



# SUSTAINABILITY REPORT 2024

## FOREWORD

I am delighted to be taking over the reins of the Weetabix Food Company and very proud of how we continue to stand by our belief that better breakfasts create better lives.

As home to some of Britain's most famous and iconic brands including Weetabix, Weetabix Minis, Alpen, Ready Brek and Weetos we aim to set a high bar for the category through our commitment to British wheat and to tasty, nutritious products. Our 'Change for Even Better' strategy continues to make progress, with key sustainability highlights this year including:

- ◇ Pioneering work with our growers to explore ambitious plans to further reduce the carbon footprint of the wheat we use to make Weetabix.
- ◇ Reductions in energy consumption, material usage and waste across our business, as well as the way in which we operate our factories and choice of packaging.
- ◇ Ongoing commitments to our colleagues, 74% of whom see us as an inclusive place to work, alongside a focus on future food industry talent.
- ◇ The 10th anniversary of our partnership with Fareshare and Magic Breakfast, which has so far filled over 23 million breakfast bowls for those in need.

While 2024 is a fresh start for me, it is just the latest step on our ongoing journey and I am excited to share this update on our progress.

**Colm O'Dwyer**  
**MANAGING DIRECTOR,**  
**WEETABIX FOOD COMPANY**

**fdf**  
**AWARDS**

Food and Drink Innovation  
**2024**  
WINNER

## LOOKING FORWARD



The next 12 months look set to be another busy year for our Sustainability Steering Team.

We will be progressing our work to develop Science Based Targets and expect to set these before the end of 2024. We will also continue looking for ways to reduce our energy consumption, material usage and waste across our business.

We expect to expand our work with the Growers Group and pioneer farmers to trial methods for growing lower carbon wheat on a commercial scale. We look forward to welcoming more stakeholders from our farming community and our customers onto farms growing Weetabix wheat so that we can share our learnings with them.

We will also continue working on packaging improvements to deliver further reductions in waste, improved recyclability and lower our overall carbon footprint.

And of course, we will continue to work with our colleagues to make sure that they are provided with a safe environment where they can be their best selves and do their best work.

Thanks for taking the time to read our update this year. If you are interested in following our sustainability journey or asking questions, you can follow our brands on social media and visit [weetabixfoodcompany.co.uk](http://weetabixfoodcompany.co.uk).

## CHANGE FOR EVEN BETTER

Our sustainability strategy guides us to make progress in four key areas – Sourcing Responsibility, Product Responsibility, Operational Responsibility and Social Responsibility.

We know progress on sustainability remains important to all our stakeholders. 'Change for Even Better' remains our framework for action, but it is the energy of our people and partners that deliver progress, ensuring sustainability remains part of the Weetabix DNA and creating shared value for our colleagues, communities, customers and consumers.

You can find more about our strategy, the governance structure we have in place and how we turn our commitments into action on our website. [weetabixfoodcompany.co.uk](http://weetabixfoodcompany.co.uk)



# CHANGE FOR EVEN BETTER

Since 1932 we've focused on producing better breakfasts, and unlike Weetabix itself that takes a lot of different ingredients. From the training and support we offer to our experienced team, through to how we power the ovens to bake perfect biscuits, each offers opportunities for continuous improvement. Here are some of the key ways in which we are putting change for even better into practice.



## SOURCING RESPONSIBILITY

- ◇ Scope 3 emissions constitute 79.6% of our overall carbon footprint, with 37% linked to our most important ingredient, wheat.
- ◇ The wheat for Weetabix Original is grown within 50 miles of our mills, by circa 120 growers in our Growers' Group.
- ◇ Sustainable wheat – In trials we've successfully demonstrated 50% lower carbon emissions relating to the growing of our wheat.
- ◇ Supplier engagement – We hold all our raw materials suppliers to Weetabix sustainability standards.
- ◇ Certified high impact raw materials (palm oil, cocoa, soy) – Sensitive ingredients are certified by the Roundtable on Sustainable Palm Oil (RSPO) and the Rainforest Alliance (for cocoa).
- ◇ 2024 saw us update our Wheat Protocol, the set of standards to which our Growers Group farmers operate. This brings it into line with the latest agricultural industry developments and the revised Sustainable Farming Initiative.



## PRODUCT RESPONSIBILITY

- ◇ Plastic & emission reduction – Current trials of reduced plastic wrap are expected to be in stores by 2025.
- ◇ We are currently trialling an inner bag with 30% recycled content.
- ◇ Environmental labelling – 1,000 customers a month have followed our on pack QR codes to learn about how Weetabix is produced.
- ◇ Nutritional best in class – Weetabix Original has all green traffic lights.
- ◇ We added a Navilens code to our packaging, to help those who are partially sighted to navigate the supermarket aisle more easily.
- ◇ We worked with our Growers Group to host farm visits for buying teams from major supermarkets such as Asda and Aldi.



## OPERATIONAL RESPONSIBILITY

- ◇ Energy & emission reduction – Upgrading our combined heat and power plant means that 85% of the power for our factory is now produced on site.
- ◇ During the past 12 months, we completed a trial to convert the motors driving equipment within our Weetabix wheat mills to see if they could be made more efficient.
- ◇ Environmental stewardship (water) – We now save 5m litres of water per annum and continue to look for ways to continue reduction.
- ◇ Environmental stewardship (waste) - We donate surplus food to FareShare and have had no waste to landfill since 2015.
- ◇ Carbon footprint & Science Based Targets – Scientific trials are reducing nitrogen fertiliser use for wheat.



## SOCIAL RESPONSIBILITY

- ◇ Apprentices & employee wellbeing – We have welcomed 10 apprentices across manufacturing, engineering HR & IT.
- ◇ Belonging - 74% of our colleagues see us as an inclusive employer which is up 5% year on year.
- ◇ Local & national charities – Through Magic Breakfast and FareShare we have donated 23 million bowls of cereal to those in need.
- ◇ DEI – Our mean gender pay gap is just 0.5%.

