



# SUSTAINABILITY IMPACT REPORT

PIES, PLANET, PEOPLE

2023 / 2024



## Welcome to our 2023/24 impact report

The big story this year is that we've raised the sustainability bar even higher, challenging ourselves even more as a business.

This bar-raising began in 2022, when we started to include our Scope 3 Carbon Footprint. Immediately our Purchased Goods and Services in Scope 3 shot up, accounting for most of our whole footprint. No surprises there! Though rather than become overwhelmed by the task it will take to reach our goals, we've included even more of our Scope 3 – most significantly our franchised restaurants.

If we'd decided not to measure our carbon impact to this degree, you'd see a lot more of these 🌱 next to our planet goals, but that would not give a clear enough picture of our impact as a food business, so you'll see more of these 🍷🍷 – not because we're not making progress or working as hard – quite the opposite! It's because we can see that this level of scrutiny is the only way to be a truly sustainable business.

Thank you in advance for reading this report, please do get in touch with any questions or suggestions!

[HELLO@PIEMINISTER.CO.UK](mailto:HELLO@PIEMINISTER.CO.UK)



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:



On track and storming ahead



Making steady progress



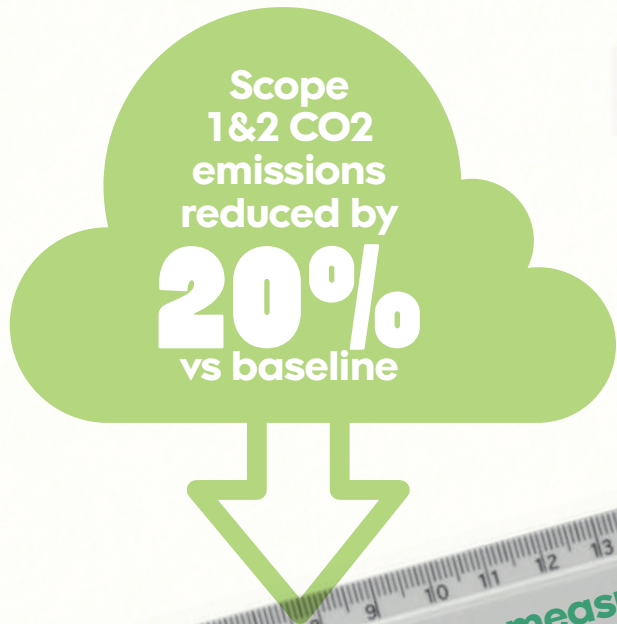
Need to turn this around



# 2023/24 KEY PROGRESS



Received Real Living Wage accreditation from the Living Wage Foundation



Joined the UN's

**RACE TO ZERO**





# PIES ANIMAL WELFARE

## Goal 1.1. Maintain or raise our animal welfare standards higher



### Chicken: Remains slow growing, free range & British

Nothing new to report here other than to reassure you that we continue to only use free range British slow growing Hubbard birds. We're working closely with our farmer to hit the sixth and final criteria of the Better Chicken Commitment.



### Pork: Remains free range & British

As with our chicken sourcing, no news is good news here; our pork is of course still British and free range.

## A GAME CHANGER

WILD VENISON IS HIGH IN PROTEIN, LOW IN FAT AND HAS A LOWER CARBON FOOTPRINT THAN BEEF. EATING IT IS ALSO AN EXCELLENT WAY TO PROTECT BRITAIN'S BIODIVERSITY! THIS IS BECAUSE WILD DEER NO LONGER HAVE ANY NATURAL PREDATORS IN THE UK, SO THEIR NUMBERS NEED TO BE RESPONSIBLY MANAGED TO PROTECT THE WIDER ECOSYSTEM.



## Goal 1.2. Grow our non-beef pie selection, while decreasing the share of sales that our beef pie range takes.



### Beef: Non-beef pies accounted for 53.2% of total pie sales. So our 23/24 target of 53% was hit BUT we're -0.9% YOY and -4% vs baseline.

We've still got plenty to do to persuade the most committed beef pie fans to try something else instead.

We're actually hitting our 23/24 target in the supermarkets, helped a lot by the introduction of our beef-free filo pie range. It's in our restaurants that beef pies are selling like, well, hot pies. It's the same story with our pie pubs – generally, pub-goers love a meaty pie with their pint...

This is why we're launching the Beer & Deer pie this Autumn. Made with wild British venison and milk stout, we think its dark, rich meatiness will hit the spot in terms of taste and sustainability – look left to read why.

### What else are we going to do to get this goal back on track?

- adjust our restaurant menus, to draw customers' attention to our non-beef pies
- increase distribution of our existing filo, veggie and plant-based pies
- review our current meat-free range, to see how we can make this even more enticing. Starting with the arrival of an all-new gluten free version of our Christingle pie! Keep an eye out for it this Christmas and for other delicious new veggie options from us in 2025.





# DEFORESTATION-FREE INGREDIENTS

## Goal 2. Champion the use of deforestation-free ingredients, leading with identity preserved palm oil & certified sustainable soy



### We continue to source our identity preserved palm oil from Daabon, who rank No1 for traceability\*

We have joined the Sustainable Palm Oil Communities Ambassador Programme – an initiative led by Chester Zoo which aims to raise awareness of the importance of choosing truly sustainable palm oil, whether as an individual or as part of a business.

While a growing number of consumers are aware of the devastating impact unsustainable palm oil production has on rainforests, many consumers are unaware that truly sustainable palm oil, such as the identity preserved product that we use, is one of the most sustainable fats available.

As an ambassador, our role is to help dispel the misconceptions surrounding palm oil, in essence explaining that palm oil-free products (POF's) are not necessarily deforestation-free, whereas sustainable palm oil (SPO's) are!

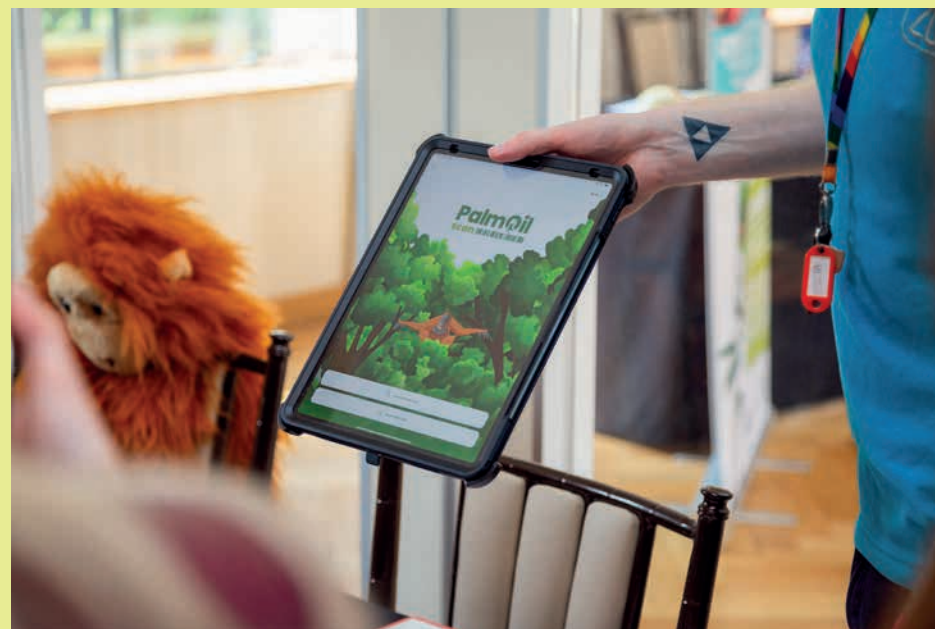
WE COMPLETED ANOTHER ROUND OF AUDITS WITH ALL OF OUR KEY SUPPLIERS, USING OUR UPDATED CODE OF CONDUCT DRAFTED TO MEET OUR STRICT ETHICS AND SUSTAINABILITY CRITERIA. WE'RE PLEASED TO REPORT THAT WE HAVE NO CAUSE FOR CONCERN WITH ANY WE SCRUTINISED AND GATHERED LOTS OF IDEAS FOR THE CONTINUED DE-CARBONISATION OF OUR SUPPLY CHAIN.



\*ref: Palm oil: ESG policy transparency assessments [www.spott.org/palm-oil](http://www.spott.org/palm-oil)

"PIEMINISTER FULLY UNDERSTAND THE IMPORTANCE OF SUSTAINABLE PALM OIL AND THE ROLE THIS PLAYS IN HALTING DEFORESTATION, PROTECTING WILDLIFE AND TREATING LOCAL PEOPLE FAIRLY. EVIDENCE SHOWS THAT PALM OIL THAT IS GROWN AND PRODUCED SUSTAINABLY, IS THE BEST OPTION FOR THE PLANET AND PROTECTED SPECIES AND WE HOPE OTHER BUSINESSES FEEL ENCOURAGED TO COMMUNICATE ABOUT THEIR POLICIES IN A SIMILAR POSITIVE WAY TO PIEMINISTER."

Margaret Saunders,  
Deforestation-free Campaigns Project Officer, Chester Zoo





### Goal 3. Reduce greenhouse gas emissions (GHG) by 50%

**While our GHG emissions are still significantly lower than our baseline year 2019/20 (- 21%) they have increased since last year.**

Here's why:

- As we mentioned in our introduction, the big change here is increased data capture within our Scope 3. Adding our franchised restaurants into the mix means an inevitable increase, but also gives us a much better picture of where we are and what we can do to bring our emissions down.
- We've also seen an increase in vehicle fuel consumption in our Scope 1. This is because we're making more deliveries to more customers using our own pie van.
- For long term improvements in efficiency and for the safety and welfare of staff, we've invested in capital goods (these are physical assets like machinery). The assumed carbon equivalent is based on the 'machinery and equipment' industry emission factor and the economic value associated with these purchases, as well as delivering them to us, contributing to our Scope 3 total.
- Refrigerant gases (aka leaky fridges). Our existing refrigeration system involves an enormous amount of pipes and if a leak isn't spotted instantly, our refrigeration CO2 emissions rocket. Unfortunately, we did experience two leaks this year, so emissions have shot up in 23/34. To prevent this happening again, we're going to invest in a gas monitoring system which would help us respond immediately. Until now the systems available have been unreliable but innovation in this area now means we can justify the investment.

*WE HAVE BEEN MEASURING OUR WATER CONSUMPTION FOR TWO YEARS SO WE'RE NOW IN A POSITION TO SET USAGE REDUCTION TARGETS ACROSS THE BUSINESS. WE'LL BE SHARING AN ACTION PLAN THIS YEAR!*



# OUR RACE TO ZERO

Race to Zero is the world's largest coalition of organisations committed to halving global emissions by 2030 and delivering a healthier, fairer net zero world.

We joined the Race to Zero earlier this year but for us, the start line was 2020, when we drew up our Pies, Planet, People goals. By making this pledge we're committing to further scrutiny of Pieminister's carbon footprint, challenging ourselves to do even more to reduce it.

Since joining in Spring 24 we've set to work immediately, drawing up a transition plan outlining clear actions that we will take within the first year, within 2-3 years and by 2030.

Being able to meet robust science-based criteria and show transparent plans for every stage of the race is essential as a member and we'll be publishing this within the year, so watch this space!







# PACKAGING

## Goal 4. Make 100% of our packaging reusable, widely recyclable or home compostable and continuously reduce our use of single-use plastic packaging

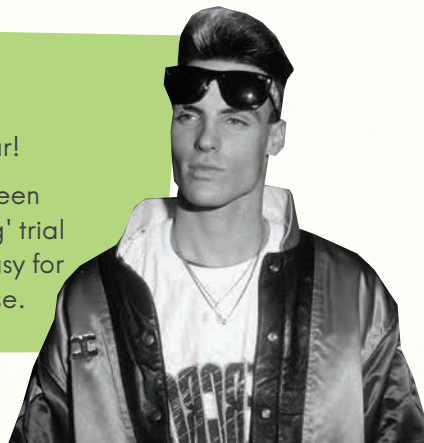
While we're still not quite at 100% (we're just over 98% this year), we've taken positive steps to help us reach our target:

- We now supply our wholesale customers with mash and peas etc in fully recyclable bags.
- We've worked with our cream supplier to replace the 2 litre single-use plastic tubs with 20 litre reusable containers.
- We've looked at how we send and receive palletted goods, to reduce the amount of wrap used by us. In our first year of looking at this, we used 285kg less plastic wrap!
- We have begun temperature trials to send our frozen pies with less or no ice packs.

### ICE ICE BABY!

We used 6,000 less ice packs this year!

To further reduce ice pack use we've been running a 'returnable ambient packaging' trial with some of our customers, to make it easy for them to return the packs to us for reuse.



100% CARDBOARD BOXES DESIGNED FOR EATING ON THE GO - HOW HANDY IS THAT??!







# PACKAGING



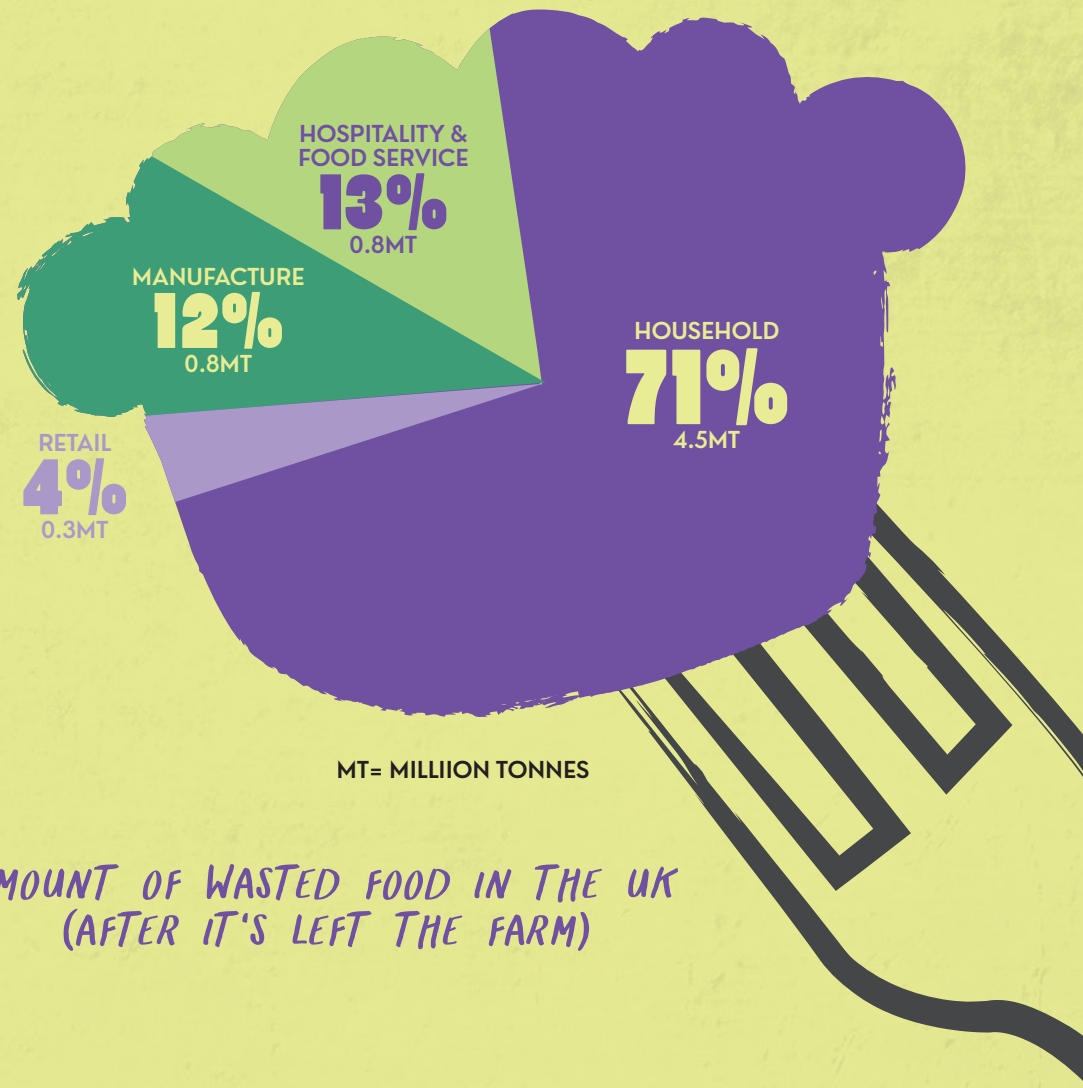
## Goal 5. Send zero waste to landfill across all PM restaurants, offices & our pie kitchens

Last year we reported that we only had one skip of waste destined for landfill and we promised to work out what we'd do about it! It turns out we're not able to completely get rid of this waste without compromising essential health and safety standards at the factory. This has led to a 206% increase of waste to landfill YOY but we're pleased to report that our teams on-site have since been working even harder on waste segregation and we now get a detailed report on our landfill percentage from the skip provider.



## Goal 6. Reduce our total waste (including packaging) by 30% and increase the amount that is recycled or composted

We have reduced our total waste by 9% (per pie vs baseline) this year, which is slightly less than our efforts in 22/23. So while we've reduced our waste vs baseline, we have slipped slightly the wrong way this year. This is largely due to the addition of our franchised restaurants and that dreaded skip (see goal 5!)





## Goal 7. Continue to support UK and global charities through pie donations and fundraising initiatives

**AKA: Little Acts of Pieness!** Covering everything from major charitable partnerships and regular pie donations, to raising funds for Frank Water's safe water and sanitation programs.

**Donations total value = £70.6k (+15% YOY)**

**Pie total = 40,813 pies**

**(vs 30,561 in prior year)**

**Cash total = £2512**

All the cash raised has been for our charity partner Frank Water. Instead of running an additional fundraising campaign, we focused on supporting food banks, schools and charities with pie donations, hence the 10,000 extra pies given to good causes this year.

*WE STOOD UP FOR SAFE WATER  
AT FRANK WATER'S PADDLE  
BOARDING EVENT, FUNDRAISING  
AND FUELLING THE OTHER CREWS  
WITH FREE HANDY PIES!*





## Goal 8. Cultivate a happy, healthy and productive Pie team that reflects the communities in which we work, live and serve

There's no denying that signing up as a Living Wage Employer has significant financial implications, but we believe this accreditation is essential for any business that wants to put its money where its mouth is when it comes to caring for its workforce. Many of the individuals at Pieminister who have been most positively impacted by a wage increase are directly involved with our pie making process, and deservedly so. After all, where would we be without our pie makers?

*WE ARE DELIGHTED TO HAVE EMPLOYERS SUCH AS PIEMINISTER JOIN THE LIVING WAGE MOVEMENT. OUR GROWING NETWORK OF ACCREDITED EMPLOYERS ARE COMMITTED TO ALWAYS PAYING THEIR STAFF A WAGE BASED ON THE COST OF LIVING. SINCE THE LIVING WAGE MOVEMENT BEGAN OVER 20 YEARS AGO, MORE THAN 460,000 STAFF HAVE RECEIVED PAY RISES AND £3 BILLION HAS BEEN PUT BACK INTO THE POCKETS OF LOW-PAID WORKERS.*

**Katherine Chapman, Director of the Living Wage Foundation**



*WE MUST  
BE DOING  
SOMETHING  
RIGHT!!*



The industry average for length of service is 37% over 5 years\*, vs 51% at our bakery!

From our open and approachable leadership team, to recognising and rewarding achievement, to paying the Real Living Wage, we want our pie makers to have Good Times With Pies!

(\*CIPD analysis of Annual Population Survey)







# COMMUNITY



## Goal 9. Use our time and energy to support and amplify good people doing good stuff in the communities that we work, live and serve

**Volunteering = 432hrs (+2% vs last year)**

While we're heading in the right direction in terms of the number of hours staff have given, we've found that our current volunteering system is not easily accessible for some departments.

To remedy this we're looking at how we can adapt and broaden the volunteering opportunities available to suit the variety of working patterns within the business, and enable more people to participate.

*ON BEHALF OF FAMILY FOOD ACTION CAN I SAY THANK YOU SO MUCH FOR YOUR TEAM'S HELP WITH OUR OPEN DAY TODAY. IT WAS A REAL PLEASURE TO HAVE THEM WITH US, THEY WERE WILLING, ENGAGED, PROACTIVE AND CHARMING COMPANY. THEY WERE A DELIGHT TO HAVE ON OUR TEAM AND WILL BE WELCOME AGAIN ANY TIME!*

**Mike, Family Food Action**

*THANK YOU FOR YOUR OUTSTANDING CONTRIBUTION TO THE PDSA AT KINGSWOOD. IT WAS A PLEASURE TO HAVE THE TEAM HERE. ALSO THANK YOU FOR THE FLOWERS FOR THE GARDEN...*

**Jane Lee, PDSA Manager, Kingswood**







# THE YEAR IN NUMBERS

## Like-for-like measured GHG emissions (Scope 1, 2 + some of Scope 3) have decreased by 21% vs baseline 19-20.

### Intensity metrics (vs baseline 19-20):

-24.3% tCO<sub>2</sub>e / £ revenue

-11.6% tCO<sub>2</sub>e / pie produced

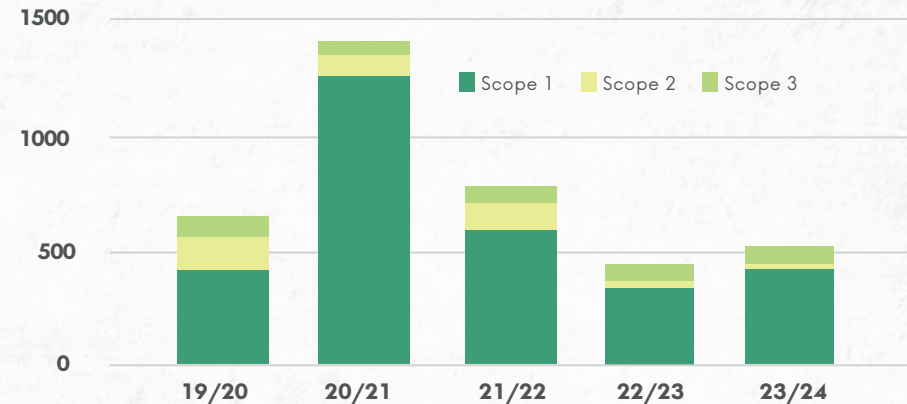
Scope is the official term used to categorise the greenhouse gas (GHG) emissions a business generates.

Scope 1: The GHG emissions we generate directly eg. use of vehicles, ovens and fridges.

Scope 2: The GHG emissions we generate indirectly eg. the energy supply we source from.

Scope 3: This (usually) is the big one: it's all the GHG emissions we are indirectly responsible for, from emissions associated with the raw materials we source, to the emissions associated with the consumption of our pies!

### Annual emissions (market-based)



	2019-20		2020-21		2021-22		2022-23		2023-24		% VS BASELINE YEAR		% VS LAST YEAR	
EMISSIONS SOURCE	tCO <sub>2</sub> e (LOCATION-BASED)	tCO <sub>2</sub> e (MARKET-BASED)	tCO <sub>2</sub> e (LOCATION-BASED)	tCO <sub>2</sub> e (MARKET-BASED)	tCO <sub>2</sub> e (LOCATION-BASED)	tCO <sub>2</sub> e (MARKET-BASED)	tCO <sub>2</sub> e (LOCATION-BASED)	tCO <sub>2</sub> e (MARKET-BASED)	tCO <sub>2</sub> e (LOCATION-BASED)	tCO <sub>2</sub> e (MARKET-BASED)	LOCATION-BASED	MARKET-BASED	LOCATION-BASED	MARKET-BASED
SCOPE 1	381	381	1,167	1,167	538	538	311	311	390	390	2%	2%	25%	25%
NATURAL GAS	309	309	270	270	344	344	274	274	270	270	-13%	-13%	-2%	-2%
VEHICLE FUEL	31	31	21	21	37	37	32	32	41	41	31%	31%	28%	28%
FUGATIVE GAS	31	31	873	873	154	154	1	1	78	78	152%	152%	7739%	7739%
OTHER FUELS	10	10	3	3	3	3	4	4	1	1	-90%	-90%	-73%	-73%
SCOPE 2	550	137	349	85	442	117	411	26	397	19	-28%	-86%	-3%	-26%
ELECTRICITY	550	137	349	85	442	117	411	26	397	19	-28%	-86%	-3%	-26%
SCOPE 1 + 2	931	518	1,516	1,252	980	655	721	336	787	409	-15%	-21%	9%	22%
SCOPE 3	84	84	52	52	65	65	63	63	67	67	-20%	-20%	6%	6%
BUSINESS TRAVEL (GREY FLEET)	20	20	2	2	3	3	4	4	4	4	-83%	-83%	-20%	-20%
OPERATIONAL WASTE	14	14	9	9	12	12	11	11	11	11	-23%	-23%	3%	3%
PACKAGING END-OF-LIFE	49	49	41	41	50	50	48	48	52	52	7%	7%	9%	9%
TOTAL	1,015	602	1,569	1,305	1,045	720	784	400	854	476	-16%	-31%	9%	19%



# THE YEAR IN MORE NUMBERS

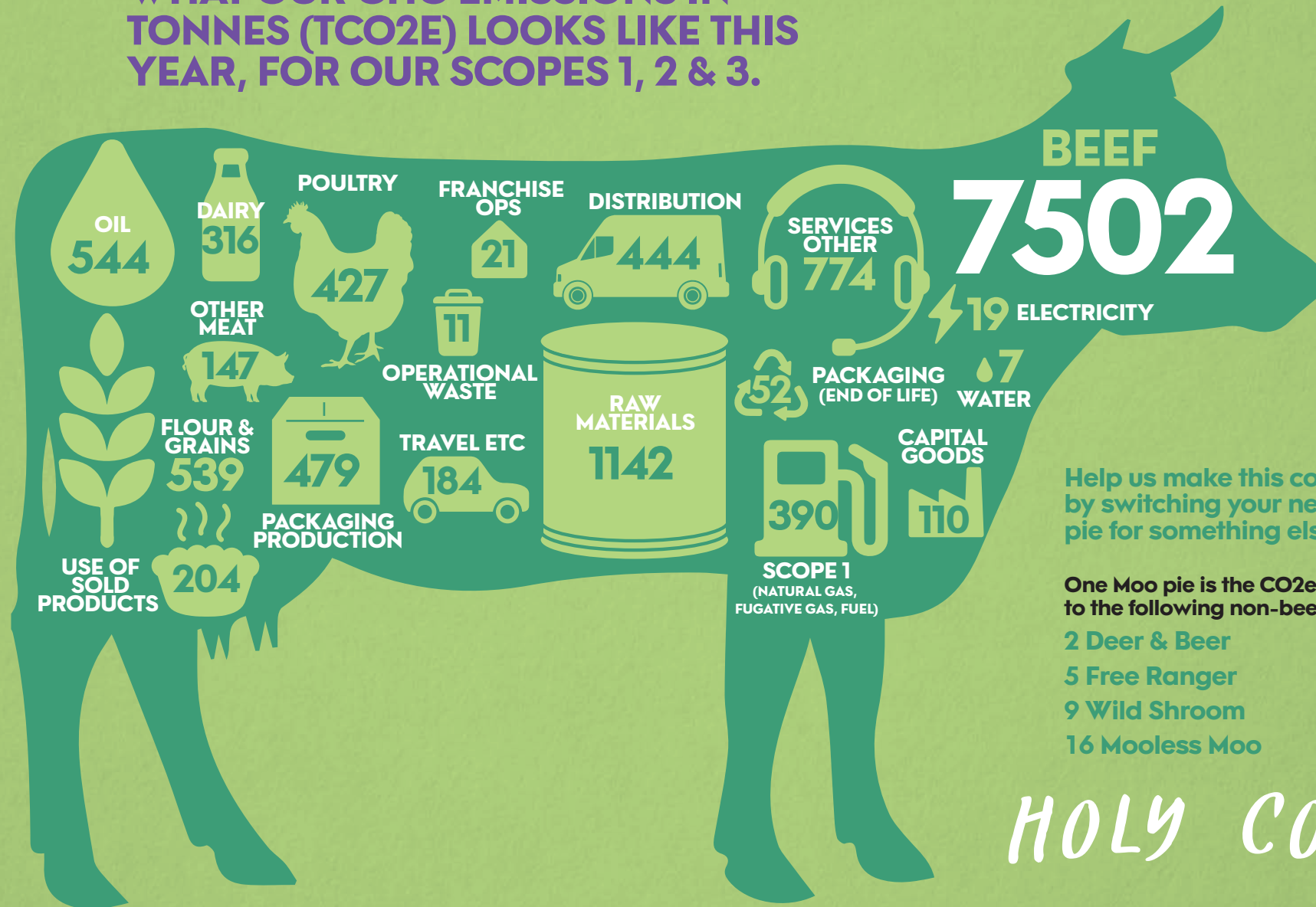
## Full measured carbon emissions

EMISSIONS SOURCE*	2022-23		2023-24		% VS LAST YEAR	
	tCO2e (LOCATION-BASED)	tCO2e (MARKET-BASED)	tCO2e (LOCATION-BASED)	tCO2e (MARKET-BASED)	tCO2e (LOCATION-BASED)	tCO2e (MARKET-BASED)
<b>SCOPE 1</b>	<b>311</b>	<b>311</b>	<b>390</b>	<b>390</b>	<b>25%</b>	<b>25%</b>
NATURAL GAS	274	274	270	270	-2%	-2%
VEHICLE FUEL	32	32	41	41	28%	28%
FUGATIVE GAS	1	1	78	78	7739%	7739%
OTHER FUELS	4	4	1	1	-73%	-73%
<b>SCOPE 2</b>	<b>411</b>	<b>26</b>	<b>397</b>	<b>19</b>	<b>-3%</b>	<b>-26%</b>
ELECTRICITY	411	26	397	19	-3%	-26%
<b>SCOPE 1 + 2</b>	<b>721</b>	<b>336</b>	<b>787</b>	<b>409</b>	<b>9%</b>	<b>22%</b>
<b>OPERATIONAL SCOPE 3</b>	<b>396</b>	<b>258</b>	<b>354</b>	<b>231</b>	<b>-11%</b>	<b>-10%</b>
BUSINESS TRAVEL (GREY FLEET)	10	10	7	7	-27%	-27%
COMMUTING	157	157	122	122	-22%	-22%
WFH	11	11	8	8	-27%	-27%
OPERATIONAL WASTE	11	11	11	11	0%	0%
WATER	7	7	7	7	0%	0%
FUEL & ENERGY RELATED ACTIVITIES (WTT, T&D)	200	62	178	55	-11%	-11%
FRANCHISE OPERATIONS			21	21		
<b>UPSTREAM SCOPE 3</b>	<b>11,045</b>	<b>11,045</b>	<b>12,335</b>	<b>12,335</b>	<b>12%</b>	<b>12%</b>
UPSTREAM DISTRIBUTION	400	400	355	355	-11%	-11%
PURCHASED GOODS AND SERVICES	10,600	10,600	11,870	11,870	12%	12%
CAPITAL GOODS	45	45	110	110	144%	144%
<b>DOWNSTREAM SCOPE 3</b>	<b>651</b>	<b>651</b>	<b>345</b>	<b>345</b>	<b>-47%</b>	<b>-47%</b>
DOWNSTREAM DISTRIBUTION	46.14	46.14	89	89	93%	93%
USE OF SOLD PRODUCTS	557	557	204	204	-63%	-63%
PACKAGING (END OF LIFE)	48	48	52	52	9%	9%
<b>TOTAL</b>	<b>12,814</b>	<b>12,291</b>	<b>13,822</b>	<b>13,321</b>	<b>8%</b>	<b>8%</b>

\*Location-based: directly relates to usage + UK grid mix. Can be reduced by decreasing usage and/or self-generation (eg. solar panels)  
Market-based: takes into account the specific tariff purchased (i.e. renewables). Can be reduced by investing in more renewable tariffs.



# WHAT OUR GHG EMISSIONS IN TONNES (TCO2E) LOOKS LIKE THIS YEAR, FOR OUR SCOPES 1, 2 & 3.



Help us make this cow shrink by switching your next beef pie for something else!

One Moo pie is the CO2e equivalent to the following non-beef pies:

2 Deer & Beer

5 Free Ranger

9 Wild Shroom

16 Mooless Moo

*HOLY COW!*



**PIEMINISTER**

PIES, PLANET, PEOPLE