

SUSTAINABILITY STRATEGIC PLAN 2019-2025

ABOUT OUR BRAND

MANTRA

FOR THE GREATER GOODNESS

Celebrating good food & all the good things it does for people. Sharing nature's goodness and always acting with goodness.

OUR WAY

BEING MORE MARKET THAN SUPERMARKET

To always act more market than supermarket. A pleasure not a chore. An experience of positivity, not just one of necessity. Fresh food direct from the source in hours not weeks.

FOR THE
GREATER
GOODNESS

OUR PURPOSE

TO RECONNECT US ALL TO THE NATURAL JOY OF FOOD

To bring us all closer to the natural joy of food.
To have us shop with heads up not heads down.
To throw away the list and shop with your eyes.
To truly appreciate nature's seasons and creations.
And to collectively get behind the positive impact that good food can make to us all.

OUR PRINCIPLES

The four things we believe in, that guide us every day.

DRIVEN BY
NATURE

DELIVERED WITH



DONE WITH
HEART
INTEGRITY

ALWAYS
FAIR

WHAT WE'RE FOR



LAND & SEA



THE SUN



AUSSIE
FARMERS



QUALITY



RESPONSIBLE &
SUSTAINABLE
SUPPLIERS



HEALTHY
FAMILIES



FRESHNESS



VALUE WITH
VALUES

OUR SUSTAINABILITY MANIFESTO

Sustainability has and always will be a part of Harris Farm. It's embedded into our brand principles & business ethos. Our Sustainability Manifesto serves to better define what the Greater Goodness means to us and it provides a clear path forward for our Sustainability Strategic Plan 2019-2025.

WHAT

Naturally integrate sustainability into our business creating a shopping experience that doesn't cost the earth.

WHY

Food is precious and so is nature. We're here to provide our customers food that nourishes our health, nature and the systems around it.

HOW

To validate all new products, packaging, and projects with our mantra "For the Greater Goodness" and our 3 Pillars of Sustainability: Good for our Family; Good for Our Earth; Good for our Business.

THE 3 PILLARS OF SUSTAINABILITY



Our mantra "For the Greater Goodness" and the 3 Pillars of Sustainability are integral to our Sustainability Manifesto that have fuelled our focus for our 5 key objectives.

5 KEY OBJECTIVES:



**SUSTAINABLE
PACKAGING**



**WAR ON
WASTE**



**INSPIRE OUR
COMMUNITY
& TEAM**



**SUSTAINABLE
SUPPLY
CHAIN**



**REDUCE
OUR CARBON
FOOTPRINT**

5 KEY OBJECTIVES

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OBJECTIVE	WHAT	WHY
 SUSTAINABLE PACKAGING	Develop and use a packaging policy and portal that links directly into a circular economy.	It matters to us to have amazing products on our shelves and equally we care about the packaging they come in. When making our decisions we must meet our Packaging Commitment and our Sustainable Packaging Criteria. This Criteria will help us make packaging choices that doesn't cost the Earth.
 WAR ON WASTE	Integrate the waste hierarchy into our operations honing-in on food and packaging waste.	Because waste is unnecessary. Especially food waste. It's a waste of nourishment, natural resources, time, energy and money. Our business has already been proactive in reducing and diverting waste, but there is still so much more we can do.
 INSPIRE OUR COMMUNITY & TEAM	Be creative in how we engage our community and team using our Sustainability Manifesto.	As a brand we are well positioned to better share our Sustainability journey with our customers and our team. The more engaging we are, the more we can ignite positive change.
 SUSTAINABLE SUPPLY CHAIN	Partner with our suppliers/farmers/growers/producers to explore regenerative farming techniques without compromising on product quality.	Just as we keep vigilant on additives in products, we should build our knowledge of the farming practices our suppliers use and create the opportunity for them to be more sustainable. The more our supply chain contributes to healthy soil, the more sustainable our environment and food supply will be.
 REDUCE OUR CARBON FOOTPRINT	Reduce our carbon footprint by staying on the cutting edge of energy and fuel efficient initiatives, but more importantly drive regenerative farming practices to increase the carbon pull down from the atmosphere into healthy soil.	Reducing energy and fuel consumption is a no brainer. This delivers both environmental and financial benefits. But using our supply chain to help drawn carbon down will have the biggest and best impact on fighting climate change.