



# IMPACT REPORT

Measuring calendar year 2023





Certified



Corporation



great  
taste  
PRODUCER

# HELLO FROM MARSHFIELD FARM...



Dawn, Angus, Ro, Flo & Will Hawking  
(and Scoop the dog!)

At Marshfield Farm, we set out to create ice cream that makes the whole family happy - even the dog! For us, this means doing everything we can to have a positive impact on the planet and the people around us - that's you!

We are only at the beginning of our journey and we know we have a long way to go but we want to give you an update of where we're at.

Before we give you the scoop, here's a message from our Chief Scooper, Dawn, who runs Marshfield Farm ice cream together with her family.

Hello, Dawn, here just writing to thank you all for your continued support for our family brand.

It's been an incredible journey since Will & his parents started the business over 35 years ago, & having all our kids join in over the years has made it even more special.

In the past year, we've been fortunate to have all our kids actively involved in the business, each bringing something unique to the table. Their youth, energy, & commitment to sustainability are inspiring. Whether it's Flo starting her own oat milk business on the farm, Rory taking the farm in a more regenerative direction, or Angus, initiating our BCorp journey - each of them is making a significant impact.

I'm delighted by the positive response from our team, it feels like they're not only making the business a better place to work but also moving us towards a more sustainable future for the future generations.

It's been a long year, I hope you enjoy reading about it!

# A SNAPSHOT OF 2023...

We are super proud to celebrate some big moments



We had 750 responses to our first Materiality Assessment



We're a Certified B Corp with 94.4 points!



We launched charity partnerships with Bristol Zoological Society & Jame's Farm



We've donated almost 3,000 scoops of ice cream to community fundraisers



42% of our energy comes from renewable sources



We've hosted over 400 hours of educational farm tours



# OUR MISSION AND VALUES

Our mission is to be the most loved ice cream of British families. We believe happiness is homegrown, and encourage moments of homegrown happiness for our community by making delicious ice cream on our family farm whilst being committed to reducing our environmental impact.

We know ice cream can't save the world on its own, but we hope by doing our bit and helping our community to do theirs too, we can make a real difference.

## OUR CORE VALUES



We create ice cream to make the whole family happy – even the dog. We've got a whole host of flavours inspired by British classics and a few surprises too!



Ice cream is our thing. Our family have been churning for over 35 years and we're pretty good at it – if we say so ourselves!



Every drop of milk in our ice cream can be traced back to the fields we call home, with ingredients going from crop, to cow, to cone in 24 hours.



We believe every scoop is a step forward. We're third generation farmers and we don't want that to stop here, so we champion sustainable farming & ice cream making.

# MATERIALITY ASSESSMENT

Following our first carbon assessment in 2021 and our first impact report in 2022, we knew we wanted to continue to work towards our sustainability goals.

We are really proud of what we have achieved so far, but we are eager to be better and do better. However, we are realistic that we can't do everything. As an independent, family-run business, we want to channel our efforts into the areas we feel are most important to our community, and ultimately make the biggest difference.

So we set out to survey our community, and dig deep into what they feel is most important to them. Officially, this survey is called a Materiality Assessment.

The aim is to prioritise issues that are the most important, and where we as a business can make the most impact for the future.

We were overwhelmed to receive over 750 responses from our lovely community across our suppliers, top 30 customers, employees and prospective stockists.

## THE RESULTS...



# OUR ESG GOALS...

The results of our Materiality Assessment and the comments that accompanied it have been invaluable in guiding our priorities and strategy for 2023 and the years ahead.

After many hours of huddling around the farmhouse table dissecting the results, we have mapped out our key sustainability targets for 2023 and beyond: our Environmental Social Governance (ESG) Goals.

## ENVIRONMENTAL

### Goal 1: Reduce scope 1 & 2 carbon emissions

#### Target 1:

Achieve a 10% reduction on 2021 Scope 1 & 2 carbon emissions by the end of 2024

### Goal 2: Reduce scope 3 Carbon emissions

#### Target 2:

Achieve a 10% reduction on 2021 Scope 3 carbon emissions by the end of 2024

### Goal 3: Reduce waste volumes from production and distribution

#### Target 3:

Complete a full business waste analysis and work with our waste management providers to create a reduction plan by the end of 2024

## SOCIAL

### Goal 5: Increase professional development opportunities

#### Target 1:

Achieve a 20% increase on 2022 hours of professional development by the end of 2024

#### Target 2:

Ensure 100% of employee reviews occur within designated 'professional development review' time frame with new refined review process

### Goal 6: Increase support for employee's personal growth and mental wellness

#### Target 1:

Maintain an average of 90%+ employee satisfaction

#### Target 2:

Obtain 50% sign up rate to EAP by the end of 2023

#### Target 3:

Ensure 75% of employees attend 3 x Lunch and learns by the end of 2023

## COMMUNITY

### Goal 7: Increase charity and community support

#### Target 1:

Donate £10k annually to charity & community organisations through official charity partnerships & local charity giving

#### Target 2:

Achieve a 50% employee uptake of paid volunteer day by the end of 2024

### Goal 8: Increase ESG accountability and responsibility within our supply chain.

#### Target 1:

Screen 100% of suppliers using updated ESG screening process by the end of 2024

#### Target 2:

Ensure 50% of suppliers (revenue based) have signed new supplier code of conduct by the end of 2024

#### Target 3:

Explore supporting our farm in becoming farm RSPCA approved by the end of 2024

## CUSTOMERS

### Goal 9: Increase advocacy and consumer education around sustainability

#### Target 1:

Create 4 external resources for stakeholders surrounding sustainability by the end of 2023

#### Target 2:

Provide 400 hours of educational Sustainable Farming tours by the end of 2023

#### Target 3:

Develop educational tours and materials that can be both internal and external

## GOVERNANCE

### Goal 10: Increase our team's accountability and responsibility to ESG Goals performance review.

#### Target 1:

Achieve creation of Team ESG goals for 100% of the business

#### Target 2:

Implement quarterly ESG reporting to Board of Directors

# WE ARE B CORP CERTIFIED!



## What is B Corp?

Solid first question. B Corp is a global movement committed to using business as a force for good, creating long-lasting change by balancing purpose and profit. The 'B' stands for 'Benefit for all'. B Corp Certified businesses have committed to making positive changes for the wider global community.

By meeting B Labs rigorous standards of social and environmental performance, B Corp certified businesses are leading the way and demonstrating their commitment to harnessing the power of business to positively impact all stakeholders: workers, communities, customers, and our planet.

Businesses are assessed and scored across these five key pillars, aiming to score a minimum of 80 points to become certified, and being reassessed every three years to ensure a continuing effort and commitment.

## THE FIVE PILLARS OF B CORP...



**Environment**



**Workers**



**Customers**



**Governance**

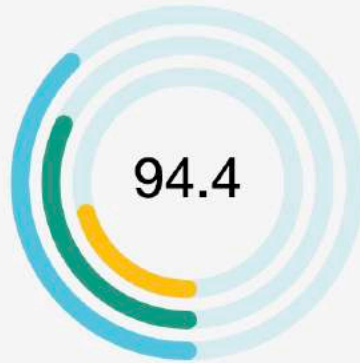


**Community**

# OUR B CORP IMPACT SCORE

## Overall B Impact Score

Based on the B Impact assessment, Marshfield Farm Ice Cream earned an overall score of 94.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 94.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Our B Impact Score is 94.4, making us the highest scoring ice cream company to be B Corp Certified. A large proportion of our points come from our environmental efforts, and largely because of our connection with our family farm.

We have a unique position in that from crop, to cow, to cone, the whole ice cream process is controlled on-site by our team. This means we can keep food miles low and have full power to make positive choices over the different aspects of our ice cream production.

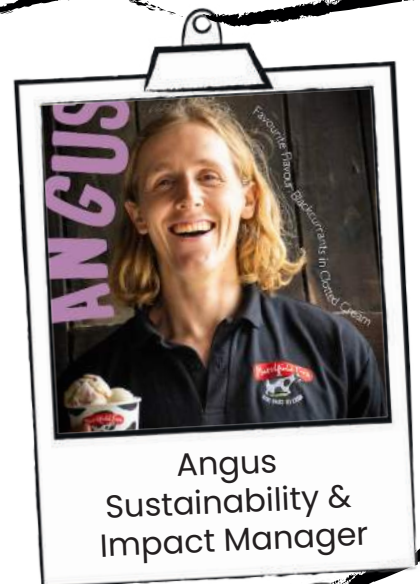
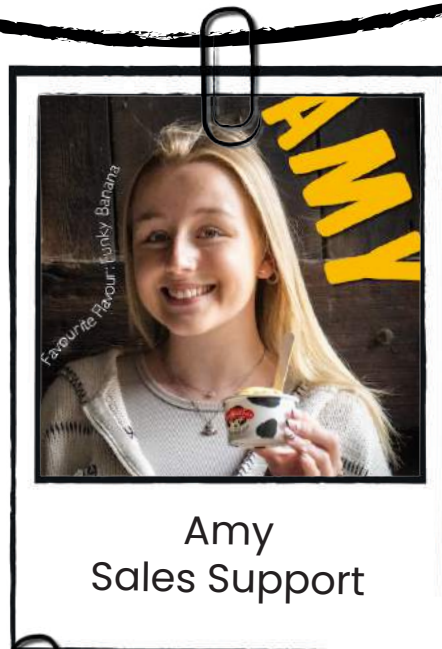
<b>Environment</b> evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land and biodiversity. This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.	31.8
<b>Workers</b> evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development and engagement & satisfaction.	25.7
<b>Customers</b> evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security and feedback channels.	3.3
<b>Governance</b> evaluates a company's overall mission, engagement around its social/environmental impact, ethics and transparency.	13.5
<b>Community</b> evaluates a company's engagement with, and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving and supply chain management.	19.8



# MEET OUR B CORP COMMITTEE

From across the business, team members volunteered to be on our B Committee, to ensure our team's voices are heard in decision making and to continue making positive changes.

B Corp Certification lasts for three years and you must then resubmit to recertify. Our B Corp Committee will lead the charge until we need to resubmit in July 2026 and hopefully we will have already achieved many of our goals!







# 1. ENVIRONMENT

Our impact on the planet





# SUSTAINABLE FARMING

The Hawking family have been farming the same fields for over 50 years, starting with Will's father back in 1971. We have been Soil Association Organic for over 20 years and also Red Tractor approved. These fancy labels are proof that we take care of our land and follow the highest possible standards of land management, sustainability and animal welfare.



We've been certified for 20 years!



Our herd of 250 Friesian cows are so important to us. Every single tub of our ice cream contains at least 50% fresh farm milk, meaning we need around 5,000 litres every day.

In order to meet these needs, it's vital that our cows are happy and healthy.

On our team we have James, Head of our Herd, who's job is to ensure our cows are well looked after. Twice a day, at every milking, each cow gets a quick health check and we use Cow Watch collars to track their steps, food intake and temperature throughout the day.

We also work with a Cow Nutritionist who regularly assesses our herd's feed and nutritional value. 95% of the food our herd eat is grown right here on the farm, and the extra 5% is made up of added vitamins and minerals to keep them healthy.

Cows can also drink up to 80 litres of water each day - that's almost a bathtub full! We have a borehole on the farm which supplies 20,000 litres of water every day, providing enough to keep the cows well hydrated and with spare to use in our ice cream and sorbet production. This means we can operate off grid, sustainably sourcing our own water.



95% of the food our cows eat is grown on our farm



Our milk has a higher than average butter fat % (that's what makes it so creamy!)



# A FARM BUZZING WITH LIFE

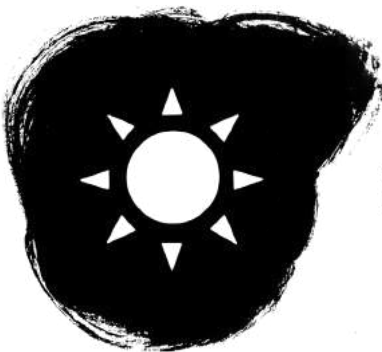
In the UK, 71% of our land is used for agriculture, so we see it as a huge part of our responsibility as farmers to support the habitats and ecosystems here on our farm.

We have been working hard to increase the biodiversity of our farm by introducing 65,000 bees, planting 240 trees and 10 new hedgerows across our land.



## RENEWABLE ENERGY

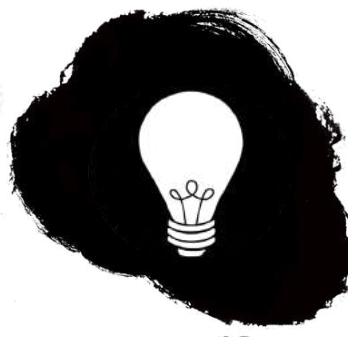
Making ice cream can use a lot of energy, but we've taken lots of measures to reduce our energy where possible, or create our own using renewable sources - 42% of our energy comes from renewable sources!



27% of our energy comes from our 1,400 solar panels



100% of our heat energy comes from our wood chip boiler



We've switched all bulbs to timed LEDs, saving 985kWh energy



Our heat exchange unit saves energy used to heat & cool our ice cream

# REDUCING OUR WASTE



So far we've saved 89 scoops from being thrown away

Food waste is a huge issue across the world, and we do everything we can to avoid waste. We have a dedicated Production Planner, and a flexible plan allowing us to adapt our production and never produce product which won't be used.

Even with these measures in place, occasionally we do have 'Marshfield Mishaps' where tubs aren't perfect, but still delicious and don't deserve the bin.

To help this problem, we've recently partnered with Too Good To Go, a business that lets customers rescue unsold food and save it from going to waste.

It's still new for us, but we've already avoided 20kg of CO<sub>2</sub>e.

# RECYCLING

To ensure all waste from the farm, ice creamery and offices is disposed of correctly, and recycled where possible, we work with a local business specialising in waste disposal.

Our packaging is 100% recyclable and made of card if possible, including removing plastic lids and spoons from our 125ml tubs after supply chains returned to normal following the 2020/21 pandemic.

We also encourage our Trade Customers to use our Napoli Recycling Scheme, which allows them to send large 5 Litre tubs back to us, so we can ensure they are recycled correctly.



We've saved 34,000kg of plastic from our system by switching to card 125ml packaging

# OUR CARBON FOOTPRINT

In 2022, we worked with sustainability consultancy 3Keel to measure the carbon footprint of the whole business. We chose to measure the year 2019, as at the time it was the last uninterrupted year of trading before the Covid 19 Pandemic. We wanted the most accurate picture of our footprint.

Our next carbon assessment is due in 2024, but we wanted to share a snapshot of the things we have done so far to build on our findings from 2019.

But first, we think it's important for you to understand our business and how each step of getting ice cream to your belly can contribute to our carbon footprint.

## From our fields to your freezer...



We source raw ingredients to create our ice creams, including any fuel required to run our ice creamery and agricultural work such as keeping our cows happy. Wherever possible, we select local and sustainable suppliers.



The materials and ingredients are delivered to our farm. Sometimes from our fields, sometimes from further afield.



We create our ice cream! Manufacturing ice cream needs water, energy and can produce some waste.



Our ice cream is packed into tubs, and then larger boxes to be kept in our on-site cold store, which needs energy to stay at -27 degrees!



Our ice cream is delivered from our farm nationwide, either to scooping parlours, theatres, your local farm shop or direct to your freezer. The whole way, it's super important we keep our ice cream below -18 degrees to keep it smooth and yummy, which needs a lot of freezer power.

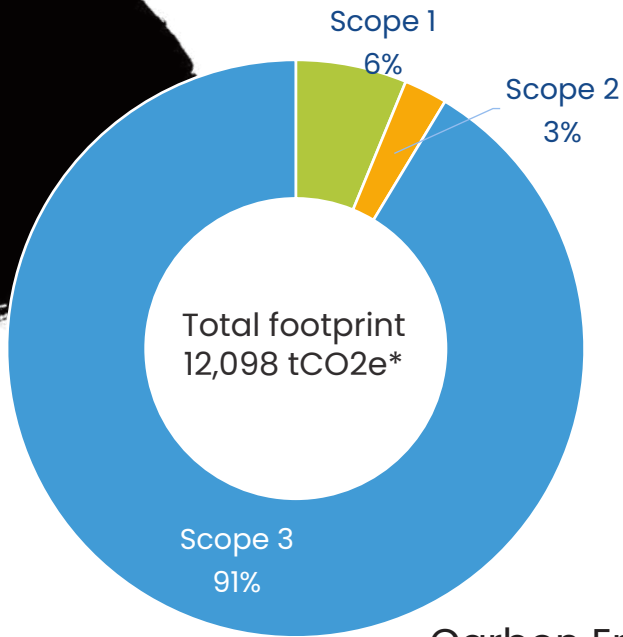


Once you've enjoyed your ice cream, our tubs need to be disposed of. All of our packaging is 100% recyclable, so we hope it is all recycled responsibly but there's still a chance it could end up in landfill.



# HOW WE MEASURE UP...

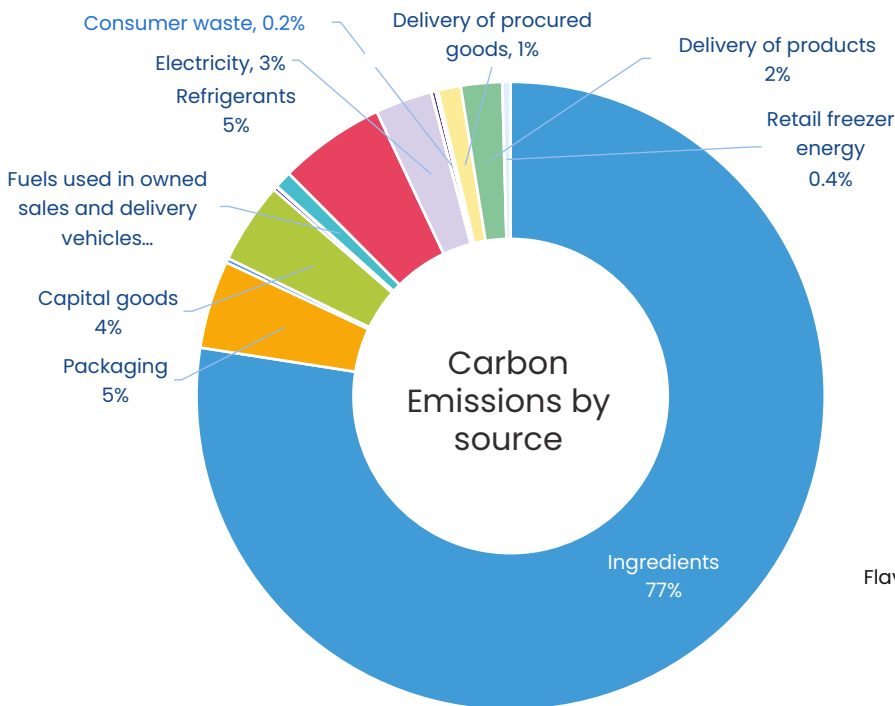
## The Total Carbon Footprint of our Business



**Scope 1:** refrigerants & fuels we control  
**Scope 2:** electricity we control  
**Scope 3:** everything else in our indirect supply chain

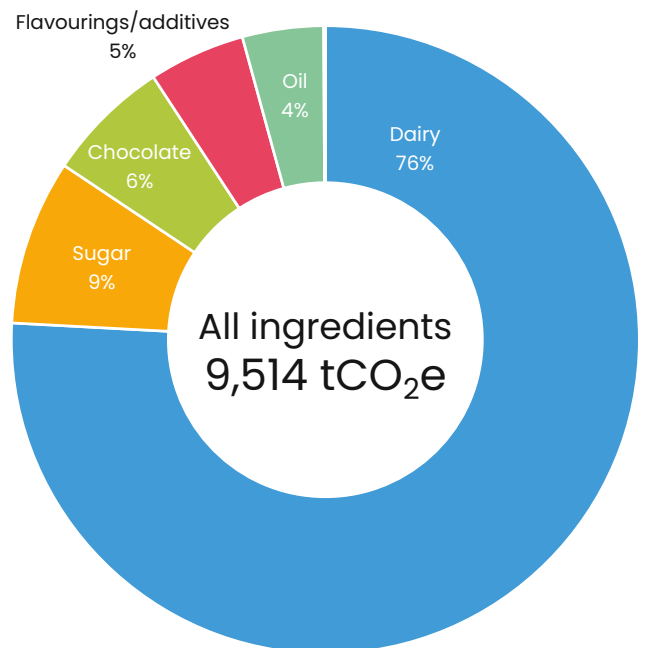
\*tCO<sub>2</sub>e stands for tonnes (t) of carbon dioxide (CO<sub>2</sub>) equivalent (e). A "carbon dioxide equivalent" is a standard unit for measuring greenhouse gas (GHG) emissions regardless of whether they are carbon dioxide or other gases such as methane.

## Carbon Emissions by Source



The biggest source of emissions in our business is purchased dairy ingredients, such as Clotted Cream for our Marshfield Farm range and buttermilk and skimmed milk powder for our cost effective Brimble's range. We have a plan of action to source more carbon efficient dairy ingredients over the next year.

We also identified that Chocolate and Coffee were very 'carbon hungry' ingredients, which we're aiming to tackle with new ingredient options.



# CHANGES WE'VE MADE



We have a plan to switch from buttermilk powder to fresh milk in our Brimble's Range. Better product & lower carbon!



We added more solar panels to our barn roofs, increasing our solar energy capacity by 400%



We built our own cold store with the most efficient technology, reducing food miles & energy usage



We are choosing Regenerative Farming methods across our land, reducing our need to plough & release carbon into the atmosphere



We discontinued our Coffee Mocha ice cream (coffee was one of the most carbon intensive ingredients) for a Carbon Negative coffee: TrueStart



All of our Mini Tub packaging is now card, with no plastic lids produced after supply chains recovered from the pandemic





## 2. WORKERS

Keeping our team happy & healthy



# OUR PEOPLE

We are proud to have a diverse workforce and offer equal opportunities to everyone. 42% of our team are below 24 or over the age of 50, and 50% of our management team identify as female. We are also a Living Wage Employer and offer spot bonus opportunities for the entire team.

But we always want to do more. Just like our Materiality Assessment which surveyed all our stakeholders (internal and external) we also ran an Employee Satisfaction Survey and Employee Benefits Survey at the end of December 2022.

The aim of this survey was to check what our team wanted in terms of support, and what would make Marshfield Farm a better place for them to work.

Although 95% of our team stated they felt “very happy to work for Marshfield Farm Ice Cream”, we wanted to take on board the feedback and have introduced many new initiatives and processes.



66% of employees completed our Employee Satisfaction Survey



# STAFF SURVEY RESULTS

What we are doing well...



90% of workers feel appreciated for what they do



91% of workers feel they are treated fairly



95% of staff are proud to work for us & enjoy being a team member

# STAFF SURVEY RESULTS

What we wanted to improve...

Employee Survey Result	Our Action
78% feel they receive feedback that helps them grow & develop	Launched a formal review process, including peer reviews to assess targets, progress and support needed. We also launched regular 'Lunchtime Learns' inviting internal and external speakers to educate our team on surrounding topics.
81% feel they are supported in their professional development	Additional training budget made accessible for all teams
88% feel they are supported by their line manager	9 of our Managers had a training course with plans to launch another round for team leaders
88% feel an inclusive environment has been created	We encouraged all staff to complete EDI training, with 16% completion rate so far
81% feel their work load is attainable	Our managers are encouraged to have regular 'one to one' meetings with their team to help balance workload
88% feel comfortable communicating concerns to management	We have created an anonymous feedback system (with physical & digital methods) to allow concerns to be raised without identifying the employee
80% feel informed and up to date on what's happening within the company	We have launched a staff WhatsApp channel for key announcements and updates, with a monthly staff newsletter sharing a round-up of key monthly events
7.5/10 was our employee mental health score	We have launched a Employee Assistance Programme to provide expert support 24/7, with 64% of staff signing up
In general, our team wanted improved benefits	We have launched new benefits including a Paid Volunteering Day, Long Service Additional Holiday and more!

# NEW BENEFITS & SUPPORT



20% people have been rewarded an additional holiday day for 5+ years of service



Our team now have access to daily toast & free hot drinks all day!



52% of people have attended a 'Lunch & Learn' Session



We launched a social committee who organise regular events



Our Management Team received training to ensure they could effectively support our staff



64% of staff have signed up to our EAP Platform





### 3. CUSTOMERS

Making ice cream fans happy



# KEEPING CUSTOMERS HAPPY



95% of customers believe Marshfield Farm is a sustainable business

Firstly, to every single one of our customers who either served or enjoyed our ice cream this year, thank you so much for your support.

We make ice cream that makes everyone happy (even dogs!) and to us, that means always creating delicious, high quality ice cream, continuously providing customer support, and inviting you to be part of our community.

We endeavour to keep improving the taste and quality of our ice cream. Almost all of our products have won an award, with 2 Great Taste Awards, 5 Taste of the West Awards and 2 Great British Food Awards given to us in 2023 alone as well as achieving BRC Start Certification at the end of the year.

We see it as our job to create ice cream in a way which helps our customers make a positive impact too.



## Customer Satisfaction Survey Results

94.7% would recommend Marshfield Farm Ice Cream to a friend or colleague

95% believe we are a sustainable business

83.4% rate our ice cream as 10 stars out of 10 (the rest were all 8 or above!)



140 customers visited our farm in 2023



80% of customers surveyed had seen their Marshfield Farm rep at least once during the year





# 4. GOVERNANCE

Making it official



# MAKING OUR MISSION OFFICIAL

During our B Corp Assessment, we scored an additional 7.5 point for having a 'Mission Lock' pledging legally that you are going to use your business for good. This year, we amended our Articles of Association (that's the legal paperwork that makes your business official) to include a sustainability statement.

Going forward, the mission for Marshfield Farm is to be the most loved ice cream of British families. We believe happiness is homegrown, and encourage moments of homegrown happiness for our community by making delicious ice cream on our family farm whilst being committed to reducing our environmental impact.

This isn't the only official change we've made this year to help formalise our sustainability efforts and ensure we are in a position to make the biggest positive impact we can.



Integrated a 3 year ESG Strategy, with individual, targeted goals across the whole business



Restructured our company, ensuring team management, accountability and leadership was clear.



Created official policies for staff and suppliers including Whistle blowing, Code of Ethics, Breast Feeding and Code of Conducts



Reviewed and improved our on-boarding process to align all employees to our mission





## 5. COMMUNITY

Supporting our friends, family & local people



# OUR HERD

For many years we have believed that we are one family, one farm, one herd. By herd, we don't just mean the cows! Our community is at the heart of everything we do.

If you have ever enjoyed a scoop of our ice cream, we believe you are a part of our story and work so hard to make you happy.

But we also believe we should extend our reach and give back to the wider community as much as we can. In our first Impact Report for 2022, we measured that we'd given away 500 tubs to charitable causes and over £4,000 to other independent charities.

Although we're proud of that, we definitely wanted to do more to give back, so we launched two Official Charity Partnerships this year!

## OUR OFFICIAL CHARITY PARTNERSHIPS



We've committed to give £15k to Jamie's Farm over the next three years

**Jamie's Farm**, is a charity dedicated to supporting young people facing challenges and helping them build brighter futures.

Dawn and Will Hawking, who head up the Marshfield Farm team, have been friends with Jamie Feilden, who runs Jamie's Farm, for more than 15 years and have always supported the local charity. However, now feels like the right time to formalise the partnership and we have pledged to donate £15,000 to the charity over the next three years.

**Bristol Zoological Society (BZS)** is the charity which owns and runs Bristol Zoo Project and they have been serving our ice cream for over 10 years.

As a conservation and education charity, the mission of BZS is to save wildlife through conservation research science and the protection of species and habitats whilst educating and inspiring a new generation of wildlife warriors.

Our donation will specifically be supporting the work they are doing to protect and conserve the UK's native species and in just the first six months of our partnership, there has been progress on projects to protect vulnerable British species such as Great Crested Newts and White Clawed Crayfish.



We will donate £10k over 3 years to Bristol Zoological Society to support Native Species Projects

# WAYS WE SUPPORT OUR COMMUNITY



We've given over 400 hours of educational farm tours



We've donated 2,988 scoops of ice cream (that's 272 1 litre tubs) to charitable causes & fund-raisers



We've had two work experience placements and a paid internship



We've given more than 50 hours of volunteering since launching our Volunteer Day



We've supported local independent businesses with events and sampling



We've hosted our farming community for networking events





# THE FUTURE

Making every scoop a step forward

# OUR GOALS FOR 2024 & BEYOND

Making every scoop a step forward...

We are super proud of the progress we've made this year, but we're already focused on hitting our goals for 2024!

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Complete a full business waste analysis and work with our waste management providers to create a reduction plan by the end of 2024

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# BIG PROJECTS FOR 2024...



Moving towards Regenerative Farming, increasing the farm's biodiversity & carbon holding ability



We're going Rogue! Switching our Plant Based range to a Rogue Oat drink base made right here on our farm!



We'll be measuring our carbon footprint again to see progress & scope room for improvement



We're remodelling our pasteurisation room to improve efficiency & sustainability



We're planning to increase our solar energy capacity by 50%



We're looking at RSCPA Farming Certification to ensure we stay at the front of animal welfare standards



# **THANK YOU FOR READING!**

To find out more about our impact or our story, head to our website...



**[WWW.MARSHFIELD-ICECREAM.CO.UK](http://WWW.MARSHFIELD-ICECREAM.CO.UK)**

