



IMPACT REPORT

2023



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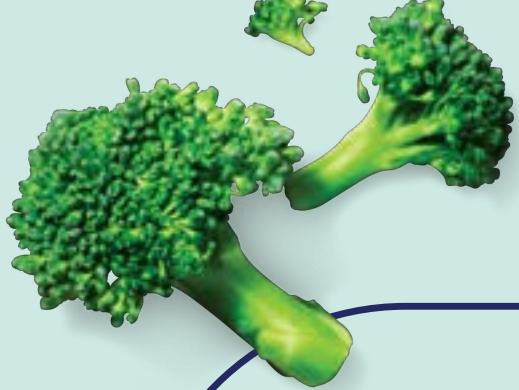


Environment



Consumers





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A MESSAGE

FROM SAM



STRONG ROOTS YIELD MORE

2023 was a big year for Strong Roots in terms of our Social and Environmental Impact, as we reached the incredible milestone of donating just over 1% of our revenue to charitable causes that mean the world to us. This is the equivalent of 130,000 tasty, easy meals – to people who need them. We’re looking forward to nurturing these relationships in the year to come, to make sure that even more people have access to the benefits of frozen veg.

Mid-year, we saw the beginning of our Strong Routes project, which maps every single inbound and outbound mile travelled by our products. We’ve put Hash Browns on trains, moved factories, and saved ton-miles across the globe – read more on that inside this Report.

We followed through on our promise to incorporate social and environmental goals throughout our entire business, by asking every member of our team to set a Planet goal. We also recruited a team of Buzzers to keep us up to date with exciting initiatives in the B Corp world, and to make sure each Department is sticking to those principles of balancing purpose with profit.

The process of re-certifying as a B Corp, pending at the time I’m writing this, has allowed us to look back at just how far we’ve come since 2021. And while we’ll always be proud of our many achievements over the past three years, we’ll keep innovating, creating, and working hard to make sure we’re the best business we can be.



Samuel Dennigan
Founder & CEO



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HIGHLIGHTS

OF THE YEAR





HIGHLIGHTS OF THE YEAR

AA Rating

under the BRC
global standards

41 Days

volunteered

Strong Routes

1%

of revenue
donated

130k

meals in the
community



GroceryAid
Gold award



World Food
Innovation
Award Winner

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COMMITMENTS





PROMISES MADE. PROMISES KEPT. AND PROMISE LIES AHEAD

2023 saw us keep our commitment to incorporating social and environmental goals across our entire business, with every member of our team tasked with including a Planet goal in their plans for the year. The results have been brilliant, with all of our Rooters engaged, challenged and thinking about how they can use their substantial skillsets to make us a better company all round.

We've also been working hard to perfect our Code of Ethics, in time for B Corp recertification in early 2024. For our B Corp score, we're aiming to reach over 100 points to reflect the strides we've made in every area – watch this space later in 2024 for an update.



Room to Grow

We've noticed a few gaps in our internal communications with employees, so we'll be putting this on a regular schedule for 2024.






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ROOTERS

That's what we call
our workers





ROOTERS

Working Together is Working Better for Everyone



In 2023, we welcomed 20 new Rooters on board. Not only that, but we were honoured to be able to promote 11 people in recognition of their hard work and experience.

We're doing well on gender balance, with more than 50% of our group identifying as female – as well as more than 50% of managers. We comprise 9 nationalities across six decades age-wise – not bad for a company that's still relatively young and growing.

Youth, energy, innovation, experience, and wisdom – the perfect mix! We continue to refine our Benefits offerings, to make sure the whole team feels supported and enabled – and we were happy to support about one in ten of our colleagues with development courses.

Room to Grow

We've increased our target to an 85% engagement score, and our pulse surveys are showing we're well on the way to achieving this.

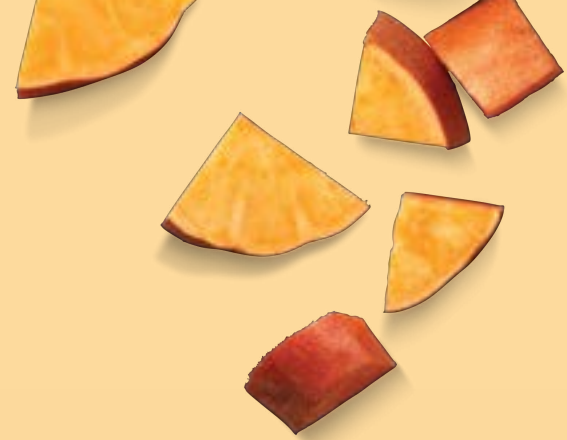


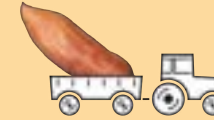


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COMMUNITY





DOING GOOD MADE EASY

We've always been community-minded – donating stock and resources to causes that matter to us. One of our commitments this year was to do more volunteering as a team of Rooters – and we're proud to say that this year we contributed a total of 41 working days, representing three-quarters of the Strong Roots gang!

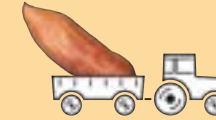
In 2023, we:

- Painted an apartment to support individuals out of homelessness and addiction
- Volunteered at Bow Food Bank

- Went 'gleaning' carrots with FoodCloud
- Served meals at New York Common Pantry
- Cooked lunches for families of sick children staying at Ronald McDonald House

As well as volunteering outside the office, we also had some fun raising resources for GroceryAid in our London office, with our star bakers showing off some serious skills. Meanwhile, in Dublin, a sporty crew took on the GT5K challenge to raise funds for Children in Hospital Ireland and Athletics Ireland.





ENABLING EVERYONE TO EAT MORE VEG!



This year, we were honored to donate over 130,000 meals across the globe, to people who really needed them.

This represents an incredible 1% of our total revenue for the year – a milestone we were so excited to reach.

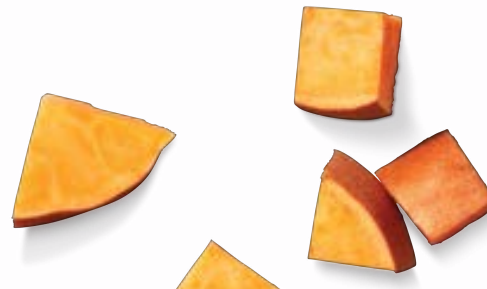
Throughout 2023, we've worked with food banks, homeless charities, assisted living networks, community groups and more, to make sure that the food we produce always ends up right where it's supposed to be – on someone's table.

We're looking forward to working with our partners again in 2024, and exploring what other opportunities we can discover to support the strength in our communities.

Some of our beneficiaries in 2023 included: FoodCloud, S:US NYC, FareShare, City Harvest, and Peter McVerry Trust.

Room to Grow

We'd like to engage more with environmental experts in our communities, to understand the big and small ways we can contribute on that front.





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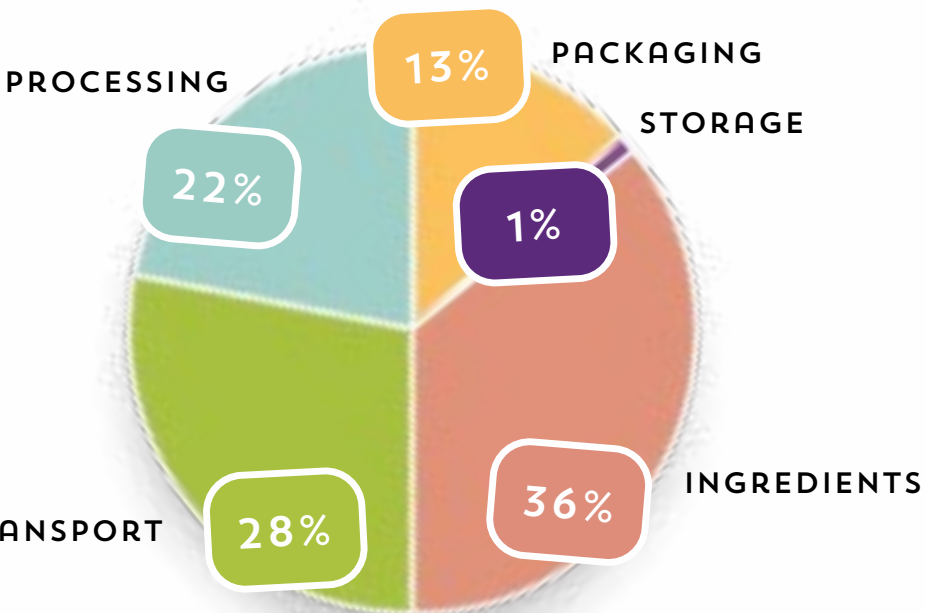


ENVIRONMENT





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



INGREDIENTS

These speak for themselves. We strive to minimize 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.

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.

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.

PACKAGING

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

STORAGE

Exactly what it sounds like – freezers!



We're happy to see the relative weight of Transport decreasing from **36%** to **28%** across our product portfolio. We'll continue working to reduce transport emissions, as well as tackling our ingredient sourcing and production methods.





CLIMATE FOOTPRINT

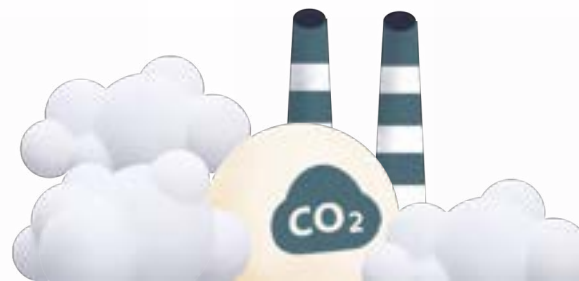
Understanding what a climate footprint is can be hard – so we've made it easy.

Climate footprints show the greenhouse gases that are given out during the process of getting our products into your hands. While many people call this measurement a 'carbon footprint', carbon is not the most prevalent gas in food production therefore, we call it our 'climate footprint'.

The typical climate footprint of one of our products is a combination of greenhouse gases like:

- Carbon Dioxide CO₂
- Nitrogen Oxide N₂O
- Methane CH₄

Carbon dioxide accounts for three-quarters of greenhouse gases in the atmosphere, however, we convert the other gases' effects into a CO₂ equivalent number to make measuring it easier.





THIS IS WHERE STRONG ROOTS COMES IN

Our climate footprint takes centre stage on our packaging, so you know what emissions have been generated by our products throughout the entire process of getting them from soil to shelf.

When you see 1.3 on the packaging of your Spinach Bites, for example, this is our best estimate of the greenhouse gases generated in the process of bringing them to you, so you know the environmental impact of the food that you eat.





“Our UK Spinach Bites create **1.3kg** of greenhouse gases (CO₂e) for 1kg of product delivered (calculated from soil to shelf)”





STRONG ROUTES



We're proud to have a brilliant team of passionate and skilled people working together on our Supply Chain. They're great at what they do – and, equally as important, they're great people too.

Day to day, they work hard to make sure that our delicious products get to where they're supposed to be. And this year, they took on a project that will make sure we are as conscientious as possible when it comes to our transport.

Room to Grow

We want to increase the amount we're shipping by train, and are exploring more production moves to cut the journeys our products have to make.

Always a fan of a catchy pun, we've named this project Strong Routes. Some of the successes we've seen:

- Moving our products by train, saving us around 44% of emissions per journey
- Changing the manufacturing location of a number of our products, cutting around 21,000 miles of shipping.
- Exploring new partnerships which allow us to use alternate fuels and modes of transport



What's a ton mile?

A ton mile is a shipping and transportation industry metric, and it's just what it sounds like: One ton of goods, moved one mile. A ton mile will have different emissions based on what forms of transport are involved, with road being greater than rail, ocean freight causing significant emissions, and air freight outweighing them all several times over.





OUR HEADQUARTERS

Much like our products, we've trimmed the excess fat from our day-to-day business operations, clocking in at around 160 tonnes of emissions for 2023. The vast majority of these emissions are Scope 3 – i.e., in our value chain, and other assets that we don't own or necessarily control. We pride ourselves on being a dynamic, innovative, and efficient company – this is a brilliant thing.

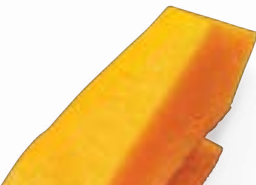
But, what it does mean is that almost half of our HQ emissions are caused by travel. You might be thinking “Half of a small thing is a small thing, right?” Not really. It's still the equivalent of 40,000 fire extinguishers.

Or 17 Olympic swimming pools (if you can imagine doing the butterfly through dangerous gas). Just because we're doing *alright* doesn't mean that's what we should keep doing. Our planet depends on us doing BETTER.

All this is to say, we need to walk the walk (rather than fly the fly, or car the car) wherever possible. So much of our impact on the environment can feel beyond our control, and sometimes this is actually the case. But travel is an area where we can commit to being conscientious, responsible, and sound, in every aspect. And so that's what we're doing.

Room to Grow

A big part of our Scope 3 emissions are caused by flights. We are hoping our brand-new green travel guidelines will help us to reduce this impact for 2024.



We now have an understanding of our team's commutes to work.

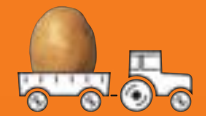
We're happy to see that a whopping **34%** of our commutes are done on foot or by bike, showing a real commitment to active travel. We know that active travel is a privilege not accessible to everyone, and we'll continue to support where we can.





CONSUMERS





GOOD MADE EASY FOR YOU

Who it's all about - YOU.

Like always, we worked hard in 2023 to make sure we continue to develop the tasty, easy, nutritious meals that you value so much. We maintained our BRC Global Standards AA rating for the sixth year running – the highest possible grade, which demonstrates our commitment to safety and quality.

We commissioned a Human Nutrition expert to review our offerings and the effects of our product development choices on our consumers. We're happy to know (and to have expert approval!) that we're offering some of the best low-sat-fat, high-fibre and protein plant-based food on the market.



Another great journey has been championing Air Fryers and their benefits for your health, energy use and ultimately – your pocket! They help cut calories by **70-80%** use little to no oil/fat, and can encourage people to eat more veg.

Air Fryers use less energy (a convection oven usually operates between 1900 and 2068 watts, air fryers can run on as little as 800 watts, with the largest models running on 1800 watts).





GOOD MADE EASY

www.strongroots.com