our recycling programme. And we're proud that this year we managed to be achieved this! Despite the pandemic, we increased our EllaCycle recycling rates by 90% compared to FY19.

How many pouches we've recycled:

FY18: 337,986

FY19: 631,888

FY20: 1,194,703



In October 2020, we worked with fellow B Corp Danone to launch The Kids Food Pouch Recycling Programme. By bringing our recycling programmes together, we can expand the number of drop-off points and make it easier for parents and carers to recycle not only all brands of baby food pouches – but all brands of kids yoghurt pouches too!

to be continued...

meanwhile...

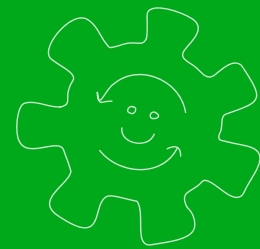
the numbers

reducing our footprint: our new recycled cap

We're proud to be working with SABIC, a global leader in the chemicals industry, to create a new cap made from 100% recycled plastic. The new cap will be used on our Strawberries and Apples pouch and will be made from post-consumer plastic waste. That means we can reuse materials which would otherwise be incinerated or go into landfill.

The new cap is manufactured using SABIC's TRUCIRCLE™ certified circular polymers which are created through advanced recycling. This means regenerating hard-to-recycle plastics which can be used to produce new food grade packaging with no impact on quality or performance.

This is a BIG step forward towards our aim to ensure all our packaging contains 30% recycled content (and meets the UKPP targets). We also hope this will demonstrate to other brands and the Government that you can get food grade recycled content into packaging. We hope this inspires other companies to invest in chemical recycling so increasing the availability of this really useful material.



FY19:

84%

FY20:

82%

our pouches +
snack wrappers

(flexible plastic, not yet recycled at kerbside... but we're working on it... for now recycle through ellacycle)

our pots
+ trays

(ridged plastic,
recycle at kerbside)

our boxes
+ sleeves

(card, recycle
at kerbside)

what's next?

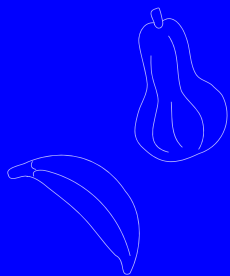
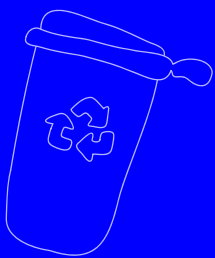
Through our work with the Flexible Packaging Consortium, we believe that change is coming and one day soon our pouches and wrappers will be collected, sorted and recycled at kerbside. While we may have to wait a couple of years for this change to happen, we are right now committed to giving parents and carers more opportunities to recycle their empty packaging through take-back schemes like EllaCycle. We are also exploring new take-back recycling initiatives that we could invest in.

As part of our net zero strategy, we will continue to investigate new ways to ensure our packaging has the lightest possible footprint – from the start of its life and the materials we use to make it, all the way to the end of its life when it's time to be recycled.



good to the planet: preventing food waste

Being responsible with waste



Our friends at WRAP have been working hard to help food manufacturing, retail and hospitality industries cut food waste in half by 2025. We are proud to have signed their Food Waste Reduction Roadmap, making sure we align with the industry and setting ourselves reduction targets.

Our target is to reduce our food waste by 100% by 2024. This means that 100% of the surplus food we make would either go to food banks or animal feed and nothing gets wasted!

everything yummy in a tummy....

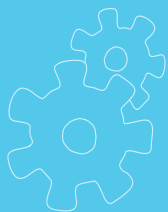
In FY20 68% of all our surplus stock was donated to our food bank friends and went to help vulnerable families + little ones all across the UK. This is significantly higher than in FY19 (47%) and was down to introducing new smarter ways + processes for how we manage our stock. That

was a total of 628,485 products donated. The remaining 32% went to energy from waste with 0% being sent to landfill. Although we're pleased with the progress so far, we know we still have work to do to deliver our new Food Waste Reduction target.



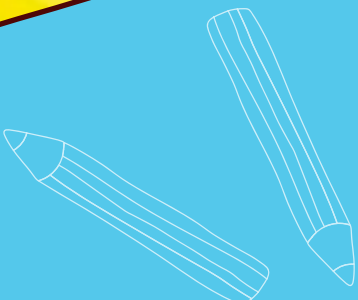
target

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.



Target
Measure
Act

good business



introduction



We're proud to be part of a movement of businesses who like to do things a little differently. Back in 2016 we certified as a B Corp.

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 planet. This means that as we grow, we have a legal requirement to look out for our team, our community, and the environment on the same level as profit whenever we make a decision.

We think this is really exciting. If we're going to build a better, fairer world for future generations then we definitely need businesses, and all of the clever, brilliant brains that power them, to be coming up with solutions to help us get there.

Today's business leaders are dealing with some of the biggest challenges our planet has faced. And it is incredible to see the ideas they can come up with and the pace of change they can execute. Take Formula 1's Project Pitlane. It took fewer than 100 hours from the initial meeting to production of the first breathing aid to help coronavirus patients.

This is what Good Business is all about. Read on to find out some of the stuff we've been doing to accelerate change.

born to
B good



good business:
b corp... it means
better corporation!

B Corps are businesses who believe in a new way of doing business. 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 and the planet is just as important, if not more.

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 your entire business and everything you stand for across 5 impact areas of Workers, Community, Environment, Customers and Governance. As well as having to score a minimum of 80 points out of 200 across these impact areas on the B Corp assessment, businesses also must make a legal change in order to be able to certify. This legal change places trying to do the right thing at the heart of your business, as being a B Corp means you are legally bound to consider the impact your decisions have on your workers, customers, suppliers, community, and the environment.

★ Our B Impact Score ★

In 2016 when we first certified
we scored 81 points...

81



then in 2018 90.5...



90.5

this year we're proud
our score has increased
again to 94 points!

94!

b corp has the power
to change the world!

We believe if every business was a B Corp or even did business a little more like a B Corp, then the world would be a better place.

That's why we are proud to be part of the Better Business Act Coalition which launched in March 2021 and is calling on the Government for a straightforward legislative solution: to amend Section 172 of the Companies Act to make sure every single company in the UK, whether big or small, aligns the interests of their shareholders with those of wider society and the environment.

 next stop, 100...!

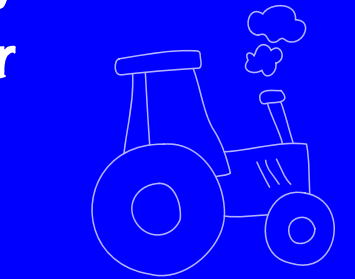
You've probably guessed it but being a B Corp is super important to us at Ella's Kitchen. Our next goal is that we have an ambition to reach 100 points by our next recertification (due in 2024). In fact, achieving 100 B Corp points is one of our key business goals alongside our sales + profit targets. To do this we'll be looking across our whole business operations and identifying projects and processes which we can improve on.

We believe that embedding B Corp and its 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.

good business: being the change



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.



In 2018 we launched our B the Change Partner Programme, a custom version of the B Corp Assessment to help get our supply chain partners thinking a little bit more like a B Corp by understanding more about their social + environmental impact.

We've received some amazing feedback and responses from our partners about Our B the Change programme with some using the outputs to make small changes within their businesses, and with others being super inspired to explore becoming fully certified B Corps.

In February 2020 we were proud that our B the Change programme was recognised at the edie Sustainability Leaders Awards for supply chain excellence.... Yippee!



we won an edie
award for supply
chain excellence!



what edie's judges said...

For an organisation of its size, Ella's Kitchen is making a real impact. Despite being an SME, the company has taken new approaches to working with suppliers and has, as a result, changed the way they think and act on sustainability.

to be continued...

meanwhile...

what's next...

Unfortunately, our friends at B Lab are super busy helping other companies certify as B Corps, so they were struggling to help us manage our adapted version of the assessment.

We are still determined to continue to encourage our partners and suppliers to look at becoming B Corps and will support them any way we can. But with our net zero and climate commitments we hope to engage and work with our partners around setting their own commitments on tackling climate change and developing their own targets.

banging the b corp drum

...And it's not just our supply chain partners we are talking to about B Corp. We are proud to be part of the consumer and commercial working groups within the B Corp community to raise awareness of the aims of the B Corp movement to both our retailer friends and parents and carers.

This year Ocado and Boots joined Waitrose in launching dedicated B Corp shops online. And every March we join the global community of over 4,000 businesses in celebrating B Corp month.

being good to our friends

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 launched our Good To Each Other Standards which 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. We have been busy communicating our standards to our partners including across our Banana, Mango and Vanilla supply chains having identified these ingredients as having a heightened ethical and social risk associated with them.

In turn we have asked all suppliers to communicate our standards across their own supply chains. We 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.

good business: 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 reeeally hard to be a tip-top employer. That means understanding the whole person, offering opportunities for growth, and creating a fun environment that supports wellbeing.

This year supporting the health and wellbeing of our team has been our number one priority. Like most businesses, the arrival of Covid-19 and lockdown meant we all found ourselves balancing work with other pressures. For many of our team, home-schooling meant becoming teachers. For others, living alone meant overcoming feelings of isolation.

what we did...

"You and your families' health and wellbeing comes first..."

To put our people first and try and reassure them, we promised our team right at the start that everyone would receive full pay regardless of the hours they work.



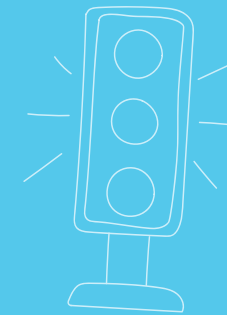
taking a break...

We discovered there's loads we could do online. From watercolour painting to gardening to bootcamp and yoga – we found new ways virtually to encourage our team to take time out and do something different.



work-life balance

We also launched our monthly 'Red, Amber, Green' workload report where people with less work could support people in different teams who had a little too much on their plate.



working with our friends Pukka...

We are super passionate about empowering personal growth and nurturing our employees in every way we can. We are really excited to launch our first ever joint Mentor Scheme with our fellow BCorp friends Pukka.

This collaboration provides us with an opportunity to connect with a wider pool of talent + expertise through Pukka employees, increase our knowledge, build skills for the future + learn from each other.



We are lucky that wellbeing is at the core of our culture. In lockdown I did a virtual watercolour class. Work was super busy, but I decamped and I enjoyed the class SO much. To stop, slow down, focus on something different was just the tonic. Afterwards I painted all my Xmas cards in the evenings! Not great masterpieces but my masterpieces. I'm now making sure I get a little non-screen downtime each day.

Helen



to be continued...

meanwhile...

it's good to talk...

We've found new ways to help our Barners stay connected. We set up voluntary groups for parents, women in menopause and people who live alone.

And our amazing mental health first aiders were always on hand to support our team from sending a monthly newsletter to organising drop-in sessions and always being available for a chat.

Little Huddle (our senior team) also divided up the team and made phone calls to check in and see how everyone was doing.

The pandemic was a real roller-coaster of changes + emotions but one thing that stayed the same was the support from Ella's in putting our wellbeing first. The mental health newsletters have been really helpful and when I read experiences from the team and how they were doing, I didn't feel alone but also appreciated an honest perspective and their top tips.

Aman

making a difference...

We promised to give back 1,000 hours to good causes, however because of the pandemic, we were unable to run our usual Mission + Make a Difference Day volunteering programme.

Many of our team have still found ways to give back. Some signed up to be part of the over 750,000 NHS volunteers, carrying out everything from check in + chat calls with vulnerable people, to others doing shopping and tasks for people in their local communities who were shielding or self isolating.

In September 2020, we partnered with social impact start up Matchable. Matchable matches individuals with non-profit organizations or impact start ups by looking at your individual skill set and matching you with a company where this might be missing.

We've had lots of our barners signing up and using their skills to help and give back to some amazing organisations.

MATCHABLE

training + development...

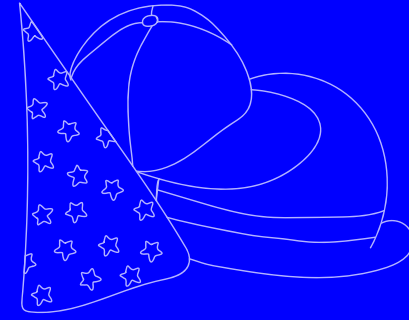
Throughout this year we have continued to offer everyone £1,000 to spend on their own development and this year has been mainly for most of us spent working online.

We invested in an online training platform called Litmos Heroes which has thousands of bitesize training courses, so people can choose the right time to dip in and out.

It's amazing to have a dedicated money pot to spend on my personal training + development. Since joining Ella's last year I have attended two marketing courses which have not only given me tools to use in my day to day but also helped with longer term strategic planning.

Alissa

good business: diversity + inclusion



Like many organisations, this year at Ella's Kitchen we've spent time thinking about issues arising from the Black Lives Matter movement and it has caused us to take a long, hard look at our approach to Diversity + Inclusion.

We have always been committed to promoting and enabling a positive culture where everyone can be themselves. And, following our reflections, we know we can do more to promote this. But we've also learned that creating a diverse workplace is an opportunity.

Thinking differently is one of Ella's core values. In today's world, we face huge + complex challenges. If we want to leave behind a better world for future generations, then we will need ideas and behaviours that channel multiple perspectives and diversity of thought to get there. That's why diversity isn't just something we have to do, but the smart thing to do.

We know that this will be a continuous journey. We're not experts and we are learning all the time. This year, we have been taking time out, reflecting + educating ourselves and starting to make small steps along that journey.

- ★ All employees completed unconscious bias training.
- ★ All employees had a day off to think about issues relating to Black Lives Matter and racial inequality.
- ★ We came together in teams to speak freely about what we'd learnt and to start conversations about what we need to change.
- ★ We've launched our Diversity + Inclusion Framework and formed a group of Allies who will champion our Diversity + Inclusion journey.

this year,
all our employees
had unconscious bias
training



supporting women in the workplace

79% of our workforce are women

57% of our senior leadership team are women

22% of our female workers work part time

next up... our framework

good business:

diversity + inclusion

framework

Our five pillars inform the programmes + initiatives we develop and ensure the conversations continue throughout Ella's.

1.

a culture of togetherness

We make sure that Ella's Kitchen is a welcoming home for everyone. People are able to be their authentic selves + diversity is celebrated.

2.

attraction

When we attract newbies we ensure there is an inclusive approach to our recruitment which creates diversity by having fair processes + an approach of conscious inclusion.

4.

make a difference

We will support others by sharing our specialist skills + knowledge to promote equal opportunity and use our voice for good + inspire others outside of Ella's Kitchen to do good too.

3.

educate

We are not the experts! We will invite guests to talk about their own experiences + encourage open discussions so that we can broaden our thinking and continue to learn about inequalities in the world around us.

5.

communicate

We will continue to encourage open + honest conversations, be accountable and transparent in our approach + actions and speak up when we see behaviours which aren't in line with our values.

we'd love to hear from you

Ella's
kitchen

thanks for reading our report!

At Ella's Kitchen, we are fully committed to the Good Stuff We Do. We know we might face lots of challenges along the way but will do everything we can to have the most positive impact when it comes to being Good to Tiny Tummies, being Good to the Planet and doing Good Business.

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

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!

get in touch!

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



or click here

the
good
stuff
we do
report

Issue 03: June 2021
GSWD - 1234 5678 9