



SUMMERDOWN

# IMPACT REPORT

APRIL 2022 — MARCH 2023



@SUMMERDOWNUK

HELLO@SUMMERDOWN.COM

WWW.SUMMERDOWN.COM



## DISCOVER

A note from Jo	3
We're the Peppermint People	4
Our mission	5
2022-2023 impact	6
Our approach	8
What it means to be a B Corp	9
Goals/ Where next?	10

## A NOTE FROM JO

*'For last year's words belong to last year's language  
And next year's words await another voice.'*

T.S. Eliot, Four Quartets

It seems to me that everywhere I look there are significant transitions taking place, not only at Summerdown but in the broader business landscape. Amidst a time of global volatility, there is a realisation across the board that things either need to change, or change is being forced.

We see this with the changing climate on the farm, the unexpected twists and turns as a food and drinks brand and more broadly in our approach to long-term decision making. In each of these spaces we must acknowledge these transitions and accept that we are now operating in a liminal space (a term used in architecture to mean a 'threshold' or 'bridge space').

As a business rooted in land and place, Summerdown cannot simply up its roots and find an easier climate or a more forgiving landscape like many other businesses can. We instead must embrace the joy of learning and ultimately co-creating with our surroundings, as we find them.

The liminal space in which Summerdown now finds itself is an incredibly exciting one. We have wonderful opportunities before us to learn how to continue to operate in a regenerative and creative way while the broader economic and ecological climate is challenging us at every level.

If we are honest, an easy and 'quick win' mentality would see us make decisions and pursue opportunities which are firmly in the 'degradation' camp – decisions that are acquisitive and rooted in a 'growth for the sake of growth' mindset. But instead we choose the hard work of leaning into our regenerative principles and actions, seeking growth at the right time and pace for our land and brand.

This impact report reflects the transition journey we are on; we are still learning what it looks like to quantify and qualify our activities so that we are able to operate and market the brand with integrity. Summerdown seeks to be a voice (amongst many!) in the marketplace which points to a different way of doing business. And to do this we need to provide evidence that what we're doing is helping our environment come alive. That is the work that we are now starting.

Jo Colman,  
Chief Mint Officer (CMO)  
and Sir Michael, our founder's Grandson





## WE'RE THE PEPPERMINT PEOPLE

We grow, harvest and distil our signature Black Mitcham peppermint on our farm in Hampshire - and have been doing so for over 25 years. Its refined, distinctive taste inspires our wonderfully refreshing range of chocolates, teas and treats.

Black Mitcham is an extraordinary peppermint prized for its pure, bright character. It's a taste that had been all but lost to England, until we brought some back from America over three decades ago. We now grow around 100 acres of Black Mitcham, transforming it into our own single-estate peppermint oil, so that we can share its unique qualities with mint-lovers across the world.

## OUR MISSION

Sharing the world's  
finest peppermint  
whilst caring for  
our planet



## 2022-2023 IMPACT



Cemented our place in the B Corp community through speaker opportunities and collaborations with fellow B Corps.



Hosted B Corp RegenAg working group on the farm showcasing our regenerative practices. Jo visited Lancaster House as an Export Champion for the Department of Business and Trade. Welcomed the Minister of State for Trade.



Started the development of a plastic free chocolate and tea sampling SKU.



Carried out numerous wildlife counts across the year - 19 different birds species, including 3 red listed species and 24 butterfly species were spotted.



Delved deeper into our carbon footprint and investigated ways to decarbonise our brand.



Winners of the BBC Food and Farming Award in Best Drinks Producer category, for our herbal teas. Added two more Great Taste Awards, taking our tally to 31 awards.



Continued working with rePurpose Global to offset our plastic packaging through impact driven projects in India.



Continued to partner on research projects such as the Woodgarston project with South East Water, Countryside Stewardship and as a RSPB Fair to Nature farm.



'Laura joined our team to manage our 'welcome' offering, which includes our new shepherds huts and farm tours.



First harvest in new distillery using recycled equipment. Heat created in the distillation process is recycled to reduce energy usage.



Planted 30,000 new peppermint plug plants and 5000 new lavender plugs.



We opened our shepherd's huts and welcomed visitors to the farm on our nature tours with a soft launch for corporate visits and community groups.





## OUR APPROACH



## WHAT IT MEANS TO BE A B CORP

We were only the second UK farm to gain B Corp certification in November 2021. Being B Corp certified means we have an internationally recognised standard which enables us to evidence the good work we were already doing. It also gives us a solid framework to guide our future work. Our customers care that they are buying into an ethical company and the B Corp certificate is currently a good indicator of trust.

Whilst the conversation around sustainability and words associated with it may be relatively new, sustainability has always been a way of life at Summerdown and we wanted this to be formally recognised. We believe in farming for the future, so we're always thinking about our impact on the environment and how we can maintain a thriving, sustainable ecosystem.

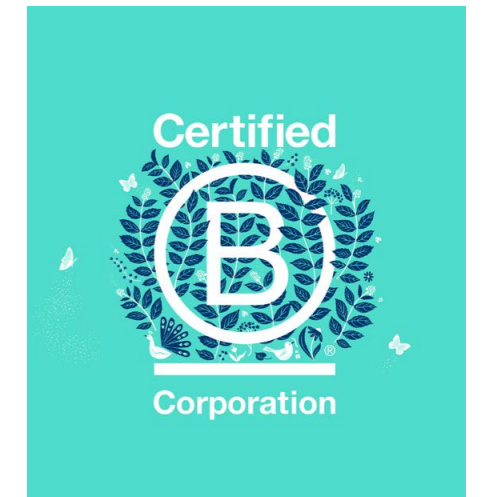
Biodiversity is crucial to everything we do at Summerdown and is championed by our peppermint. The team shares a holistic approach to the farm – we view every area of the farm as connected. The health of our peppermint, for example, is dependent on hedgerows and the wildlife found within them. The B Corp environmental pillars formed a structure by which to achieve recognition of these regenerative practises.



This year saw our continued involvement in the Regenerative Agriculture working group – led by B Corps for B Corps. These groups offer an opportunity to share insight, learn and challenge each other. Here is the group visiting the farm.



Where possible, we look to partner with brands within the B Corp community who share our values.



We continue to work to the principle that business should be a force for good. In our first financial year as B Corp, we've been committed to continually improve, guided by the 5 B Corp pillars of governance, workers, customers, community and environment.





## GOALS/ WHERE NEXT?



### SUPPLY CHAIN TRANSPARENCY

Continue to only work with suppliers who share our sustainable values.



### INGREDIENTS SOURCING

Successfully relaunch our body, bath and home range communicating its improved formulations and that it is vegan, cruelty free, free from sulphates, parabens and artificial colourings, uses RSPO certified palm oil.



### PACKAGING SOURCING

Develop a plastic free alternative to our chocolate box trays. Relaunch the body, bath and home collection with as much sustainable packaging as possible.



### LOOKING AFTER LAND

Invite external experts to conduct a rare plant survey, which Plantlife first carried out in 2013 when they identified us as a site of national importance. Continue our work with the RSPB Fair to Nature scheme - the only certification scheme in the UK with a focus on biodiversity.



### LOOKING AFTER PEOPLE

Develop more formalised policies and continue to expand and invest time in our small team.



### CARBON FOOTPRINT

Become carbon neutral as a business. Develop clarity and detail on our scope 3 emissions (includes all other indirect emissions that occur in the upstream and downstream activities of Summerdown).



### USING OUR VOICE

Continue to appear in more mainstream media to help educate the wider public on the importance of regenerative agriculture, our B Corp experience, championing British export and using our model as best practice.



### GIVING BACK

Establish a deeper connection with the Farming Community Network by using our marketing communications to spread the word about their fantastic cause. Develop connections with local schools to help connect students to their local natural environment.







SUMMERDOWN



@SUMMERDOWNUK

HELLO@SUMMERDOWN.COM

WWW.SUMMERDOWN.COM

