



SUSTAINABILITY IMPACT REPORT

MARCH 2021



PIES, PLANET, PEOPLE

INTRODUCTION

We want to be a truly sustainable pie company and do everything we can to help combat climate change. So in 2020 we took a long hard look at every part of our business to see where we could make the most positive, impactful changes.

It was already clear to us that the single most important thing for us to do was to reduce our greenhouse gas emissions. To help us with this we commissioned the Carbon Trust to measure our organisational carbon footprint, covering emissions from scope 1 and scope 2 and some of our scope 3s*, including emissions from our production processes to the waste we generate.

Then we undertook our own research and we asked our suppliers, customers and colleagues to tell us what long-term improvements they want to see us make for the sake of the planet.

From this we identified nine ambitious goals to hit by 2025, which sit under three key areas



We will scrutinise every ingredient to ensure it meets our high standards in terms of animal and ecological welfare.



We will significantly reduce our carbon emissions and reduce the amount of waste we generate, right across the business.



We will expand our support of charities through pie and cash donations, and continue to build a happy, healthy, inclusive and diverse workforce.

Target key:



We've hit or exceeded this target



We've remained at the same point as last year



Sometimes things get a bit worse before they get better...

By Autumn 2020 we were ready to share our goals, converting them into actions so that every member of the Pieminister team could play their part in reaching our targets.

*Our current measured emissions are scope 1 and scope 2s, with a bit of scope 3, but we aim to keep adding more of those tricky-to-measure scope 3 emissions year on year.





ANIMAL & ECOLOGICAL WELFARE

GOAL 1

We will never compromise on our high animal welfare standards – and raise the bar even further, starting by moving to 100% slow growing breeds of chicken by April 2022.

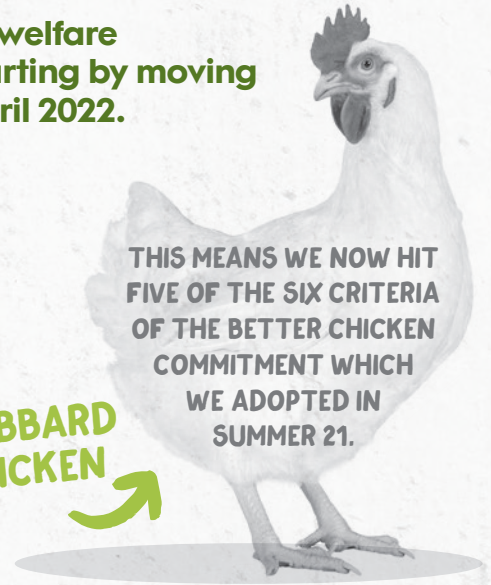


On-going trials using a slow-growing breed called Hubbard are going well and we plan to move over entirely to this breed by Winter 21.

Why is this important? Chickens are healthier, happier and more active when they are bred to grow more slowly. They have higher bone density when not bred too big, too fast. So our free range Hubbard chickens have better mobility and can make the most of their free range environment.

**HUBBARD
CHICKEN**

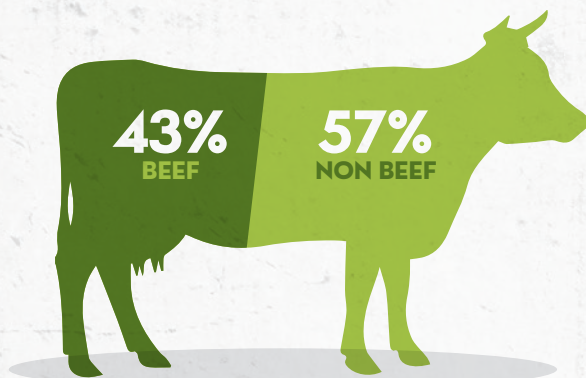
**THIS MEANS WE NOW HIT
FIVE OF THE SIX CRITERIA
OF THE BETTER CHICKEN
COMMITMENT WHICH
WE ADOPTED IN
SUMMER 21.**



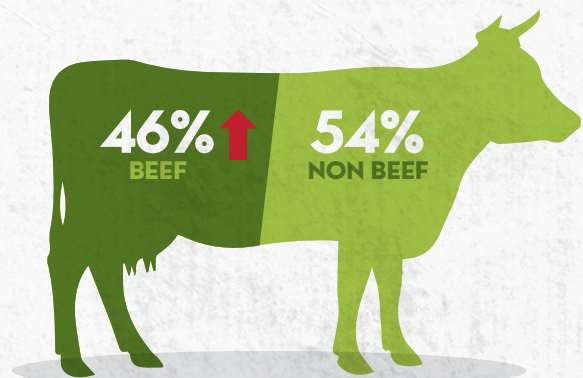
...and we will grow our plant-based product range, decreasing the range space currently given to beef pies.



We were not able to decrease beef's share of our total sales this year.



TOTAL PIE & PATTY SALES 2019/20



TOTAL PIE & PATTY SALES 2020/21

Why did we miss this target? The pandemic led to a six month pause in production of our patty range, which is entirely beef-free. This decrease in non-beef product availability significantly affected the beef vs. non-beef ratios for this year.





ANIMAL & ECOLOGICAL WELFARE

GOAL 2

We will champion the use of deforestation-free ingredients across the industry, leading with our 100% identity preserved palm oil and deforestation free soy.



We have used social media to highlight the reasons why we firmly believe using identity preserved palm oil in our pies is the most sustainable choice. We have outlined the huge difference between unsustainable palm oil which causes deforestation and bio-diversity loss and Certified Sustainable Palm Oil (CSPO) which is the most sustainable, high yielding, versatile vegetable oil available. We have also explained why we believe boycotting all palm oil will increase demand for other less efficient, uncertified edible oils, causing negative environmental impacts elsewhere.

Our palm oil is identity preserved which means it comes from a single, identifiable certified source, kept completely separate from any other palm oil throughout the supply chain. Palm oil crops use up to ten times less land than alternatives such as Shea and Coconut oil.



Messaging on our retail packaging was revised to highlight our reasons for using identity preserved palm oil, explaining why we are convinced that it is the most sustainable fat for us to use.



We asked our suppliers to complete a questionnaire for every item we purchase from them. This is designed to alert us to any potential issues in key areas including ingredient sourcing, transportation and distribution methods, animal welfare and human rights. We also ask each supplier for information relating to their waste, energy and carbon policies and the reduction policies they have implemented.

By April 2021, 80% of the total value spent on ingredients and packaging was fully audited. We continue to gather the same information for the remaining 150 items (ingredients we buy in very small volumes).

"We can protect wildlife by buying products made with deforestation free sustainable palm oil. From companies that support local people, use existing palm oil plantations without cutting down more rainforest."

Sir David Attenborough
Seven Worlds, One Planet





CLIMATE CHANGE & WASTE

GOAL 3

We will reduce our carbon emissions by at least 50% by 2025 and become 100% carbon neutral by 2023.



Our first action was to commission the Carbon Trust to measure our organisational carbon footprint (as captured on page 2), including any business travel and waste generated in our kitchens, restaurants and offices.

Following the Greenhouse Gas Protocol methodology alongside tried and tested baselining tools, the Trust calculated our footprint for the year 2019/20 as 597 tonnes CO₂e. This is our baseline as we work towards achieving our emissions reduction targets.

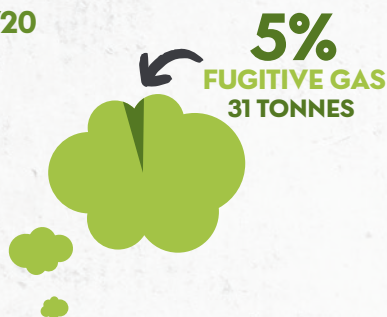


Following a successful trial run with Ecotricity in our Exeter restaurant we're on target to move to green energy tariffs across all our restaurants & cafes this Autumn 2021.



Our carbon emissions decreased this year in every area measured, apart from fugitive gases (escaped gas caused by fridge breakdowns in our bakery). Although small and really difficult to detect, these breakdowns have caused our carbon emissions to increase by over 50%. Just look at the charts below!

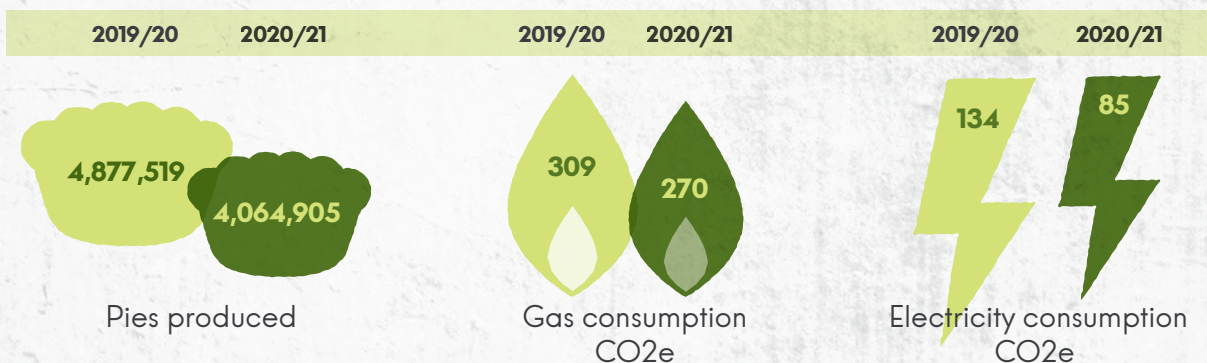
2019/20



2020/21



The good news is that our energy usage went down, however, our energy used per pie increased (The Pandemic affected production to such an extent that we were unable to make pies as efficiently as in the prior year). This goal is super important and will involve a lot of work - it's where we'll be focusing our efforts for the next few years.





CLIMATE CHANGE & WASTE

GOAL 4

We will make sure that 100% of our packaging is reusable, widely recyclable, or easy to home compost, with a continuous reduction of single-use plastic packaging.



We removed the windows from our pie boxes altogether and replaced all the insulation we use to keep our pies chilled with recycled paper padding. These actions mean that 96% of our packaging is now recyclable (up from 94% in 19/20).



Plastic usage was reduced by 25% with the removal of windows from our pie boxes. Plastic usage went down to 6% (from 8% in 19/20), eliminating over 3 million pieces of plastic from the waste system every year!

**LOOK!
NO WINDOW**



DID YOU KNOW?

The infrastructure in the UK is simply not sufficient to support the correct disposal of plant-based plastics, which means they end up in landfill. That's why we decided to remove them from our pie boxes.

GOAL 5

We will send zero waste to landfill across all PM restaurants, offices & our pie kitchens.



We send zero operational waste to landfill. This means that any waste that cannot be recycled is burned to create energy used to fuel homes. Which is far better than it slowly decomposing, releasing harmful gases into landfill.





CLIMATE CHANGE & WASTE

GOAL 6

We will reduce our total waste (including packaging) by 30% and maximise the amount that is recycled or composted by 2025.



In absolute terms we've reduced our total waste, including packaging by 33% in 20/21. But in relative terms, when compared to the amount of pies and patties we produced the year before, the amount of waste generated has stayed flat this year.



However we have increased the amount recycled from 79% to 90% (with zero waste to landfill)

...and we will reduce food waste across the business by 50%



The amount of food wasted across the business has reduced since prior year by 19%. But once again, in relative terms (when compared to the number of pies and patties produced) food waste actually increased by 22%. The pandemic certainly didn't help, but since April 21, new measures to improve and streamline waste collections from our restaurants have been put in place to make it simpler to ensure that as much food waste as possible is anaerobically digested. This will help enormously in hitting our target.

THE FOOD WASTE FROM OUR BRISTOL KITCHENS IS COLLECTED BY GENECO'S BIO BEE





HUMAN WELFARE

GOAL 7

We will expand our support of UK and global charities, by increasing our pie & cash donations by 10% every year.

IN 19/20
WE DONATED
90,206 PIES
& £10,218

IN 20/21
WE DONATED
85,375 PIES
& £7,042.54



While the actual pie & cash totals were down this year compared to 19/20, in relative terms our pie donations increased by 11%. So despite a very challenging year, we stepped-up our support of those in need with free pies and cash donations as much as we could.

OUR SUPPORT OF FRANK WATER'S
DRINK ME: SAVE LIVES CAMPAIGN CONTINUES



OUR PIE STREET HEROES
INITIATIVE RAISED £5,000 FOR
NHS CHARITIES TOGETHER



FARE SHARE REDISTRIBUTE 1000s OF
OUR PIES PER MONTH TO THOSE THAT
NEED THEM THE MOST.



WE DONATED THE MATERIALS NEEDED TO
CREATE A MURAL ALONGSIDE THE MAIN
ROUTE INTO BRISTOL IN SPRING 20.





HUMAN WELFARE

GOAL 8

We will cultivate a happy, healthy, inclusive and diverse internal pie team



We have implemented a Voluntary Identification Scheme, meaning that all staff members can choose whether or not to share information with Pieminister on their race and gender.

We invited our staff to complete a Diversity & Inclusion survey. 97% of our workforce participated and the findings from the survey will inform Diversity & Inclusion training for staff in early 2022.

Our Cycle to Work scheme continues with 50% of the Bristol-based workforce now cycling or walking to work

GOAL 9



We will commit to giving a proportion of our time in work to external volunteering & social action

Our volunteering policy has been implemented. This means that all permanent members of staff have one day available to them per year to take as paid leave to volunteer for a charitable cause. Individuals can choose a charity that is close to their heart, or select from our list of charity partners.

Originally scheduled for Summer 2020, our Eat Pies: Plant Trees partnership with Forestry England was postponed by a year due to COVID. Raising the funds to plant a new forest while encouraging consumers to eat plant-based pies, the campaign looks set to fund over 8,000 trees.

