

**Purpose
Report
2022**

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Foreword



When I joined Noble Foods, I saw a real legacy of caring, for our customers, our producers and for each other. I couldn't wait to continue that legacy and make a positive difference.

I see first-hand that our legacy of caring is thriving in our animal welfare, pioneering research and biodiversity efforts, through the quality of our products and our commitment to valuing and developing our fantastic team. Keeping our purpose front-of-mind guides our decision making and keeps us responsible.

We constantly face new challenges but also opportunities to lead the industry in best practice and ethical standards. We have high expectations and ambition for our people. So, when I see our teams delivering on our purpose day in day out, I couldn't be prouder of them, or more excited about what's to come.

I hope you enjoy reading more about Noble Foods' purpose and how we deliver it, here in our first ever purpose report.

Duncan Everett
CEO of Noble Foods

Introduction



To better nourish people, animals, and planet.

As a leading food producer behind market leading brands like the happy egg co., you could be forgiven for thinking we are just responsible for feeding people.

And we are. But it's so much more than that.

What we've been doing for decades – and what we continue to do – is make a positive impact on the industry through our legacy of caring.

We know how to show excellent care for our animals. We continually support our partners and invest in our people. We listen carefully to customers to help build our brands. And we're breathing life into the humble egg with our vision, creativity, engagement and education.

Like everyone reading this, we've faced tough challenges due to the pandemic. We also face industry specific threats like Avian Influenza.

But we are problem solvers and positive thinkers. With determination and our great team, we've proven that we can overcome these issues and build an exciting future.

This purpose report gives us some space to learn about our past, understand why we're here and take a look at our future plans.



Our Story

Our journey began 100 years ago when William Dean delivered eggs to his local community in Hertfordshire before expanding through acquisition and growth. William knew the value of trusted partnerships and passed this ethos on through the generations. However, it was William's grandson, Peter Dean, whose leadership, vision, and entrepreneurial spirit saw the Noble Foods business grow into the successful family business we are today.

The knowledge, innovation, relationships, and talent we have nurtured over the years has led to the happy egg co.'s position as the leading egg brand in the UK. Plus, we are packing 60 million British Lion approved eggs each week.

But the happy egg co. is just one of our successes. Purely Organic is thriving in the organic market, in fact it contributed to 49%* of the growth in the organic market last year. We produce and pack own brand eggs for major food retailers through strong and trusted partnerships that have been built and nurtured over years. And our vegan alternative Crackd The No-Egg Egg was a finalist at the Grocer awards. Who would have expected a real egg company to crack finding a vegan solution?

We acquired Gü Puds into our businesses and grew it to become the UK's number one brand for chilled desserts, before divesting it to focus on our core agriculturally rooted products.

We have grown our poultry processing from a producer service to a business in its own right.

Our compound feed milling business is now the 3rd biggest in the UK, through which we supply 800kt+ per annum of meal and pellets to the UK poultry and pig sectors from six strategically located feed mills. Our growth from an internal to an external trading service is thanks to our reputation for offering the highest quality feed and outstanding service.

And we have our own green energy business specialising in agriculture, Noble Green Energy, which supplies renewable energy.

Most importantly, we've done it all while raising standards on ethical practices and sustainable food production and making a difference through research, innovation, and biodiversity work.

Our story is one of change and growth leading to us becoming an integrated supply chain. This puts us in a brilliant and advantageous position of control and oversight, able to give the very best service to customers and producers, and deliver on our commitments to better nourish people, animals, and planet.

*Source: IRI SIG weekly data to 09 Oct 21 & Kantar WPO 4 w/e 3 Oct 21- Total Egg (Shell) - Total Market

Source: IRI Major Multiples 52 w/e 09 Oct 21

Our Purpose and Values

Our Purpose

To better nourish people, animals, and planet.

We want to lead innovation and best practice in the food industry.

The food industry is seeing immense change, and we are changing with it. But we intend to do more than change **with** the industry, we will lead it. Now more than ever, our culture of quality and passion for protecting the planet will come into its own.

We have the people, the products, and the systems in place to deliver an outstanding and profitable performance in a changed world.

This has always been our purpose. We are lucky at Noble Foods, that we naturally have

this purpose at the heart of our business. Our purpose is our work. To better nourish people, animals, and planet has been at heart of what we do for 100 years, and it becomes more relevant with every passing day.

Just standing up and saying it out loud gives us confidence and a clear message to the world. We know what our customers want and need from modern food suppliers. They need us to comply with global standards, ethical practices, changing regulation, emissions targets, be ahead of consumer trends, and invest in research.

We know what needs to be done and we're already getting cracking.

We refreshed our values, so they're fit for the future.

Achieving our objectives needs one thing above all else.
A committed and engaged team who love being part of our business.

We make sure our people know we will listen, that they are valued, and feel they belong.

As a family business that's grown and expanded, we recently felt it was time to refresh our values with a strong overarching message.

The message is 'to care'. Broken down, 'to care' describes how we'll behave, communicate with each other, and do business.



Together

Is working collaboratively,
trusting each other, as
one Noble family



Courage

Is being bold in our
decisions and standing
up for what we believe in



Ownership

Is taking the initiative
and holding ourselves
accountable



Action

Is acting with speed and
integrity to ensure we
always deliver



Respect

Is valuing everyone's voice
and contribution and
earning the trust of others



Excellence

Is leading by example,
getting better every day

We support our people



You can't produce millions of happy eggs, quality food produce and feed, without a happy team (and happy hens for that matter, but we'll come to that).

So ultimately, we want our people to love being here. And we know that we can't take this for granted, we have to work at it. This means listening, reacting, investing, and constantly keeping on our toes when it comes to engaging our people.

Noble Foods is an environment where people thrive, have a voice, are listened to, and cared for. An environment where people can realise ambitions and dreams for themselves and for each other.

In the Best Companies Survey 2021 we achieved a pretty high score and were referred to as 'one to watch'. This positive outcome shows how well we're doing and has given us focused areas of improvement.

So we've not held back. As well as refreshing our values we've strengthened our training programmes for all, including our leaders.

We've created and supported lots of wellbeing initiatives. We introduced our People Partnership through which we invite all our people to share financially in our collective success. And during 2021 we trained 58 mental health first aiders to support mental health and wellbeing across the business.

We are proud of these achievements and the work continues.

We're going to get our people even closer to the heart of the business through increased awareness of our story and goals. We're creating a behavioural framework to make our values relatable and deliverable in everyone's day to day working lives. And we're very excited with our new leadership group focused on Charity, which will review our charity work and find new ways to make an even bigger difference.

As for everything else we do to nourish our people, well read on....

Learning and Development

We have a culture of aspiration across Noble Foods. Aspiration keeps people engaged, makes us perform better, makes us stronger. Our Aspire Programme, developed in partnership with a people development consultancy, is comprehensive, ambitious, and offers exciting opportunities for L&D across the business. It involves structured training pathways to develop talent, freshen up skills, and create world-class leaders. It will enable us to promote colleagues from within and develop our leaders of tomorrow. And it is designed to empower our people to grow with us, owning their development, well-being, sense of fulfilment and achievement.

Our leaders are experiencing a high-quality leadership pathway, delivered by experts, carried out via group work, one-to-one and small group coaching. Working together with their peers, this is a safe space to talk through real life business challenges and share ideas and perspectives on how to tackle them.

Line Managers and their teams also have access to skills-boosting opportunities. This ranges from management training to a wide range of content to choose from relevant to the role and the employee's aspirations.

And we will continue to pull out all the stops to develop our colleagues.

This year will see lots of specific training programmes, including;

- **The revision of basic, regulatory, and technical skills**
- **Practical skills including IT, presenting, confidence and communication**
- **Management and leadership including HR, recruitment, and performance management**
- **Increasing awareness of our own business including our charity work and ethical trade**
- **Protecting our people through wellbeing programmes such as mental health, managing stress, anxiety, and building resilience.**

Through this we'll help newly promoted line managers to become brilliant managers able to coach and inspire their teams. And we'll spot and nurture talent - identifying the people to fill senior and mission-critical roles in the future.

Overall we are pledging to deliver 2000 hours of development in 2022.



Supporting young people

We have a rich and long history as a well-established family business, but we know our future lies in the capable hands of the next generation. We're dedicated to investing in young talent now, and engaging young people with what we do, so that we build a flock of future ambassadors.

Apprenticeships

One of the most effective ways to engage young people in our business is through offering apprenticeships across various areas of our business from finance and HR to agriculture and operations.

Apprenticeships mean gaining not just exposure and experience of the food industry, but a practical set of skills and useful qualifications for life.

POULTEC

As part of our commitment to Apprenticeships we've worked with POULTEC to create a work and competency-based City & Guilds qualification and training course, the Diploma in Work-based Agriculture.

We tailor the training by selecting units most relevant to the learner's work.

Each learner is visited regularly on their own site (roughly once a month) for on-site training, support, and assessment by their dedicated assessor.

Poultry Apprenticeship

Our poultry team have enrolled ten colleagues on the Level 2 Food Apprenticeship Programme. To upskill key colleagues as part of our training, engagement, and retention plan.

Once completed colleagues will get a recognised Food and Drink Process Operator Standard Level 2 Award and gain important skills to grow further with us.

With the youngest colleague at age 16, we are supporting the education of young colleagues taking part. We hope this is the beginning of many more exciting positions for school leavers in the autumn.

Noble Foods now Youth Verified

We're so excited to have become a Youth Verified® brand. This means we are a youth-first place for young people to work and thrive in today's world because we've shown ourselves to be enthusiastic about supporting young people and developing a future-focused youth workforce.

The Verification recognises our commitment to sustainability, innovation, and corporate social responsibility. It acknowledges how seriously we take mental health, wellbeing, support, and mentorship. And it shows the value of our longstanding partnerships with universities and colleges such as Harper Adams university where we sponsor two annual awards, Lincoln College where we support English training for our colleagues and a number of apprenticeship programmes, and specialist school Agir academy.



“Becoming Youth Verified has been an enriching and enjoyable experience and I am proud that Noble Foods has been recognised for the great work that we do in supporting young people. I look forwards to our continuing partnership with the Youth Group, together we can make a real difference to the lives of young people across the UK.”

Louisa Hogarty
Group HR Director of
Noble Foods

“What an amazing achievement and success Louisa, Nicky, and their team have achieved with Youth Verified. I always stop and ask myself what companies are putting young people at the forefront of everything they do? I know that Noble Foods are absolutely one of them.”

Leon Marseglia
Vice President at
The Youth Group

A Spotlight on... Adam Stainton

We love to celebrate real life stories of our people. And recruiting Adam into Noble Foods was a moment of brilliance by HR which turned into a positive experience for both Adam and our butchery team thanks to his newly acquired skills and fantastic contribution.

In a bid to take a different approach to sourcing talent for Noble Foods' food processing site in Gainsborough, HR Business Partner, Kirsty Black placed a call to the local specialist school, AEGIR. This resulted in Adam Stainton, a 19 year old with autism coming to work for us as part of the SEND (Special Educational Needs and Disabilities) employment project from this school in October 2019.

Adam was low on confidence both socially and academically but had the motivation to work and to help support his mum with the family finances and having his own independence.

"When I first met Adam, he presented as a young man who was a little down on his luck but clearly had the right skills and qualities to obtain employment. Although we started from a blank canvas; Adam didn't really have much idea of what he wanted to do career wise, we began the completion of a vocational profile to identify areas of work interest". – Scott Eley – SEND Employment Lead.

The first step was giving Adam a chance to take a look around at the processing plant and think about which department he would like to work in. He settled on the busy Butchery department.

The next stage was to facilitate a gradual transition into the workplace with plenty of support but also the opportunity for him to establish independence at his own pace. Initially, Adam worked until lunchtime each day and did one job at a time for him not to be overwhelmed, and to develop his understanding of the processes within the butchery department.

He had a 1:1 job trainer to work alongside him that supported Adam with his induction to the company. As the new environment can be daunting for any new member of staff, a gradual approach to get Adam more familiar with the premises was adopted. Adam was initially met at



the security office but then transitioned next to the clock in machine, changing rooms and hand wash station to slowly build Adam's workplace routine.

'Adam's progress at Noble Foods was my highlight of 2021. He doesn't have any time off, he's never late and I do not hear of any problems with his work. I wish I could have 200 Adams!' – Kirsty Black – HR Business Partner.

Adam has progressed with his development in the post. He started with hanging birds but now is developing skills in terms of cutting of the meat. He has now moved onto becoming a skilled member of staff.

'I wasn't sure how Adam would get on when he first started with us but he is now learning to work in different areas of the department. He is doing a cracking job and we are proud to see him developing.' – Supervisor Mariusz Haglauer

Adam's Mum, Suzanne has seen a real difference in Adam since he started work and that he has really grown up. She no longer has to get him up in the morning and he gets himself to work independently and on time. He spends his wages wisely and is now able to treat himself to things when he wants them. Suzanne couldn't speak highly enough of the support Adam has been given.

'I was dreading Adam leaving school. I spent most of my time going up there because he had struggles but Noble Foods have been amazing.' 'He is always coming home from work and saying how much he enjoys it and how he has been supported. Adam can't understand why some people leave Noble Foods and says – 'if you look after them, they'll look after you.'

Adam also said that he felt 'Blessed to work here'. We are so delighted to see him thriving and enjoying his role.

Reward

Everyone wants to feel valued and rewarded, and it's no coincidence that we have such a happy and dedicated team. When it comes to recognition, our principle is to go over and above.

In 2021 we were proud to launch our People Partnership, an opportunity for all colleagues to share financially in our collective success. As an unlimited partnership, the better we do, the more there is to share.

Our benefits package is not just financial, but holistic, including lots of focus on personal development opportunities and health and well-being. We want our community to be healthy and happy, and this is how we do it;



**Additional pay
for mental health
first aiders**

Skill based pay



**Family friendly policies
including extended
leave for lots of personal
situations**



**Health plans, access to a
Virtual GP, gym discounts,
wellbeing events**

Life Assurance for all



**Fund matching for charity,
opportunities to get
involved with GroceryAid**

**Opportunities to
become Environment and
Sustainability Champions**



**An invitation to join our
People Partnership – an
opportunity to share in our
collective success.**



**Newsletters, forums,
staff surveys, open door
policy with our CEO**

We also love to celebrate success where it's due in a light-hearted and visual way. Over-achievers may be lucky enough to be nominated by their team or manager for an appearance on our highly coveted 'Wall of Fame'.

While those quietly getting on with spectacular work may be nominated as an 'Unsung Hero'. These fantastic colleagues will be included in our newsletter, and their contribution acknowledged and congratulated.



**Colleague perks
and discounts**

Supporting scholarships

The Nuffield Farming scholarship is all about 'leading positive change in Agriculture'. This is a fantastic two year opportunity that gives sponsorship to scholars to research a topic of interest in agriculture and then enjoy an overseas placement to further your knowledge and understanding of your study topic.

A Spotlight on... Hannah Eastaugh, Agriculture

I was awarded my scholarship in 2018 and my study topic was looking at 'Adapting UK egg production for an increasingly welfare conscious market'. This involved looking at the potential challenges and opportunities that the UK egg industry could face in the near future and how to promote the welfare credentials of egg production to inform the end consumer. I visited ten different countries around the world and these were some of my key findings;

- It is time for our industry open our doors and start controlling the narrative rather than it being written for us. We have a good story to tell
- There are many challenges and opportunities coming down the track. And our industry has shown in the past that we are able to innovate and adapt, and this must continue if we want to grow within an increasingly welfare-conscious market
- We have some of the best farm standards globally, but we must not become complacent



The scholarship experience was an incredibly rewarding one. Not only did I get to visit some amazing businesses and farmers around the world, but the opportunity for personal development is also vast. I was pushed out of my comfort zone on many occasions, such as presenting my findings to around 300 people at the annual conference. The experience has taught me that you must take any opportunity that is offered to you and the more you push yourself out of your comfort zone, the more you will surprise yourself and grow.

Safety

Our number one priority is to keep all our people safe at work and our ambition is to have zero lost time accidents. The Board take this responsibility very seriously, and for this reason, a review of health and safety matters tops the agenda at every board meeting. We also conduct internal audits to monitor our systems of work and recommend areas for improvement.

Our people are spread across a range of different settings and environments, due to the nature of our business. So offering a safe working life is absolutely vital, but also complex. Recognising our responsibility for the safety of our teams, we achieved ISO 45001 certification for all of our farms, mills, and factories in 2020. This shows just how committed we are to implementing, maintaining, and continually improving our health and safety systems.

We have fully embraced the “Recipe for Safety” initiative, a joint venture between the food industry and the Health and Safety Executive, that aims to reduce accidents in the food

industry workplace. The guidance identifies 12 key accident areas where 96% of all food industry injuries happen, including machinery safety, slips and trips, falls, and being struck by objects. We’ve been looking at the cause of these accidents and have been successful in reducing them. We have also continued to promote the “Life Saving Rules” as a crucial element of the management system. The procedures covering “Lock-Out Tag-Out”, “Machinery Safety”, “Confined Space Safety”, “Electrical Safety”, “Vehicle Safety” and “Safety at Height” have all been strengthened.

With our teams’ safety top of mind, our aim is to achieve zero lost time accidents relating to our Life Saving Rules. Added to the measures we’ve put in place, is extensive and regular Behavioural Safety Training, for managers, colleagues, and new recruits to help instil a culture of safety and well-being. The programme equips Managers with the necessary knowledge to identify unsafe acts and promote safe behaviour through the Safety Watch Observation Programme (SWOP).



Modern Slavery

Modern Slavery has no place in this world, and it has no place in our business. As a family business with a long-established reputation in the UK, we take our responsibilities for ethical working practices seriously, both internally and throughout our supply chain.

Regular assessment, auditing of suppliers, our recruitment policy, training, awareness raising, our active role in the Food Network for Ethical Trade, and setting KPIs, are examples of the practical and proactive measures we have taken to ensure we protect people and communities from unethical practices. Our detailed statement on Modern Slavery is available [here](#).

Charity and community

Our people at Noble Foods are a proactive, committed, and active bunch and we are proud to support their efforts. Some of our colleagues took part in the gruelling National Three Peaks and Cycle Challenge, raising an amazing £50,000 for Cancer Research and The John Eastwood Hospice.

All funds raised by our fantastic colleagues are generously matched pound for pound, helping our Noble Foods' fundraisers notch up some incredible sums for great causes.

We also do a lot of work with our brilliant industry charity GroceryAid. And this has recently been recognised with us winning a GroceryAid Gold Award, of which we are super proud.

GroceryAid offers emotional, practical, and financial support to those who need it most in our industry. The work they do is invaluable, they have helped over 200,000 Grocery colleagues across the UK.

As a Gold Award winner, we were recognised for showing ownership and taking action in eight activities across all three of their critical pillars; Awareness, Fundraising, and Volunteering. This means talking about the work of the charity internally, taking part in the GroceryAid Day, promoting their welfare services, having an active HR/communications contact, supporting a third-party event, supporting a central or regional event, donating a gift in kind, being part of an awareness network and providing free services.

Activities we've completed this year include regular communications to colleagues on varying topics each month via our health and wellbeing portal and discussing how GroceryAid can help us and our colleagues during the company induction.





A Spotlight on... Feeding hungry minds in Malawi

What better way to help nourish the planet than to provide food in places where it's scarce? Our work in Malawi has changed lives, with our 'Food for Schools' programme now feeding over 1,700 children daily, giving them the energy to concentrate and excel at school.

And we've gone further, from feeding, to nourishing minds, by directly supporting education. Our fundraising has improved educational and agricultural projects in Malawi, and with help from our suppliers and staff, we funded and built three

schools. We have also supported the development of agricultural classes, all with the ambition to combat poverty.

In 2020, our fundraising efforts helped open the Horton Community District School (CDSS), changing the lives of thousands of children in Malawi, through the provision of education and food. In a further achievement, this school has been chosen to become an examination centre of excellence for the region specialising in Science, Technology and Sport.



Our producer partners

We're not just a family business. We're an extended family business.

And that's because we work with over 250 producer partners, many of whom have been working with us for generations and are family firms themselves.

We value their contributions highly, and make sure we support them, and listen to them, just like our own family.

The practical help we give our extended family is extensive, involving regular communication and visits. We want the businesses of our producer partners to thrive, so we help with business advice, productivity and farm performance, guidance and support on best farming practice and animal welfare.

We also talk to our producers about sustainability goals and help with developing and improving facilities and the environment for their hens including support with Avian Influenza protocols and bio security standards.

With our help, all poultry farms will practice an end of lay depletion service of the highest standard, with birds collected in a timely manner.



Fun fact

We work with producers at 385 locations across the UK, from Land's End to John o' Groats (well nearly), supplying feed, rearing pullets, collecting eggs and offering depletion services.

We champion animal welfare



There's a huge amount of knowledge, time, effort, and care behind creating a happy and nourishing environment for the animals behind all our brands.

And this level of expertise means we lead the way in the industry, driving up welfare standards, and embracing best practice and innovation.

Our leadership in this area is nothing new. In 2004 Noble Foods were the first to introduce gas killing at our processing factory.

And we were the first Poultry site to be RSPCA accredited.

We are able to take a holistic approach to animal welfare because our business is involved in the full lifecycle of our birds. We apply our expertise from pullet

rearing, through to nurturing, nutrition, and egg collection, and onto high welfare transportation to our processing plant.

This circular status where we are responsible for every part of the supply chain gives us a great opportunity. We can, and do, constantly monitor, manage, and improve animal management and welfare. We gather, test, and interpret data against specific welfare outcomes, and use that to target improvements. We incorporate this with what we know to be the best practices, and techniques, to make sure our birds are well looked after.

Equipping hens with the right care and nutrition is what leads to our exceptional quality of feed, eggs, and poultry.



Going cage free

Moving away from colony cages to barn production systems takes investment – investment we are making. Moving to a high welfare tier is a high priority for us so we're pulling out all the stops to make this a reality in advance of the industry target of 2025.

Structured for standards

Our Regional Management Team and new Farm Audit Team created in 2020 are key to achieving the high standards we expect from ourselves and our Producer Partners. The additional four professionals brought in to create the audit team offer a broad oversight of ethical and safe practice in animal welfare. Their expertise and support is invaluable to smaller family businesses.

Best practice on gut health

Our improved gut health platform work continues, with specific focus on enhanced nutrient uptake and replacement of inorganic minerals within our diets. The outcome of this work is measured against six pillars of sustainability; reduction in food loss, reduced carbon footprint, improved animal welfare, reduction of land use, improved protein output and reduced nutrient pollution and mineral waste with a specific focus on the reduction of phosphorous pollution.

Delivering quality is a serious business

To deliver the highest standards of quality in food products, and keep our customers happy, we go over and above. And that means taking quality assurance seriously and making sure we achieve all the relevant industry accreditations.

Business Benchmark on Farm Animal Welfare (BBFAW) – top tier

The BBFAW offers an authoritative and deep analysis of farm animal welfare policies, management systems, reporting and performance of 150 of the world's largest food companies. 'Top tier' means a score of over 80% and is described as "The company has taken a leadership position on farm animal welfare".

We are proud that we've maintained our position in the coveted top tier, featuring alongside only four of the highest quality names in the food sector, and we are committed to staying there.

Compassion in World Farming – Good Egg Award

The Good Egg Award celebrates businesses that use or have committed to use only cage-free eggs or egg products in their supply chain. We have won this prestigious award both for our egg products and our whole eggs. This is in recognition of our conversion to a high welfare multi-tiered barn and our commitment to becoming fully cage free across our supply chain by 2025.



British Lion Quality Mark

The British Lion Quality Mark was brought in originally to tackle the risk of salmonella poisoning by increasing the safety of British eggs. Now a highly respected and coveted safety mark for any producer, we have made sure we are accredited to supply British Lion Quality Standards egg products.

This offers peace of mind to our customers that eggs can be traced back to farms which operate stringent welfare and quality standards.

RSPCA Assured

We love our hens, and who better to acknowledge this than the highly respected RSPCA. Their stamp of approval means we've passed animal welfare standards at the highest level. Our Poultry site and pullet rearing operations are RSPCA assured. We are also represented on the 'RSPCA's pullet standards technical advisory group' which advises on welfare standards for pullets (laying hens).

OF&G (organic)

Organic Farmers & Growers certify more than half of UK organic land and provide support, information, and licensing to Britain's top organic food businesses.

We are delighted to have passed inspections and be certified by this government approved organisation for Purely Organic.

Organic Food Federation

The Organic Food Federation approves food suppliers who meet stringent EU standards. As a certified operator, customers can be reassured of the quality of our organic produce.

APHA Approved (on behalf of DEFRA)

The Animal and Plant Health Agency operates on behalf of DEFRA to check farms and facilities are operating the right procedures and complying with regulations. Its purpose is to control or eradicate animal and plant diseases. Our approval status once again shows that we comply and operate the high standards expected in our industry.

British Poultry Council

As members of the British Poultry Council, we keep abreast of all the issues, guidance, latest news, and best practice, making sure we implement it across the business.

Laying Hen Welfare Forum

Being part of this specialist forum gives us a voice and access to expertise on flock management and animal welfare, including discussion and latest thinking on practices such as beak trimming.

A Spotlight on... Happy Egg

As experts in hens, we know what they like. Roaming free. Playing. Eating well. So, we make sure this is exactly what they get. Plenty of open space, foliage, trees, and specially designed activity areas. And through a thorough audit process, we carefully vet the farmers we work with to make sure their hens enjoy this high level of welfare too. We even spread the fun by supplying our happy egg producers with activity kits for their hens. It is this level of attention that has led to our not just meeting but exceeding the UK free-range standards set by the RSPCA Assured scheme.



Gourmet diet

Our happy egg co hens enjoy a unique diet, not just because we want to make them happy, but because we know this links directly to the quality and nutrition contained in our eggs. Our organic hens have a fully organic diet.



Taking the lead on feed

We take pride in taking the initiative and pioneering new and better practice whenever and wherever we can. And our approach to chicken feed is no different.

What we feed our hens directly impacts on the quality of eggs we supply retailers and customers, and we're conscious of ensuring this exceptional quality doesn't come at a cost to the earth.

So, the objective of our initiatives is to get the same or better goodness and nutrients into our eggs, whilst reducing our food miles and carbon footprint as a business.

The biggest area of focus is on soy. While soy is an excellent and cost-effective protein, it does have implications for the planet and a bad press, due to the impact of deforestation in the case of unsustainable soy and its transportation all the way from South America.

Our solution? To trial alternative sources of protein, including pulses grown locally on UK farms. These have the added advantage of being excellent crop rotations, and improving the health of the soil, so a win win all around.

The initiatives don't end there. In an effort to reduce our carbon footprint we are reviewing every part of the supply chain, looking at sustainability and where we can find alternatives to importing materials.

We know our eggs already offer huge nutritional value, but we are exploring how we can boost it further. This may include omega oils for heart health, natural pigments for eye health, and more. We are guided by listening to customers and investing in the health and nutrition benefits they want to see.

We are also looking at reformulating feed to reduce the nutrients being secreted into the environment through the use of different minerals and enzymes.

All these initiatives are aimed at continuing to pioneer market-leading eggs, whilst delivering on our commitment to reducing our impact on the planet.

We protect the planet



The eyes of the world are now focused on the planet, and rightly so. But it's been a core focus of ours for quite some time. Our business is closely connected to nature, and therefore we've been proactive and passionate when it comes to the environment and importance of sustainability.

We're proud of the significant, positive actions we've taken so far, and our ambitious plans to do even better in the future.

- In 2019, we introduced the Environmental Sustainability Programme (ESP) which covers Energy, Waste and Biodiversity.
- We've upskilled ESP Leads (colleague volunteers) with sustainability training, empowering them to champion environmental projects for their respective sites and divisions and share their insights.
- We achieved ISO 14001:2015 certification across all our business units. A number of our sites are covered under the Environmental Permitting requirements, and we work with regulators to ensure all sites are environmentally sound and safe.
- In 2020, as part of the SECR (Streamline Energy and Carbon Reporting), we established a baseline for carbon emissions as part of our commitment to reduce them in line with government targets and the requirements of the Paris Agreement.
- We completed the BITC's Responsible Business Tracker, which is built on the pillars on the UN's Sustainability Goals (SDGs). This will help us improve even further, identifying any gaps and establishing goals.



Carbon Emissions

Our approach involves detailed mapping of the carbon emissions associated with our Chemical operations. Carbon emissions can be split into three sources; Scope 1 emissions: The fuel we use onsite - Mains Gas, LPG, and the fuel we use in our company vehicles. Scope 2 emissions: The electricity we use. Scope 3 emissions: Raw material, purchased products and services, and packaging. We have already mapped our scope 1 and 2 emissions. Our next major step will see us mapping out our scope 3 emissions with the aim of setting our net zero target. To help us achieve it and as a sign of our commitment, we will sign up to SBTi (science-based target initiative).

Transport Emissions

We recognise the scale of emissions from transport, and we're exploring ways to address this, including embracing lower emission alternatives. We've invested in the latest Euro 6 HGVs and use LPG in addition to diesel which reduces emissions compared to standard diesel vehicles. But we know the future is electric. So we're planning to trial electric HGVs as part of a possible overhaul of our future transport fleet. In the meantime, our current car fleet across the business is now entirely electric or hybrid.

Recycling

Like everything we do, when it comes to our recycling, we're ambitious and dedicated - even though recycling across a multi-site complex business our size is a challenge. But we won't be thwarted! We've set ambitious recycling targets at 65%. In 2021 we got close with a recycling rate of 55% and with further changes, we're committed to achieving the 65% this year.

Plastic Waste

Waste disposed of incorrectly or utilised inefficiently can have a negative impact on the environment. The waste we discard may have uses as raw materials for other processes and other industries as part of the development of a circular economy.

And you can only improve this through examining every part of the process, which is exactly what we do. As a result, we've removed many single-use plastics across the business and reviewed our packaging. All plastic egg boxes we supply to retail customers are 100% RPET, and this reduces the amount of virgin plastics used across our operations.



Food waste

Fortunately, we do not create a lot of food waste in our business. However, it's still only right to minimise it as much as possible. So, we've signed up to the UN 12.3 initiative to half the food waste we produce by 2030, and we're already well on our way. Since 2017 the reduction has reduced from 0.543% to 0.433 in 2020. This is a 21% food waste intensity reduction.

Renewable Electricity

If we want to nourish the planet (which we do), going green for our energy sources was a natural step. From 1st October 2021, 100% of all our electricity became supplied through a green tariff and renewable electricity certificates. We've also installed solar panels at two of our pack centres to help us generate our own energy.

Sustainable Supply Chain

To become a genuinely sustainable business, we know it's not just about us, but about achieving this through the whole supply chain.

Some of the steps towards this include reviewing our use of raw materials such as soy and palm oil. This is a definite 'watch this space' moment, as we have committed ourselves to a detailed action plan towards net zero deforestation soy by 2025 and are actively pursuing soy alternatives in poultry feed.

We also ensure there's a commitment to ethical practices throughout our supply chain by auditing and working with our partners and suppliers to ensure there is no harm caused to people through Modern Slavery or animals through neglect of welfare. We're always pushing for higher standards wherever possible.

Biodiversity

With outdoor spaces and nature being so integral to our business, we wanted to nurture and develop these settings. Enter our exciting biodiversity projects.

We've created wildlife habitats such as bug hotels, areas of fallow to allow rewilding, and secured trees and hedgerow.

We're always looking to learn and improve, so we've welcomed trained ecologists onto our sites and put biodiversity action plans in place, in fact, we plan to have biodiversity action plans in place at all our sites by 2025. These plans will help us improve our environments to encourage wildlife and increase biodiversity.

And we want everyone to get involved! We'll encourage our ESP champions to share ideas and help with planting schemes and habitat creation projects.

We recognise the importance of farming sustainably and we aspire to fully adopt regenerative agriculture. We are making positive steps in encouraging wildlife and developing habitats.

Here are just a few highlights;

- A tawny owl pair reared two owlets and the barn owls survived the winter
- A tree sparrow nest box project added another ten new nest boxes during the spring in the farms' birch woodland, resulting in 85 fledglings this year with 20 chicks.
- Six breeding pairs of Oyster catcher waders reared eight chicks
- This year saw a relatively new species of European Tree Bumble Bee colonising several nest sites
- On one farm the managers are developing an amphibian habitat for frogs, toads and newts. A new pond creation with aquatic plants, log piles, flowering shrubs and also planting 500 spring mixed daffodils for insects, which were donated by Shettleston Community Growing project in Glasgow for COP26; they are also installing a new Barn Owl nest box this winter.





Water and Land

With much of our business operating out of farmland, it's crucial to us that we actively lead on excellent sustainable practices and innovation, to minimise any harm to water or land. Doing this successfully means working alongside, and learning from, other organisations and customers such as BITC, Carbon Trust, NFU and other sector associations like AIC and BPC.

A great example is our work with the Wye and Usk Foundation. They are helping to assess our supply farms and put mitigation measures in place that reduce the impact of farming on the water environment such as limiting phosphate run-off.

We are also actively increasing tree cover across our happy eggs farms and on our farms in the Usk and Wye region to improve the health of soils, increasing the ranging of birds to prevent nutrient hot spots, and increasing nutrient uptake through planting schemes to prevent run-off into water courses. Manure management is a key priority in this area. In 2021 we planted 10,000 trees across our supply base.

We have a number of sites that are operated in compliance with the Environmental Permitting Regulations. Strict emissions parameters are placed on air emissions which are monitored regularly and over the last 24 months we have invested heavily in infrastructure to ensure that they meet best practice requirements. We use good animal husbandry techniques to ensure that ammonia from our poultry sites is kept to a minimum.

Tree planting

Planting trees is an essential activity when it comes to protecting our climate, wildlife, and forests.

In 2021 we planted 10,000 trees across our producer base and we are committed to doing this every year.

In Spring 2022 we will also be planting 500 trees to provide habitat and wildlife corridors at our Clearwell Mill site.

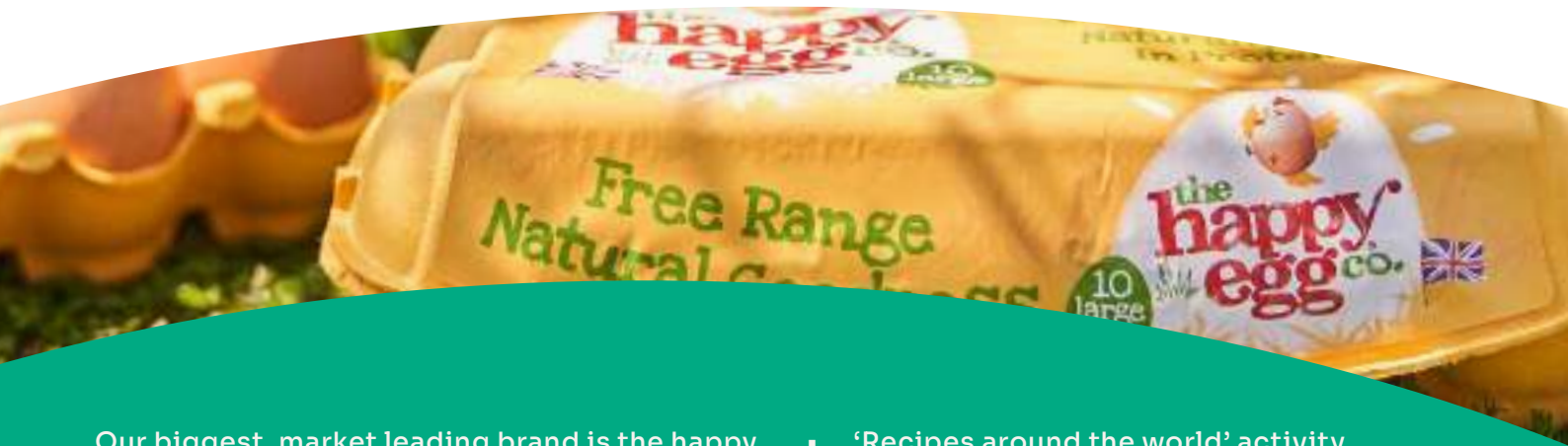
Corporate tax policy

Our desire to be a reputable, ethical business extends to our tax strategy, which is based on a zero tolerance approach to tax evasion and other unethical practices.

Our in-house tax professionals are responsible for achieving accuracy and commercial efficiency whilst being open and transparent and maintaining good relationships with the authorities.

If you want to read our full tax statement, you'll find it here.

We spread good health, awareness and happiness



Our biggest, market leading brand is the happy egg co. which specialises in happy hens and tasty eggs. It's a happy, sunny, bright, and positive brand. But we've done so much more with it to benefit communities.

Our Happy Egg website is a brightly designed fun hub where children can get engaged in cooking, baking, nutrition, and learn from where their food comes from. We bust myths and inaccuracies about the safety and nutrition of eggs and explain what makes a happy hen.

The brand runs highly effective and engaging social media campaigns to spread awareness and grow the egg category. These include:

- The 'Dedicated to Happy' campaign which has become our brand promise – to deliver on happiness and wellbeing
- 'Make a Happy Face' pancake day campaign where people are challenged to create faces from their pancakes and post them online

- 'Recipes around the world' activity to encourage posting creative recipes outside of the breakfast norm
- Engaging with The Great British Bake Off resulting in mentions from one of the contestants Alice Fevronia on her Instagram

Alongside these campaigns, Happy Egg has partnered with other food brands to generate online conversation about eggs such as: Frylight and Holy Moly Dips with more to come! The brand partnered with SMASH a new app offering young people discounts on healthy food and drink brands and restaurants. SMASH run a freshers week campaign where Happy Egg money off vouchers were featured in 100,000 welcome packs of UK universities.

And this is so important because children and young people – the consumers of the future – will want natural, ethical, good quality produce – and they can get it here.



Don't just take our word for it...

When we win awards, we are so proud because these are testament to the hard work of our teams and producer partners to improve and innovate.

Recently our Producer Partner Phil Ashton won Egg Producer of the year at the Egg and Poultry awards, specifically for his commitment to hen welfare and biosecurity. Well done Phil! We've won a Gold Award for our Work for Grocery Aid.

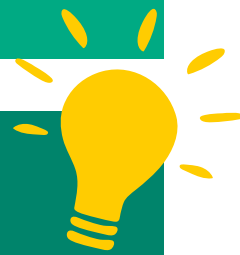
And we've won Good Egg Awards for our products from the World Farming Association, showing what good eggs we really are.

Fun fact



Everyone's heard of a cockerel. But have you heard of a pullet? Not a lot of people know it's a female hen less than a year old.

Fun fact



Did you know you can find out eggxactly where your egg came from? Well every Happy Egg has unique code, and entering into our website will tell you the name and location of the farm.

We commit

Throughout this purpose report, we've highlighted what we've done and what we are doing now. But the really exciting bit is what lies ahead in the future. Noble Foods' leadership are fully committed to a series of important and exciting goals, and all teams and colleagues will be accountable and expected to share their progress. Watch this space for updates and celebrations as we achieve these pledges;

People

- Determined to achieve zero lost time accidents, reducing year on year on our journey
- Delivering 2000 development hours in 2022
- Increasing the % of young people in our business from our baseline of 9% in 2021
- Appointing a new Group Charity in 2022 with a commitment to increasing our charitable impact even further.

Animals

- Cage free by 2025
- Improved sustainability through gut health
- Maintain our BBFAW top tier position

Planet

- Set our net zero target with SBTi
- Recycling 65% of our waste in 2022
- Biodiversity action plans in place at all of our sites by 2025
- Plant 10,000 trees annually across our producer base

But our purpose to better nourish people, animals, and planet is not a goal with an end date. We know that there will always be ways to improve and opportunities to explore.

To ensure our place at the forefront of this progress we will continually push ourselves, set goals, and make commitments. We will hold ourselves accountable for achieving them, and we look forward to updating you in our next report.

Thank You



I'm so proud to uphold our purpose here at Noble Foods, through the drive we have to better nourish people, animals and planet.

I would like to take this opportunity to say a huge thank you to our teams and partners for an extraordinary year.

To find out more about our business, our website and LinkedIn page are great places for news and insight. Or find and follow our brands on social media, to follow our story.

Sarah Dean
Chair

noblefoods.co.uk

