



GOOD

MADE

# STRONG ROOTS<sup>®</sup> IMPACT REPORT

EASY

2021-2022

# CONTENTS

## CHAPTER ONE

HIGHLIGHTS OF OUR  
B CORP JOURNEY ➔

## CHAPTER TWO

GOVERNANCE ➔

## CHAPTER THREE

OUR TEAM ➔

## CHAPTER FOUR

COMMUNITY ➔

## CHAPTER FIVE

ENVIRONMENT ➔

## CHAPTER SIX

CUSTOMERS ➔



**GOOD MADE EASY**





the

# Strong roots squad



Premium  
veg

CHIPS  
& POTS



# Before we begin

We like to say our products are good, made easy. This means that our food is better, tastier, and more conscientious than anything else you'll find on the freezer aisle. The truth is, we work hard behind the scenes to make sure that your choice really is that easy.

A huge part of our mission was achieved when we certified as a B Corp in January 2021. Why B Corp? As a comprehensive certification, which allows us to join a big community of like-minded companies, it was a complete no-brainer. What we love the most about B Corp is that it's not a static thing – it's always evolving, moving with the times and rising to meet new challenges. The last thing we wanted is to slap a logo on our packaging and move on. As the world changes, so does our business.

In the last couple of years, we've set down a major marker when it comes to our environmental impact – from now,

until forever, we'll be displaying the carbon impact of each of our products front and centre. We've chosen to do this in order to keep ourselves accountable, and to start the conversation around how businesses and consumers can make better choices.

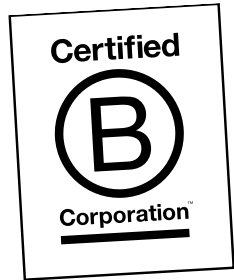
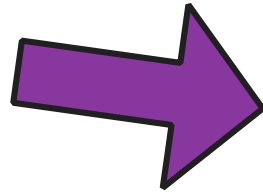
As a B Corp, we're at the vanguard of the movement in our home country of Ireland, organising events and promotions with our small but fiercely committed community. We intend to become an even bigger voice within our second and third homes in the UK and USA.

Part of being a B Corp, and a responsible business in general, is transparency and accountability. What you'll find in this Impact Report is the story of our efforts over the past couple of years to make doing good, easy.

Samuel Dennigan,  
Strong Roots® Chief Executive Officer

## CHAPTER ONE

# HIGHLIGHTS OF OUR B-CORP JOURNEY



**B-CORP  
CERTIFIED**

We're proud to be a  
business with a  
purpose

more than  
**200,000K+**  
meals donated  
and counting



**\*FROZEN\***  
means less food waste

Renewable electricity at HQ  
**100%**

**MEASURING THE  
IMPACT OF ALL OF  
OUR PRODUCTS**

Carbon footprints on the  
front of all our packaging, for  
full transparency



**DE&I**

Diversity, Equity and  
Inclusion Initiative

**AA** rating under the  
BRC Global Standard

**PLANT-BASED**

Because it's kinder  
to the planet



## CHAPTER TWO

# GOVERNANCE

How we keep ourselves accountable




The most important step on this part of our B Corp journey was amending our Constitution to ensure that social and environmental matters are given due importance by our Board. Incorporating these values into our business DNA means that no matter where we go from here, we're taking those values with us at the highest level. We've also made sure that we're top-notch on issues like ethical decision-making, protecting staff, making sure there is external oversight on our financials and that we are audited.

This kind of thing might seem mundane at a glance, but a solid governance system means that we can act in full confidence, providing plant-based, environmentally responsible, positive food choices.

**First things first, our mission.  
It's simple: We believe that food  
can be better. This means better  
for you, and better for the planet.  
This also means constantly  
challenging ourselves to do  
business better.**

### ROOM TO GROW

Our Board of Directors, while bringing a huge wealth of experience and expertise, could be more diverse. We're working on this.







## CHAPTER THREE

# OUR TEAM

At Strong Roots, we consider ourselves crafters & grafters. Everything we do, we do with our heart and soul, and with our sleeves rolled up.

The last couple of years have seen our team grow by a massive 47%. We now employ 55 people across our 3 markets, and let's be honest – the more, the merrier! We were also delighted to award 8 internal promotions during 2022, allowing our Rooters to continue their growth with us.

In 2022, we unveiled an improved Employee Benefits Scheme, in our efforts to make our Team feel valued, included, and safe. These include fundamental supports such as health insurance, paid parental leave, and matched pension contributions – as well as fun stuff like birthday leave and, true to our Irish Roots, Saint Patrick's Day as a holiday across the business!

Prior to covid turning the world upside down, we had a hybrid office-home working arrangement in place, and through all the tumult, lockdowns and out the other side, we have strengthened this policy to allow our team to have a positive balance between work and personal life. Another benefit is of course that we've cut our commuting emissions by a significant amount.

2022 also saw the founding of our Diversity, Equity and Inclusion group. We've been working hard to make Strong Roots a place where everyone belongs, and with our first course on Unconscious Bias already under our belts, we have plenty more planned for 2023 and beyond.

## ROOM TO GROW

The gender breakdown at management level is not where we want it to be.





## CHAPTER FOUR


# COMMUNITY

The definition of community is broad and inclusive. It might mean where we work, where we sell our products, where our products are grown, or all of the above.

We strive to be conscientious members of all our communities, by considering our impact in all of the places where our company is active. Simple measures like paid time off for volunteering and matched donations for our team mean that service and acts of giving can stay front-of-mind, and as a business, we take our charitable commitments seriously.

### ROOM TO GROW

Although we offer time off for volunteering, as a group we haven't been great at actually using it. We are going to be more proactive at offering opportunities to get involved.

A close-up photograph of a woman with dark, curly hair, smiling broadly and looking upwards. She is wearing a purple ribbed sweater and large hoop earrings. She is holding a small, orange, stick-like snack in her mouth. The background is a solid orange color.

**We strive to be conscientious members of all our communities, by considering our impact in all of the places where our company is active.**

**we donated  
10,000+ meals  
in 2021**

**In 2022 we  
donated  
14,000  
meals**



**aCROSS THE  
GLOBE WE'VE  
DONATED OVER  
200,000 MEALS  
SINCE Day  
ONE**

**Make Veg Poverty History:**  
Based on our research, about 6.5 million or 1 in 4 Britons from lower income households consider themselves to be in Veg Poverty today.

Based on our research, about 6.5 million or 1 in 4 Britons from lower income households consider themselves to be in Veg Poverty today. We know that's not good enough. Starting in January 2021, we examined the capacity of food banks to accept frozen donations and offered to support their ability to distribute healthy frozen food.

Initially, we are focusing on the United Kingdom, where our office is based in an area where lots of lower income people are currently struggling to get healthy food on the table, being one of the reasons, the lack of fresh and frozen vegetable available in food banks. Across the globe, we've donated over 200,000 meals, and we don't plan on slowing down.

Mindful of where we're spending our own resources across our three offices, we try to use local producers and suppliers where we can. Last but not least, we are proud members of the B Corp business community, using our expertise and reach to amplify the movement in all kinds of ways!



## CHAPTER FIVE

# ENVIRONMENT: GREENER PRODUCTS...

First things first: we're plant based and frozen not because they're cool, but because we believe they're a better way forward. We have known for a long time that being plant based is better for the environment, and in 2021, we set about proving this with a full analysis of the environmental impact of all of our products.

We were pleased with the results, although they also gave us plenty of food for thought (pun intended). We're considering this work, undertaken with CarbonCloud, as the baseline for all of our future supply chain decisions – environmental impact will inform where, how and when our products are made.

As we grow, we are able to make smarter decisions in placing production as close to our main markets as

possible – this decreases the distance our raw ingredients and finished products need to travel in order to get to our customers.

We've added several screening questions to our New Supplier Questionnaire, and amended our existing Agreements, to ensure that we and our suppliers are all on the same page when it comes to the importance of environmental performance and reduction targets.


We were proud to be one of the first food brands to display our carbon impact front and centre on our packaging, holding ourselves accountable and committing to transparency in the way we do business.





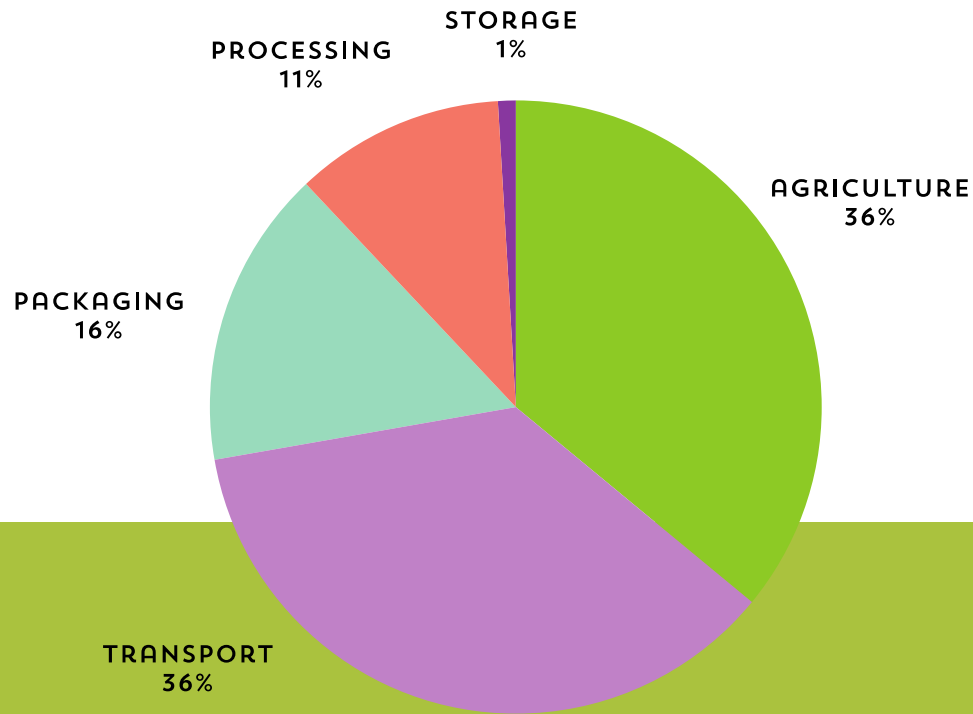
We're proud to work with  
some of the most  
conscientious suppliers in  
the industry.

## Our suppliers...

- 
- ...manage nature reserves...
  - ...send zero waste to landfill...
  - ... create biogas from food waste...
  - ...are experts in regenerative agriculture ...
  - ...re-use water in safe and efficient ways...
  - ...plant trees and maintain wild hedgerows...
  - ...blend modern technology with ancient techniques.



There are 5 categories used to calculate the total carbon footprint score. Below, we highlight how and what we're doing across all five.



## INGREDIENTS

these speak for themselves. We strive to minimise the impact of our raw ingredients on the environment by using innovative farming techniques, but naturally they make up a large part of our footprint.

## PACKAGING

we've moved some of our products into cardboard to reduce our use of plastic, but we will keep improving the numbers here.

## PROCESSING

This is how our vegetables are prepped, cooked and frozen. As our suppliers move to renewable electricity and continue to reduce food and water waste, we expect these numbers to go down.

## TRANSPORT

while frozen has massive benefits in terms of reducing food waste and a brilliant shelf life, it is tricky to move it around in refrigerated trucks. We're working on reductions in the logistics part of our supply chain.

## STORAGE

exactly what it sounds like – freezers!

As we grow, we are able to make smarter decisions in placing production as close to our main markets as possible – this decreases the distance our raw ingredients and finished products need to travel in order to get to our customers.

## BEST PERFORMING PRODUCT

Proper Chips at **0.70kg** emissions per kg of product

## ROOM TO GROW

We've mentioned it: plastic. We are working on incorporating recycled materials and alternatives to plastic, to make sure that we

## HONORABLE MENTIONS

### CRISPY SKINNY FRIES



**0.80**

KG CO<sub>2</sub>E/KG

### MIXED ROOT VEG FRIES



**0.96**

KG CO<sub>2</sub>E/KG

### ROOM TO GROW

**2.4**

KG CO<sub>2</sub>E/KG



# ... GREENER PACKAGING...

In late 2019, we made some decisions on packaging that have ended up reducing our plastic use by almost 40% each year.

We managed this by moving some of our products from bags into boxes, which are PEFC-certified cardboard. For the products that need to stay in plastic for food safety and quality reasons, we downsized the quantities of material we were using.

All of our LDPE-4 plastic is recyclable, but we are always researching alternatives and working on incorporating recycled materials, so watch this space.





# ... & GREENER HEADQUARTERS



Like with our products, 2021 forms the baseline for the impact of our office activities.

We carefully monitor things like our energy and water use, as well as how much waste we produce, in order to identify areas for improvement in our day-to-day office work. From big things like our electricity bills all the way down to the type of soap we use in our bathrooms, we look at the whole picture to ensure we're being as conscientious as we can.

2022 saw us adopt a renewable energy tariff for our Dublin office, and commit to offsetting the energy use of our other locations, where this

programme either isn't offered or isn't possible. We've also been taking steps to make our office experience greener for everyone, including replacing car parking spaces with both a bike locker and a deck area (with added space for plants, naturally).

We've signed up to the Science Based Targets initiative, committing to reaching Net Zero by 2040, but we hope to hit this target a lot sooner.

## ROOM TO GROW

Corporate travel forms a significant part of our office emissions. We've written a travel policy that is mindful of this impact, but we will aim to see it have more of an effect on



# CARBON NEUTRAL... NOW!

When it comes to emissions, we know that we have a journey to get to true Net Zero. We'll do this by making big reductions in our own operations, and working with our trusted and conscientious producers to implement the many changes needed to eliminate the reliance on fossil fuels.

In the meantime, we're delighted to share that, starting NOW, we are a Carbon Neutral business.

Having identified the overall impact we make on the environment through our HQ and our products, we commit to mitigating our impact by reducing, avoiding, or removing carbon from the atmosphere.

We intend to following the mitigation hierarchy in order to reach Net Zero, which is:

- Reducing and eliminating carbon from our own value chain
- Insetting within our value chain
- Offsetting as close to our value chain as possible

We are honoured to become signatories of the United Nations Climate Neutral Now pledge, which keeps us accountable and shows that, when it comes to carbon, we mean business.

We know that the language around emissions can get very complicated, very quickly, so for clarity, here are our definitions:

## NET ZERO

is an almost-total elimination of fossil fuels from our operations, with any remaining emissions being absorbed by, for example, trees.

## CARBON NEUTRAL

is our balancing of all of our current emissions with projects that remove or avoid carbon.

## OFFSETTING

is the investment in projects that reduce, avoid, or remove greenhouse gases from the atmosphere.

## INSETTING

like offsetting, but focused on projects within our own value chains.



## CHAPTER SIX

# CUSTOMERS

We want our customers to know we've got their backs. That's why we have a 24-hour turnaround time for responding to queries and complaints, and also why we monitor customer satisfaction and listen carefully to feedback.

We audit all the suppliers we work with annually, to make sure our products are being produced in a safe and effective manner, in order to meet the high standards our community deserves.

This year, for the fifth consecutive year, we obtained the highest possible AA rating under the BRCGS. These Global Standards set the benchmark for good manufacturing practice and help provide assurance to customers that our products are safe, legal and of high quality.

## ROOM TO GROW

We are working on having our website up-to-date at all times with stockists, products and more details on all of our products – we've noticed that sometimes there is a lag.



STRONG ROOTS

# STRONG ROOTS<sup>®</sup> IMPACT REPORT

At **Strong Roots** our completely vegan, plant-rich frozen foods provides easy and healthy meals for home cooking that's good for you, good for the planet, good made easy.



[www.strongroots.com](http://www.strongroots.com)