

2022 IMPACT REPORT



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Marshfield
Farm

WE BELIEVE THAT HAPPINESS IS HOMEGROWN

Homegrown for us means we make indulgent ice cream the way it should be made, with minimal impact and maximum flavour.

WE ARE A HOMEGROWN BRITISH FARM & MULTI AWARD-WINNING MANUFACTURER

One family, one farm, one herd - *it doesn't get more traceable than that!*



MADE ON THIS
FAMILY FARM

BUSINESS AS A FORCE FOR GOOD

The entirety of ice cream production happens on site and as organic farmers, we work to the highest possible standard of environmental land management, sustainability and animal welfare for our herd.

We are a progressive British farm and manufacturer.

We understand the impact we have on our surroundings and have always looked ahead at long term impacts when making decisions.

As a farm, we value nature and all it sustains.

Since the business first started in 1988, our principles have remained the same. It is still a family business and our brand continues to have a unique advantage in the ice cream industry. With complete control over the quality of our ice creams, we practice the highest welfare for our cows and use sustainable measures across the entire business.

We welcome staff into our family home and they become part of our heritage.

This means whether it's our farmers, ice cream makers or any other member of the team, we encourage growth, value honesty, reward dedication and nurture individual needs.



This is our first impact report and we are excited to share our progress.

We are currently on a journey towards becoming BCorp accredited. We recognise the value of putting people and plant before profits, and are excited to be on that path to certification.

With this in mind, we have adopted the universal framework of the UN Sustainable Goals (SDGs) as a way of matching our efforts with the rest of the industry in ways to tackle the most important issues. Please look for the icons throughout our impact report to see how our work relates to the SDGs.



DOING RIGHT BY THE PEOPLE

OUR BRAND PROMISE IS TO ENCOURAGE MOMENTS OF HOMEGROWN HAPPINESS,
AND THIS STARTS WITH THE WELLBEING OF OUR STAFF



HOMEGROWN HAPPINESS

Marshfield Farm is not just a business, it's a home. Will first began making ice cream in 1988 and over thirty years on, both Will and Dawn continue to run all operations here at the farm. It is because we are a family that core decisions have shaped the business, for example being Soil Association Organic and Red Tractor accredited for over twenty years shows our value in putting planet and people above profit.

WORKERS

Above anything, we understand that staff happiness makes for a happy work environment. To make our small business work, our staff have to work as a team. We therefore have policies in place to ensure that Marshfield Farm is a fair, diverse and inclusive place of work. 50% of our management team are female and we encourage and support further learning to advance careers. Our staff are able to work flexibly where possible and we are a National Living Wage employer.

INNOVATION

We pride ourselves on being a "one-stop-shop" for ice cream support and by putting the customer first, we're able to listen to the changing requirements of trade and quickly adapt. We explore trends in product development - for example Plant Based Ice Cream and reduced sugar for school compliance - and develop new flavours and innovations in manufacturing to make flavours for all the family that are suitable for vegetarians and vegans.

GIVING BACK TO THE COMMUNITY

We take our corporate responsibility seriously and hold regular farm tours for educational and school groups at the farm. We believe it is important to introduce young people to organic dairy farming, animal welfare, regenerative farming techniques and diversification. It is because of this, our nominated charity is Jamie's Farm and in 2019 we raised over £4k for the charity. This is an organisation who work with vulnerable students from inner city schools, helping them to engage better, build self-esteem and learn positive behaviour skills.

In addition to this, we welcome new ways to support the local community and in recent years, have:

- Donated over 500 tubs of free stock for local charity raffles, school fundraisers and charitable events
- Established a "Frozen Fund for Key Workers", delivering free ice cream during the pandemic to nominated health heroes including Bath Royal United Hospital, Bristol Southmead and local care homes
- Campaigned to support the arts with a "Taste of the Theatre" bundle, donating 20% of each purchase to the Theatre Support Fund - an emergency fund to support those out of work as a result of the pandemic forcing entertainment venues to close
- Donated over £1000 to the British Red Cross in the Ukraine Crisis Appeal, and since then have employed four Ukrainian refugees
- Supported educational work placements to gain industry experience on the farm, in the factory or office environments
- Collaborated with local businesses to increase brand awareness and sales avenues through our Home Delivery network, and offered advice to multiple start-ups to support their growth
- We invite local & national companies to use our farm facilities for team building days and offsite meeting spaces



DOING RIGHT BY THE PLANET

WHILE THE BUSINESS HAS GROWN OVER THE LAST 50 YEARS, WE ARE PROUD THAT OUR DAIRY FARMING HERITAGE REMAINS STRONG



OUR ENVIRONMENTAL FOOTPRINT

We are committed to minimising the environmental footprints of all the products we manufacture. We continue to innovate and improve our products' packaging environmental footprint and you'll read more about our total footprint in our Carbon Measurement chapter (page 12 - 14).

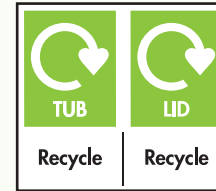


SUPPLY CHAIN TRANSPARENCY

With transparency being one of our core brand principles, we are Happerley Transparent with Gold status – this means our entire ingredients chain is fully traceable.

LOW FOOD MILES

"Local is best" and the provenance of all our ingredients is important. We have a policy of sourcing products from the UK where possible and keep our food miles low with our primary ingredient travelling only metres from the milking parlour to the factory. On average, we believe over 90% of every base mix is made with British ingredients.



SUSTAINABLE PACKAGING

We have introduced widely recognisable OPRL recycling logos across all our retail packs. This simple, consistent recycling logo is now recognised by more than 3 in 4 consumers. We hope this new addition removes the barriers to recycling and keeps our tubs out of landfill.

100% RECYCLABLE PACKAGING

We are constantly improving our waste infrastructure to reduce our impact. We have moved away from single-use plastic in our packs, meaning our impulse 125ml & 180ml tubs are now made with a card lid and FSC certified wooden spoon.



REDUCE, REUSE, RECYCLE

All the cardboard in the business is collected and bailed on-site: between May 2021 - 2022, we collected over 40 tonnes of cardboard. As cardboard wastes takes up a lot of space, being able to compact this and palletise the recycling reduces the amount of collections needed. It also ensures the high-quality commodity is recycled, removing waste from landfill.

PLASTIC RECYCLING

We are trialling a returns scheme here on the farm, encouraging traders to recycle napoli tubs after use in their parlours by returning the material back to us where we will send them to be recycled and reused.



ORGANIC FARMING & REGENERATIVE AGRICULTURE

Our farm is Red Tractor approved and has been Soil Association certified organic for over 20 years; we are regularly audited and consistently maintain the gold standard required for both accreditations. This means the highest possible standard of land management, sustainability and animal welfare is – and always has been – at the heart of what we do.

Our herd of 250 cows spend most of the year outdoors, free to roam across 1100 acres of fresh Cotswold pastures and graze on grass & clover. When they're brought inside in winter to protect the fields as the soil recovers, they are homed in roomy cow sheds designed for comfort.

A regenerative approach to farming

The conservation of our land is not only imperative to our future as a business, but to the entire ecosystem. We use a variety of sustainable agriculture techniques that focus on top soil regeneration, increasing biodiversity and strengthening the health of soil.

Science shows that regenerative, organic farming reduces greenhouse gas emissions more than any other agriculture system. This is because healthy, organic soils are one of the biggest carbon sinks. We tend to over eleven hundred acres of farmland and these fields lock away (or 'sequester') carbon, capturing atmospheric carbon dioxide and keeping it out of the atmosphere.



FARMING PRACTISES WE LIVE BY

OUR FARM CONTINUES TO GROW AND THE FIELDS



ORGANIC SINCE 1999

We farm our land in a sustainable way without chemical fertilisers or sprays. Utilising manure from the cows, we are able to return organic matter to the soil, full of rich nutrients.



SOIL HEALTH

We protect soil health by minimising soil disturbance and rotating crops yearly to ensure fertility of soil. We use different herbal leys and planting techniques to help improve our soil, encourage soil fertility, worm counts and improve nutrient content.



CLOSED LOOP FARMING

We grow 95% of the food our cows eat on our own farm fields, including oats, barley, wheat, grass and silage for winter feed.



WILDLIFE BIODIVERSITY

Organic farms are proven to be havens for wildlife, with plant, insect & bird activity 50% more abundant than conventional farms.



20,000 BEES

With an abundance of organically farmed clover, brambles, hedgerows and wildflower verges across our fields, we're confident our bumbling friends will find a haven in their new habitat.



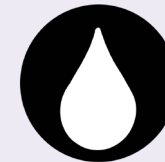
TREE PLANTING

We have accelerated our farm's tree planting programme, having added over 2,000 trees & hedgerows to our farm. These trees provide homes for wildlife and absorb carbon from the atmosphere.



TECHNOLOGY

Using GPS technology, we are able to reduce tractor movements and makes for more efficient planting, weeding, mowing and drilling



SELF-SUFFICIENT FOR WATER

A cow can drink up to 80 litres of water a day - that's almost a bathtub full! We have our own borehole on the farm which is a natural water source that keeps us self-sufficient for water across the farm, milking parlour and farm house.



ANIMAL WELFARE

Under organic standards, our herd are raised without the routine use of antibiotics & wormers and they receive a routine health check at every milking.

OUR CARBON FOOTPRINT

We are actively reducing our business' carbon footprint and will continue to make positive changes on our own farm fields and in our factory. We are uniquely placed in the industry, not only as ice cream makers with our on-site ice cream factory, but as farmers who produce the primary ingredient in our ice cream. Because of this, we can build upon sustainable foundations to further reduce our carbon footprint.

CARBON FOOTPRINTING OUR ENTIRE BUSINESS

Working with 3Keel, a sustainability consultancy, we have undertaken thorough investigations to measure our entire company's carbon footprint. From the commute into the farm by our staff, all the way through to shipping the finished tubs across the UK, every chocolate chip and drop of milk is accounted for in our carbon calculation. We can use this data as a benchmark to work from and improve upon.

To give a true reflection of our impact, we decided to carbon footprint the **whole business**, including non-Marshfield branded products made in our factory. It is important to understand the full picture of manufacturing and this is reflected in our calculations. If we had only calculated our Marshfield Farm Ice Cream range, our footprint would be significantly reduced.

The next few pages highlight our carbon calculation and showcase the investment already made across the farm and business.

MEASURING CARBON

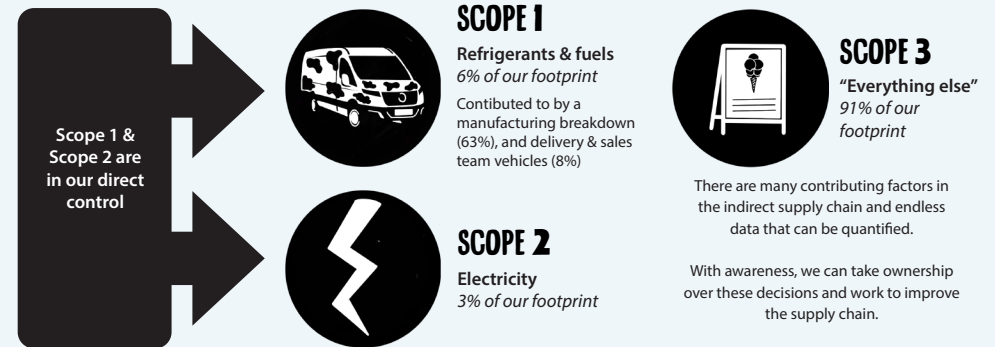
On assessment of our carbon footprint, we must consider the multiple sources of green house gas emissions that are released from initial production all the way through to the finished product being enjoyed.

While mainstream media has focused heavily on packaging as a leading factor in climate change, there are many sources of emissions that contribute to the overall footprint of our business, including:

- Raw materials (fuels, ingredients)
- Manufacturing (energy, water, waste)
- Packaging (retail, trade, boxes)
- Retail (where is it sold, how does it get there)
- Home use (freezer energy)
- Disposal (recycling, incineration, landfill)

Our Carbon Footprint from 2019* data submitted = 12,098 tCO2e

Our Carbon Footprint analysis includes three scopes:

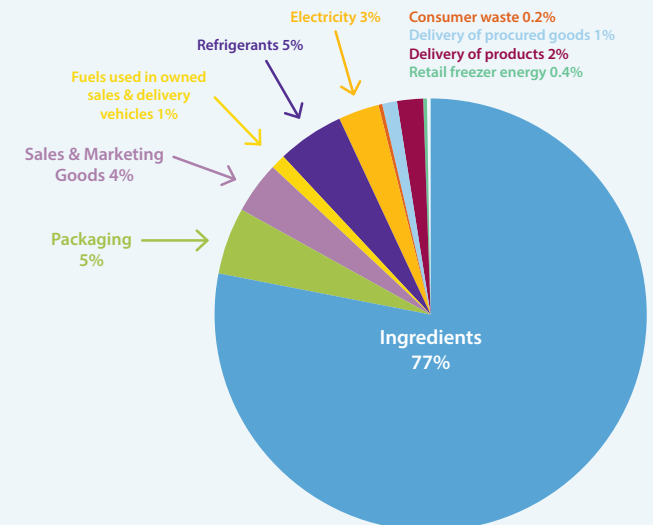


Emissions by Source Graph

This calculation is based on the yearly emissions of every element of our business from data gathered in 2019.

By analysing the whole business, we have already found that there are less carbon intensive products we make based on the ingredients, packaging and supply chain.

*The data recorded is from 2019 which is the last year of uninterrupted trading an entire year's production



TAKE A CLOSER LOOK



As a business, we have always focused on reducing our packaging and production processes. But take at our biggest contributor to GHGs ...

Ingredients - 77% of our entire footprint

It was a surprise that ingredients rank high in the carbon chain - however, without them, we would have no product.



Dairy - 76% of the ingredients within Scope 3 emissions, including:

- Fresh farm milk from our fields* - 19%
- Cream, double and clotted - 14%
- Remaining dairy (primarily used in non-Marshfield branded products) - 43%

*It is important to note that the milk ingredient data has been calculated using the non-organic British dairy farm standard. However, it is worth remembering that as organic farmers, our milk is significantly less carbon intense. In years to come, we hope to footprint our farm to gain a more accurate picture.



- Sugar 9%
- Chocolate 6%*
- Flavourings, ripples & inclusions 5%
- Oil and fats 4%

*This suprised us - who knew chocolate was so carbon intense to produce?

Packaging - 5% of entire footprint

We continue to work closely with our packaging suppliers and local health authorities to ensure our packaging is as environmentally conscious as it can be. All of our packaging is 100% recyclable and in our new retail re-design, we encourage at-home recycling with clear on-pack labels. From 2022, all 125ml & 180ml tubs feature a new card lid and wooden spoon.

Food for thought

With this new knowledge, we can be more mindful with the ingredients supply chain and make more informed decisions to reduce our impact.

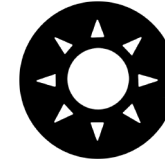
CURRENT SUSTAINABLE MEASURES

BUILT ON ORGANIC FARMING PRINCIPLES, WE CONSTANTLY INVEST IN GREEN MEASURES TO ENSURE ICE CREAM PRODUCTION IS AS SUSTAINABLE AS POSSIBLE



SUSTAINABLE FUEL

Our Wood Pellet Boiler on the farm heats 100% of the hot water for our on-site factory. This is a green energy resource that is fuelled with sustainably sourced pellets from UK forestry.



GREEN ENERGY

We have over 1400 Solar Panels across our barn roofs, accounting for approx. 40% of all our electricity requirements, including production & frozen storage. This means we can fuel our freezers, factory, offices and parlour completely off green energy throughout the day.



INCREASED COLD STORAGE

Our new 1100 pallet cold-storage unit is fuelled by four condensers - twice the amount needed - so that we can save energy by running these with less power.



LIGHT BULB MOMENTS

All our light fixtures use LED bulbs and work on a motion sensor system. We have installed powerfactor correction throughout the site to reduce electricity consumption by 35%



RECYCLING ENERGY

In an aid to reduce our energy output we installed a Heat Exchange Unit in our factory to store lost energy during pasteurisation; this recycled energy is then utilised to heat water in the milking parlour.



MORE MILK, LESS ENERGY

We have installed inverters in the milking parlour to reduce electric consumption by up to 80%.



LOW FOOD MILES

We keep our food miles low by only ever using our own herd's milk in our ice cream and sourcing local ingredients where possible, supporting fellow British dairy farmers with sales of double and clotted cream.



100% RECYCLABLE PACKAGING

Our current packaging can be widely recycled. In 2019, we began the process to change all our mini tub lids to paperboard and wooden spoons and we removed all black plastic from our range in 2017.



GREENER FREEZERS

Purchasable eco-freezers for trade run on natural refrigerant gasses and are rated 'best in class' for low energy use. We encourage and offer WEEE disposal of freezers.



FUTURE PROJECTS FOR THE GREATER GOOD



SUPPLY CHAIN

Actively reducing our ingredients' carbon footprint – this was found to be our largest carbon emission in the carbon data provided. We are currently developing the recipe to improve our Plant Based Ice Creams by removing the coconut oil base, replacing this with a British grown oat drink made on our farm.



THE FUTURE FOR REGENERATIVE FARMING

In addition to current practices, we have successfully trialled and will therefore encourage: min-till farming to reduce soil turnover and damage caused in cultivating, planting green mulch (also known as "living mulch" - a flower covering that improves soil health and provides habits for wildlife), and encourage farm bio-diversity by planting trees, hedgerows & encouraging wildlife.



PACKAGING CHANGES

In 2021 we moved all our retail tub business to a British manufacturer and we've introduced widely recognisable OPRL recycling logos across all our retail packs. This simple, consistent recycling logo is now recognised by more than 3 in 4 consumers, keeping our tubs out of landfill.



CHARITY SUPPORT

Allowing time out of the business to support a registered charity of the worker's choice will be encouraged.



GREEN SPACES

Create sustainable office spaces with green plants for clean air, recyclable stationary and eco-cleaning equipment and supplies.



DELIVERY MILES

Continue to invest in routing software for our delivery vans that can significantly reduce our delivery miles.



GREEN INITIATIVE FOR TRANSPORT

We plan to install electric charging points and encourage car sharing, commuting & cycle to work schemes.



DATA MANAGEMENT

Investments are being made in new CRM and inventory systems which will increase data efficiency. We aim to be greener with data by regularly cleaning server storage.



RECYCLING NAPOLIS

Working with customers to return used napoli tubs which will be recycled by our local supplier to reuse the plastic in bottles & children's play parks.

HAPPINESS IS HOME GROWN

An aerial photograph of a farm complex at sunrise. The scene is bathed in a warm, golden light. In the foreground, several large barns with dark roofs are visible, many of which have solar panels installed. A circular structure, possibly a water tank or silo, is on the left. The farm is surrounded by rolling green fields and a line of trees in the distance. The sky is a mix of soft yellow and light blue.

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