

Purpose Report

2024





**To better nourish people,
animals, and planet.**

Welcome



“Duncan and I extend our heartfelt gratitude to all our colleagues and partners for another remarkable year of progress.

It’s with great pride that we publish our third annual Purpose Report, highlighting the strides we’ve made in fulfilling our commitments.

We’re excited to share our updates and accomplishments, showcasing how we continue to deliver on our promise of making a positive impact.

We hope you find inspiration in our journey and join us in our ongoing pursuit of purposeful business.”

Sarah Dean, Chair & Owner

“In our ongoing journey towards a legacy of compassion and responsibility, our commitment to caring for our people, animals, and planet remains strong.

As we reflect on the past year, it’s clear that our dedication to animal welfare, innovation, and environmental stewardship has been pivotal in navigating through turbulent times.

Despite facing challenges, we’ve upheld our values and continued to progress.

Here in 2024, we look forward to the opportunities that lie ahead, and our ambition for our people remains unwavering.”

Duncan Everett, CEO

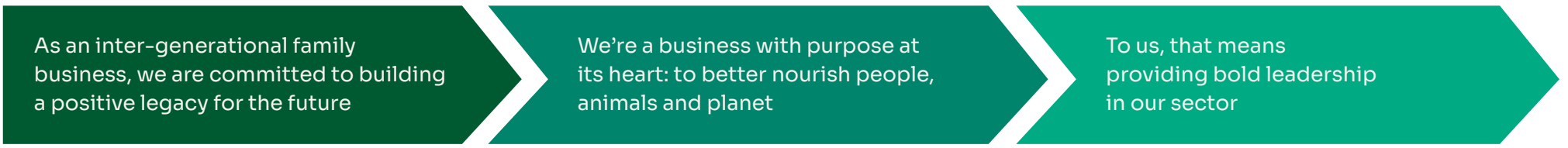
Impact Statement

The global food system has a key role to play in tackling global social and environmental crises.

In fact, nearly 1/3 of all global CO2e emissions come from food.

How we farm, how we produce, and how we consume food is of huge importance.

So how we operate our business can make a significant difference to the future of our planet and its people.



Our aspirations are to:

Be a better business:
Our success feeding our purpose and benefiting all our stakeholders



Focus on food:
We will be known for pioneering the most nutritious, sustainable and commercial food solutions and products for people and animals



Go beyond sustainability:
By 2050 we will be on track to becoming regenerative, giving back more than we take from society and the environment



We are absolutely committed to doing this right: no greenwashing, no shortcuts, no empty promises. We want to be held to

the highest standards of social and environmental responsibility. In 2024 we embarked on an ambitious journey, together with our

trusted colleagues and value chain partners, to earn respect and recognition for our impact and to influence our industry for the better.

We know this won't be easy. But we are fearlessly committed to the journey towards a more nourishing future.



Our People

At Noble Foods, we strive to create an environment where our people are truly passionate about their work, focusing on their health, safety, and continuous development. We aim to ensure they feel confident and empowered within a culture of trust.

Building on our progress with Best Companies and our colleague survey, we're proud

to be recognised as the **No.7 Best Food & Drink Company to work for in the UK**. For the third year running, we've also been named 'Ones to Watch,' moving closer to achieving 'One Star' status.



This year, we have made significant strides in people development,

Total Development Hours for 2024
2,855

exceeding our 2024 target by 43%. We've introduced a new Management Development Pathway and encouraged colleagues to participate in various wellbeing initiatives, which also raised vital funds for charity. Additionally, we've launched the 'Future Leaders' programme to nurture the next wave of Noble leadership.

This group is working closely with our company charity on real-world projects, gaining valuable experience in the process.

This year also marks the fourth anniversary of our People Partnership, where colleagues share in our financial success.



Total colleagues in our PeoplePartnership
1,151



Nourishing Careers

We are dedicated to fostering talent and growth, with our leadership team committed to supporting the development of all colleagues as part of their personal objectives.

Recognising that industries like agriculture, food manufacturing and logistics can be difficult for young people to engage with, we aim to inspire and provide pathways for career development. Through our Impact Strategy, we are focused on creating more opportunities for women at Noble Foods, particularly in management roles. We are proud to support the Young Women in Poultry

Production Group, offering a platform for learning and discussion. Education and employability remain top priorities, ensuring our team thrives in an evolving market. In 2024, we were recognised as an Includability employer, reflecting our commitment to creating an inclusive and mentally healthy workplace culture.

In FY 2024, we had 35 active apprentices across Poultry, Milling, Consumer Foods, and Central business units. This year, we committed to enrolling 16 new apprentices and, by the end of FY 2025, we will have added 23 new apprentices



in roles ranging from HGV drivers to engineers and team leaders. We continue to support school leavers, particularly in Gainsborough, through our collaboration with Aegir Specialist Academy, helping young people build sustainable careers. Our partnership with POULTEC and their City & Guilds qualification also provided tailored on-site training to our poultry apprentices this year.



"I enjoy working in the Poultry business because we put so much care into what we do. All of my colleagues are friendly and welcoming. Some of the people I work with have so much experience and have been with Noble Foods for a long time, so I've learned a lot since I started."

Teigan Clark,
Production Operative



"Being part of the apprenticeship scheme at Noble Foods has helped me achieve a dream of mine to become a HGV driver. It has actually opened up a new world of opportunities for me and my family's future."

Samanta Kiricenkaite,
HGV Driver

Keeping Our People Safe



The safety and well-being of our people is a top priority, and we are committed to ensuring that everyone returns home safely every day. As part of our 2024 commitments, we've focused on achieving zero Lost Time Accidents (LTAs), seeing a further reduction of 14% this year. Our Board reviews health and safety at every meeting, with regular internal audits driving continuous improvement.

In 2024, we welcomed our new Group Head of Health & Safety, and became a proud member of The Royal Society for the Prevention of Accidents (RoSPA), gaining access to valuable training and qualifications that support our goal of zero LTAs. We fully support RoSPA's mission to reduce avoidable accidents and look forward to working together to improve safety.

We continue to hold ISO 45001 certification, demonstrating our commitment to safe working environments. Through the "Recipe for Safety" initiative and expanded safety training programmes, we aim to proactively address risks and foster a culture of safety and well-being across all our operations.





Supporting Our Farmers

We're more than just a family business – we're an extended family business.

With over 200 farmers, many of whom have partnered with us for generations, we continue to nurture lasting relationships within the British farming community. This year, our

leadership team has made regular farm visits and kept our suppliers informed through our quarterly newsletter, sharing key updates and developments.

As part of our Impact Strategy, we recognise the importance of bringing our entire supply chain on our journey, particularly in sustainability. We are actively supporting our farmers

with on-farm carbon reduction efforts, providing guidance on farm productivity, animal welfare, and sustainability initiatives too. Despite a challenging financial and retail environment, we've implemented several price increases over the past year to support our farmers and ensure the long-term success of our partnerships.

“ It's exciting to help drive our Agriculture Sustainability Plan. Working together with our suppliers, we aim to align with our net-zero and biodiversity goals, as well as our customers' sustainability targets.

Through projects like improving manure management in the Usk and Wye region, I look forward to making meaningful environmental progress in the year ahead.

Emily Marshall

”

Our farmers are our life blood. Like us, many of their businesses are family-run. Which makes our partnership that much more important

Barney Kay

”



Our Care for Animals

Joint membership of the European Animal Welfare Platform

We are proud members of the British Poultry Council

The wellbeing of our hens requires both dedication and expertise.

In collaboration with our Agricultural team, we work closely with suppliers to innovate and continually raise welfare standards across the entire supply chain. From pullet rearing to egg collection, transport, and processing, our expertise ensures welfare is monitored and enhanced at every stage. Our skilled auditing team plays a vital role in maintaining

these high standards, and in line with our 2024 Animal Commitments, we've continued regular internal audits to uphold them.

Using data-driven insights, we focus on improving specific welfare outcomes, ensuring our birds receive the best care and nutrition. By prioritising gut health in last year's

Commitments through precise feed management, we've improved overall hen health, resulting in superior quality feed, eggs, and poultry.

As we approach our goal of being fully cage-free by the end of 2025, we remain committed to this journey, continuing with the same dedication that has always defined Noble Foods.



Our Charities & Communities

Over
53,000
breakfasts donated
this year

GroceryAid
helped over
78,000
people in the
UK this year

Giving back to our communities and supporting charities aligned with our values is a core part of who we are.

In 2023, we proudly announced Magic Breakfast as our corporate charity partner and have since fully embraced our support for them. This year, our teams have run, walked, swum, cycled, and even climbed the National Three Peaks to raise vital funds.

Magic Breakfast is a UK charity that provides nutritious breakfasts and support to schools, helping around 200,000 children who arrive too hungry to learn. They work with Primary, Secondary, ASL, and Special Educational Needs schools in disadvantaged areas across Scotland and England, while also advocating for long-term solutions to end hunger as a barrier to education.

In 2024, we are thrilled to continue this partnership, raising over £15,000 so far, which equates to over 53,000 breakfasts — an increase from last year. Our Future Leaders programme has also joined forces with Magic Breakfast, gaining valuable experience while contributing to real-world projects that support this important cause.

Our team continues to volunteer with City Harvest, helping reduce food insecurity by redistributing surplus food to those in need. We're also proud to have earned the GroceryAid Gold Award for the third year in a row, recognising our ongoing support for a charity that helps industry colleagues across the UK.

In response to our Best Companies survey, where our people expressed a desire to give back locally, we launched the Nourishing Communities Fund in 2024. Each quarter, we support local causes chosen by our people, ranging from food banks and air ambulances to river clean-up projects.

Our commitment to Malawi remains strong, providing daily meals to 1,600 children across four schools. Over the past year, colleagues raised over £16,000 through staff egg sales, directly benefiting these communities.

We also proudly support personal causes championed by our colleagues, from Wear it Pink and Macmillan coffee mornings to local food bank drives.

A good breakfast is essential for children's energy and concentration during their school day, and eggs provide an affordable, low-carbon impact source of quality protein and nutrients

Duncan Everett, CEO



Our Road to B Corp

As a key enabler of our Impact Strategy, we are steadily progressing toward our goal of achieving B Corp certification.

The B Corp framework has been instrumental in shaping our strategy, ensuring we remain true to our purpose.

In 2024, we've made significant strides on this journey, taking care to ensure that the actions we implement are meaningful and sustainable, particularly in light of upcoming changes to the B Corp framework. Certification is not just

a milestone but a reflection of our ongoing commitment to positive change and being a well-rounded, responsible business.

Looking ahead to 2025, we will focus on deeper engagement with our supply chain, incorporating feedback from a diverse range of stakeholders, and advancing our commitment to diversity, equity, and inclusion.

We'll also continue working to meet our planetary goals, bringing our supply chain along on this journey.

Each day brings us closer to certification, and we remain excited by the roadmap ahead. Becoming a certified B Corp will strengthen our mission to be a force for good, driving a more sustainable and socially responsible future.



Our Planet

Carbon Reduction:

As we advance our mission to better nourish people, animals, and planet, our commitment to environmental stewardship has grown stronger. Building on the progress we made in 2023, we've achieved significant milestones in our sustainability journey.

We are proud to have validated our commitment to the Science-Based Targets initiative (SBTi). Our near-term Scope 1 and 2 targets align with the most ambitious 1.5°C climate goal, and our long-term Scope 1, 2, and 3 targets are in line with the pathways necessary to achieve net-zero emissions by 2050 or sooner.

Looking ahead, we have identified key projects that will drive further progress in 2024. These initiatives include the trial of alternative fuels, the implementation of solar refrigeration units, and continued investments in solar green energy. By prioritising these projects, we aim to enhance our sustainability efforts and contribute positively to our environmental goals.

Our commitment to nurturing a healthier planet remains steadfast, and we are excited about the path ahead as we work to create lasting positive change.

1,450
trees planted
this year with
our producers

Our Planet



Despite our site expansions and construction waste challenges, we recycled **67.2%** of waste in **2024**, reflecting progress toward our **75%** target

Waste:

In addition to our emissions reductions, we've made notable strides in waste management, successfully recycling 67.2% of all waste—despite our site expansions and challenges with construction waste - reflecting progress toward our 75% target.

This achievement underscores our ongoing dedication to minimising our environmental impact and promoting a circular economy within our operations.

Green Finance:

In January 2023 we re-financed our debt facilities with a banking syndicate incorporating Lloyds, Rabobank and NatWest. For the first time, our new facilities are sustainability-linked and incorporate targets around carbon reduction, apprenticeships and biodiversity.

Our interest costs increase or decrease depending on the extent to which these targets are met, thereby ensuring our financial obligations and sustainability goals are intrinsically linked.



This year we've built a bat house, hibernacula, seeded a wildflower meadow, and created butterfly banks

Biodiversity:

Our commitment to protecting and enhancing the land our suppliers work with is a fundamental priority. Recognising biodiversity's vital role in maintaining healthy ecosystems, we've expanded our projects to create wildlife habitats, including bug hotels, seeded a wildflower meadow, and increased tree and hedgerow

diversity through targeted planting.

We collaborate with trained ecologists to develop tailored biodiversity action plans that enrich the natural environments around our sites. In 2023, we set an ambitious target to complete 13 key biodiversity actions per year and are proud to report that

we have successfully achieved all of these initiatives, having completed 27 actions to date.

Looking ahead, we aim to implement comprehensive biodiversity plans at all locations by 2025, nurturing local ecosystems and contributing to the overall health of the environment. By fostering

habitats that support wildlife, we are taking significant steps toward achieving a balanced coexistence between agriculture and nature, reflecting our dedication to sustainable practices and the importance of biodiversity for future generations.

Our Planet

6,000
trees to be
planted by
2025

Water and Land Stewardship:

In 2024, our commitment to sustainable practices and innovation in farmland remains central to our operations. Last year, we participated in the Restore the River event hosted by Friends of the Wye, enhancing our transparency and collaboration in protecting vital water resources.

Our partnerships with organisations such as BITC, Carbon Trust, NFU, AIC, and BPC are integral to our mission of reducing environmental impact. Our collaboration with stakeholders, as part of the Water Roadmap, is essential for supporting sustainable water management practices across our supply farms. Together, we aim to protect and improve water quality, reduce water stress,

and promote biodiversity, helping to build a more resilient environment and food system. We actively participate in forums like the Wye Agri Food Partnership ensuring our practices align with industry-leading environmental standards. To enhance soil health, promote bird diversity, and improve nutrient uptake, we are increasing tree cover on our farms. This past year, we

planted 1,450 trees and set a target of 6,000 trees to be planted by 2025. Our Environmental Sustainability Programme (ESP) champions are at the heart of these initiatives, contributing ideas and supporting planting schemes and habitat projects to maximise our collective impact.

Our Achievements in 2024

Last year, we committed to these targets under People, Animals and Planet.

People

- ✓ We continue to strive for zero Lost Times Accidents (LTAs)
- ✓ We will deliver 2,000 Development Hours in 2024
We delivered 2,855
- ✓ We will deliver against our engagement survey action plans
- ✓ We will enrol 16 new apprentices in 2024
We have enrolled 23

Animals

- ✓ We will run consistent internal audits to ensure our high standards are kept
- ✓ We will continue on our cage-free 2025 journey
Committed in our 2024 Animal Welfare Report
- ✓ We will focus on gut health as a priority for continually improving hen welfare

Planet

- ✓ We will validate our SBTi commitment
- ✓ We will recycle 75% of all our waste
We recycled 67.2% despite construction waste challenges
- ✓ We will complete 13 key-site biodiversity actions in 2024
We have completed 27 to date
- ✓ We strive to achieve a 4.2% reduction across our Scope 1, 2 and 3 emissions
We are committed to reducing Scope 1, 2 and 3 non-FLAG emissions by 42% by 2030

2050 Impact Strategy

We are driven to be a better business for our people and our stakeholders. We will be known for pioneering nutritious,

sustainable and commercial foods, both for animals and people. And we will go beyond sustainability, to become a regenerative

business, actively giving back more than we take from society and the environment.

PURPOSE					
To better nourish people, animals and planet					
GOALS		2028	2030	2040	2050
PEOPLE	Culture & Community		One Star BCI employer	All critical roles have viable successors	Two star BCI employer
	Diversity & Inclusion		40% female management and delivery of measurable social mobility gains	50% female management and delivery of measurable social mobility gains	Three star BCI employer
	Human Nutrition		A £100m business delivering healthy and accessible protein options		
ANIMALS	Animal Nutrition		The most nutritious animal feed on the market, sourced responsibly		100% of inputs and products produced to regen farming standards
	Animal Welfare		Noble Foods is the market leader in animal welfare		
	Supply Chain		30% of outsourced egg production volume covered by an impact improvement programme	100% of suppliers providing impact monitoring data	100% outsourced egg production volume covered by an impact improvement programme
PLANET	GHGs	82% of supplier engaged with science-based targets	42% reduction Scopes 1, 2 & 3* non-FLAG in line with SBTi commitments	33% reduction in scope 1 & 3 FLAG emissions in line with SBTi commitments	90% reduction in non-FLAG scopes 1, 2 & 3 in line with SBTi commitments
	Water		No pollution events associated with own ops or supply chain	Deliver reduction in water use (% TBA)	72% reduction in scope 1 & 3 FLAG emissions in line with SBTi commitments
	Biodiversity		No net biodiversity loss		Biodiversity Net Positive

Bold, action first leadership & governance

A well invested team bringing science & sustainability

Bringing our value chain with us

Openly sharing our story with authenticity & integrity

Visible & accessible on-farm innovation & modelling

*energy and fuel losses

2050 Impact Strategy – 2025 Priorities

PILLAR	SUB PILLAR	WHAT NEEDS TO BE DELIVERED IN FY 2025				
PEOPLE 	Culture & Community	People Plan that supports BCI engagement goal		Future leaders cohort 2	Women in leadership apprenticeships	
	Diversity & Inclusion	DEI Strategy Workshop leading to a clear set of strategic priorities, objectives and actions to achieve set goals			Understand social mobility metrics/baseline and align with B Corp	
	Human Nutrition	Definition of health and accessibility goals with possible alignment with B Corp Health & Wellness IBM			Development of added value portfolio strategy	
ANIMALS 	Animal Nutrition	EUDR / VDCF SOYA compliance/transition as required by customers (scope 3)	Soya manifesto commitment	Soya reduced diet development (scope 3)	Establishment of certified Palm oil source	Palm Oil replacement / removal exploration
	Animal Welfare	Cage-free by end of 2025	Beak trimming commitment and trial		the happy egg co. is market leader on animal welfare	
	Supply Chain	Risk categorisation of suppliers - complete review Recruitment of analyst to support		On-board and progress with supplier assessment tool Finalise and test tool Identify key suppliers/producers to pilot tool with		100% outsourced egg production volume covered by an impact improvement programme
PLANET 	GHGs	Deliver Carbon reduction plans including:			CO2e reduction (tonnes):	Training:
		Trial of HVO replacement at Finmere Mill in 2025 expanding to replace 1m litres of diesel			2000	Site and engineering managers to support reduction plans and to identify energy saving opportunities
		Logistics vehicle improvements, 15 replacement HGVs and 20 solar refrigeration units			69	
		Site based energy saving initiatives including sub metering, compressed air leakage detection and power factor correction			95	
		Rolling routine maintenance programme including replacing motors below IE3 efficiency and updating rearing roofs			81	
	Green energy investment – Roof mounted solar installation at Finmere Mill			150	Drivers to improve MPG	
	Water	Farmers to have a meaningful and substantiated plan approved by Noble Foods			All wash water being captured an disposed of in a responsible way	
Vehicle wash recycling water installation trial in Milling		Submeters installed to measure water usage and reduction		Investigation of rainwater harvesting and other solutions for vehicle washing and poultry house washing	Investigation of water cleaning using UVSet 2030 water reduction target	
Biodiversity	Biodiversity action plans in place at all owned sites	Investigate and understand framework and what is involved when setting SBTN		Complete SBTN basic materiality screening process for key sites - start with direct controlled sites then include suppliers	Map out value chain in respect of identifying the most material suppliers and customers	



Connect
with us on
LinkedIn



Noble Foods

Waterfront Building, Lotus Park
The Causeway, Staines-upon-Thames, TW18 3AG

+44 (0) 1522 778366
web.enquiries@noblefoods.co.uk

noblefoods.co.uk