

IMPACT REPORT 2023



OUR RECIPE FOR
RESPONSIBLE
BUSINESS

ABOUT US

Higgidy's story began in 2003 when our Founder, Camilla, pursued her passion for baking wholesome, delicious food and started baking pies in her kitchen. Twenty years on, and following our acquisition by Samworth Brothers, we continue to bake uncompromising food according to our values, Be Brave, Be Kind, and Be Smart.

From our carefully crafted quiches to our seriously snackable rolls, we take pride in using quality ingredients to create flavourful dishes that delight our customers. Our veg-packed food brings colour, joy, and deliciousness to dinner tables, packed lunches, and family fridges whilst making a difference to people and the planet.

The three core ingredients of our Recipe for Responsible Business; Planet, People, & Food keep us focused on doing all the positive things we value. In this, our third impact report, you'll learn of the progress we've made towards the commitments in our last report and our plans for continuous improvement of our sustainability credentials into the future.

You will notice we haven't met all the targets on our To Do lists. In these instances, we put our hands up, and have explained where we could have done better, and are acting.

2023 STATS



**Volume
sold**

3,764,204



**Number of
recipes we make**

42



**Higgidy
team**

306 PEOPLE



**Certified
B Corp**

SCORE 80.4

HELLO FROM OUR CEO



Welcome to our 2023 Recipe for Responsible Business Impact Report. 2023 was another remarkable year for Higgidy, rich with both achievements and learning opportunities as we continue to uphold our values of being Brave, Kind, and Smart.

We're proud of our progress, including achieving a Gender Pay Gap of -0.79%, meaning women at Higgidy earn, on average, roughly the same as men. We began our Charity of the Year Partnership with Cancer United and have so far raised £600 and donated the equivalent of 19,000 meals through surplus redistribution. These accomplishments reflect our commitment to positively impacting our communities.

We've also made great progress towards reducing our impact on the planet. Our pilot Environmental Management System (EMS) is already proving its worth, helping us manage waste and reduce our environmental footprint. Additionally, we've introduced On-Pack Recycling Labels (OPRL) across our products and hired a dedicated Packaging Manager to ensure our packaging is as sustainable as possible.

We've also faced challenges. We didn't meet all our goals, such as missing our food waste intensity target. But we're addressing these gaps head-on and turning these setbacks into opportunities.

Looking forward to 2024, we're excited to continue our journey. We'll be expanding our EMS, improving our green procurement policies, and enhancing our diversity and inclusion programs.

Finally, a massive thank you to the entire Higgidy team for their dedication and hard work in making us a thriving, sustainable business.

*Rachel
Higgidy CEO*



8 tonnes of surplus food (approximately 19,000 meals) donated to charity.

Launched donations of trial surplus to charity.



Pilot Environmental Management System (EMS) rolled out, paving the way for better environment governance.

REASONS TO BE PROUD 2023



60 trees planted to support local biodiversity and mitigate climate change.



Our partnership with the Garden Army has supported local food banks with fruit and veg grown in our plot throughout 2023.



Our Charity of the Year partnership with Cancer United began in June 2023 and saw just over £600 raised.



Our Gender Pay Gap is -0.79% (a gap of -0.79% means that, on average, women earn 0.79% more than men).

OUR RECIPE FOR RESPONSIBLE BUSINESS

Mission: To bake veg-led food that positively impacts people and the planet

Purpose: Baking uncompromising, wholesome, delicious food

PLANET

Our carbon reduction journey

Taking action on food waste

Improving our packaging's life cycle

PEOPLE

Creating a diverse & inclusive workplace

Giving back to our local communities

FOOD

Sourcing with care

Using high quality ingredients

Baking veggie-led food

GOVERNANCE

As we evolve from Camilla's kitchen into a business selling millions of pastries annually, robust governance becomes essential for managing our Recipe for Responsible Business effectively.



COLLABORATION WITHIN SAMWORTH BROTHERS

Through internal collaboration with our group and its brands, we are setting ambitious targets for climate change and food waste mitigation. With the acquisition process complete, we are aligning with Samworth Brothers' governance systems, enabling us to contribute effectively to national and global environmental initiatives such as the Science Based Targets initiative (SBTi) and WRAP's Food Waste Reduction Roadmap.

ENVIRONMENTAL MANAGEMENT SYSTEM (EMS) IMPLEMENTATION

We have launched a pilot EMS to address significant causes of food waste. After fine-tuning the system, we plan to expand its scope following a revaluation of our key environmental aspects. Additionally, we are working with Samworth Brothers to integrate our EMS into a group-wide system to manage compliance with environmental legislation.

COMMITTEES AND GROUPS

The Green Beans group champions sustainability at Higgidy by leading initiatives such as beach cleans, plastic reduction drives, and raising awareness. Our Charity Committee meets monthly to explore ways to support local charities and leverage Samworth Brothers' Community Opportunity Fund.

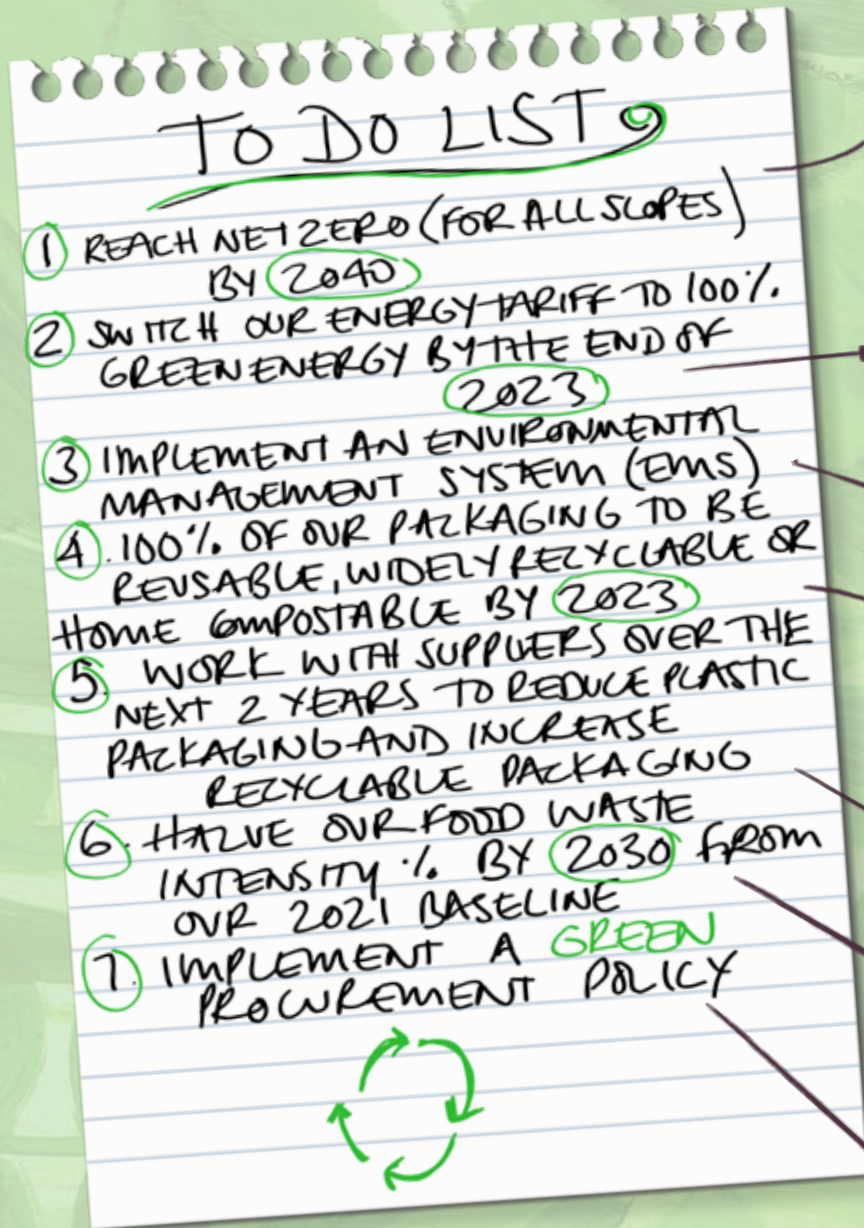
B CORP IMPACT ASSESSMENT

Throughout 2023, we were preparing for our B Corp recertification in 2024. However, due to our full incorporation into Samworth Brothers in 2024 we were unable to recertify. Our work has not gone to waste and we will continue to remain committed to the principles of being the responsible business that secured our certification. We will use our learnings from being a B Corp for the last 4 years to drive us forward.



PLANET

PROGRESS AGAINST OUR PLANET TO-DO LIST



KEY

 On track

 Making Progress

 Needs more focus

1. Since switching to a renewable supplier, our Scope 2 emissions from electricity have been zero since 2018. However, reducing our Scope 1 and 3 emissions remain challenging. In 2024, we have exciting plans to roll out an energy management application that will enable us to identify and reduce carbon hotspots in our operations. This will support Samworth Brothers' plans to make use of process heat and refrigeration more efficient across its bakeries to reduce Scope 1 emissions. We will also be looking for opportunities to reduce Scope 3 emissions in our supply chain.

2. After switching to 100% renewable electricity in 2021, we committed to switching to renewable gas too. However, our research revealed that 'renewable' gas is simply natural gas that has been offset. In our opinion, offsets often give a false impression that carbon has been mitigated because their benefits are difficult to verify. So, from 2024 we'll be compensating for our gas use by helping thetreeapp.org to restore our local ecosystems and planting 760 trees in the South Downs National Park.

3. In 2023 we implemented a pilot EMS that has helped us reduce waste and manage our surplus donations. Now we've proved the concept, we plan to broaden its scope in 2024.

4. In 2023 we added On Pack Recycling Labels (OPRL) to our entire range with clear instructions on how our packaging can be recycled. We also welcomed a dedicated Packaging Manager whose key objective in 2024 is to ensure any new packaging material we introduce is recyclable and sustainable as our current packaging, with a focus on flexibles.

5. We have been working closely with our suppliers to understand their plastic use and recycling targets. Our supplier questionnaire has given us insights into their packaging usage and identified how and where we can support them.

6. Regretfully, we missed our food waste intensity target in 2023. However, halving our operational food waste by 2030 remains a top priority for us and our group. To support Samworth Brothers' target to reduce food waste intensity group-wide to 9.3% in 2024, we've assigned a new target of 11.5%. To meet it, we will share ideas and knowledge with the businesses in our group and following WRAP's guidelines.

7. We are delighted to share that we have implemented our Green Procurement Policy. This involves assessing our suppliers' alignment to our values through our annual Supplier Assessments. In 2024 we will be evaluating our Assessment and looking for ways to strengthen it.

HIGHLIGHTS FROM THE YEAR



Pilot EMS rolled out.



On Pack Recycling Labels printed on entire range.



Dedicated Packaging Manager Hired.



Supplier questionnaires sent to all suppliers to gain insight into their plastic use.



MADE WITH 100% WILDFARMED FLOUR

Planet Highlight: Wildfarmed

In 2023, we partnered with Wildfarmed to introduce flour made from regeneratively farmed wheat into our Mini Muffin recipes. Wildfarmed is all about low input farming - no pesticides, fungicides or herbicides and with biodiversity at the heart of all activities. Varieties are selected to suit companion planting with other crops that either provide a secondary crop in the same field or that increase habitat, protect or restore depleted soils. This partnership is reducing our impacts on biodiversity and supporting our mission to bake food that's better for the planet.

LOOKING FORWARD



Utilising technology and analysis to reduce our Scope 1 and 3 emissions.



Planting trees in the South Downs National Park to compensate for our Scope 1 emissions and promote local biodiversity.



Expanding our EMS's Scope to reduce our environmental impacts.



Ensuring all new packaging material is recyclable.

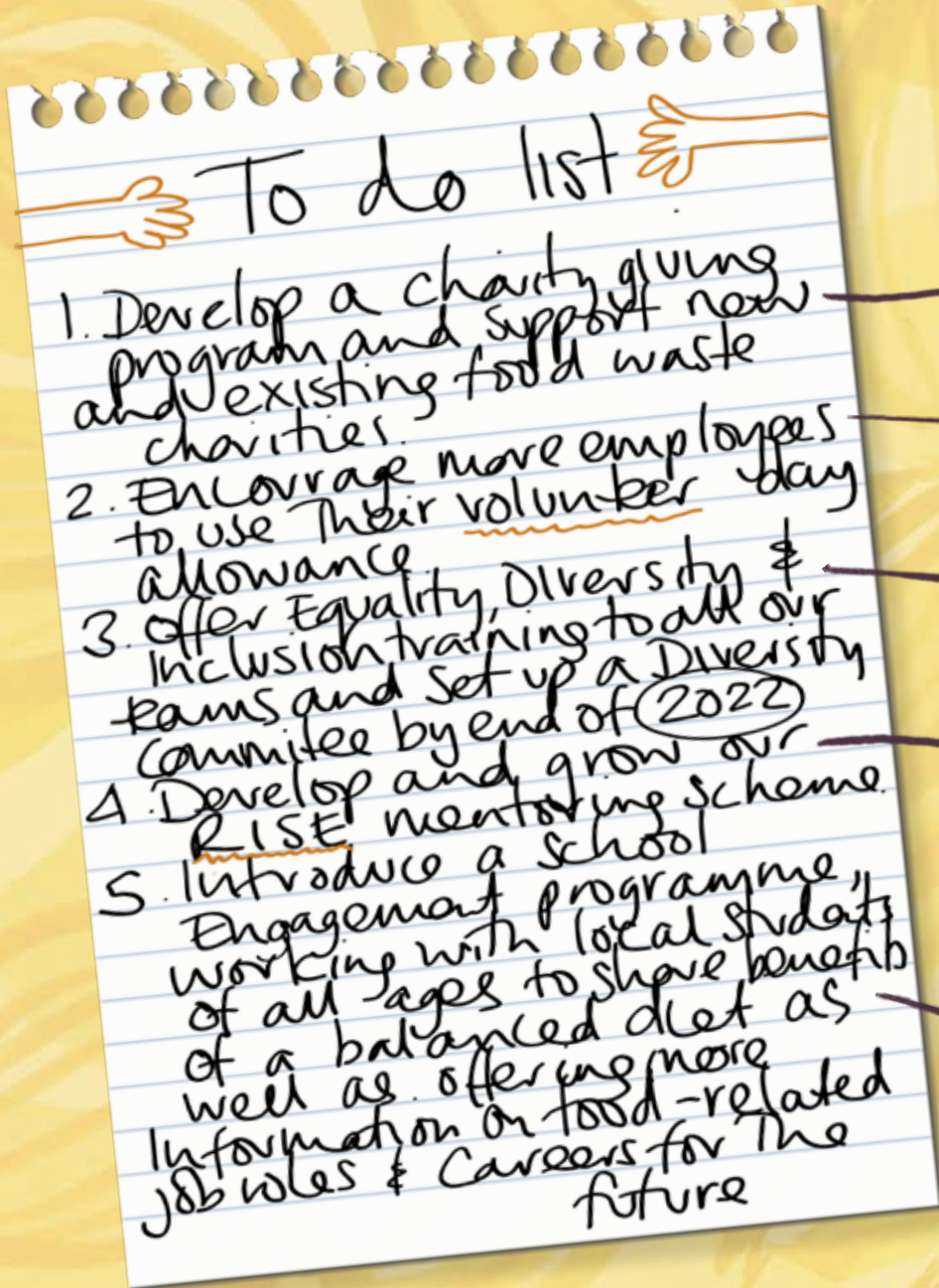


Collaborating with Samworth Brothers and its brands to tackle food waste.

PEOPLE



PROGRESS AGAINST OUR PEOPLE TO-DO LIST



1. Our Charity Committee organises challenges, fundraising events and support to charities local to us. We also paved the way for donating surplus from trials to our charity partners. In 2024, we expect this to significantly increase our surplus donations equivalent to 19,000 meals in 2023.

2. We've been building partnerships with some fantastic organisations including the Garden Army and FareShare to encourage more of our team to use their volunteering allowance in 2024.

3. Trading conditions were tough in 2023 and we were unable to place as much emphasis on Equality, Diversity, & Inclusion (EDI) training as we hoped. Nevertheless, we kept it high on our agenda by focusing on our female employee's needs. After exploring what it means to be a woman at Higgidy, we introduced menopausal support and mental health first aid drop-in sessions.

4. In 2023 we linked our development of our RISE programme to our focus on EDI for Higgidy women by focusing on increasing female participation in 2024.

5. In 2023 we collaborated with Table Talk Foundation to bring the Royal Academy of Culinary Arts' programme on healthy eating to local year 5 students. This will be extended to students from three participating schools in 2024 who will visit Plumpton College's teaching kitchen and farm.

KEY



On track



Making Progress



Needs more focus

HIGHLIGHTS FROM THE YEAR



Equivalent of 19,000 meals donated to our charity partners.



Began our Charity of the Year Partnership with Cancer United and raised £600 so far.



People Highlight: Trial surplus food

When we introduce new products or improve existing recipes, we conduct trials that meet our rigorous quality and safety standards. In 2023, we laid plans to ensure that most of the finished products from these trials will be donated to support our local communities in 2024. As a result, we anticipate a significant increase in our surplus donations next year. We also plan to pack our trial donations in obsolete packaging to reduce paper and plastic waste.

LOOKING FORWARD



Increase surplus redistribution through trial donations.



Encourage more employee volunteering.



Roll out EDI training to all managers.



Increase female participation in RISE.

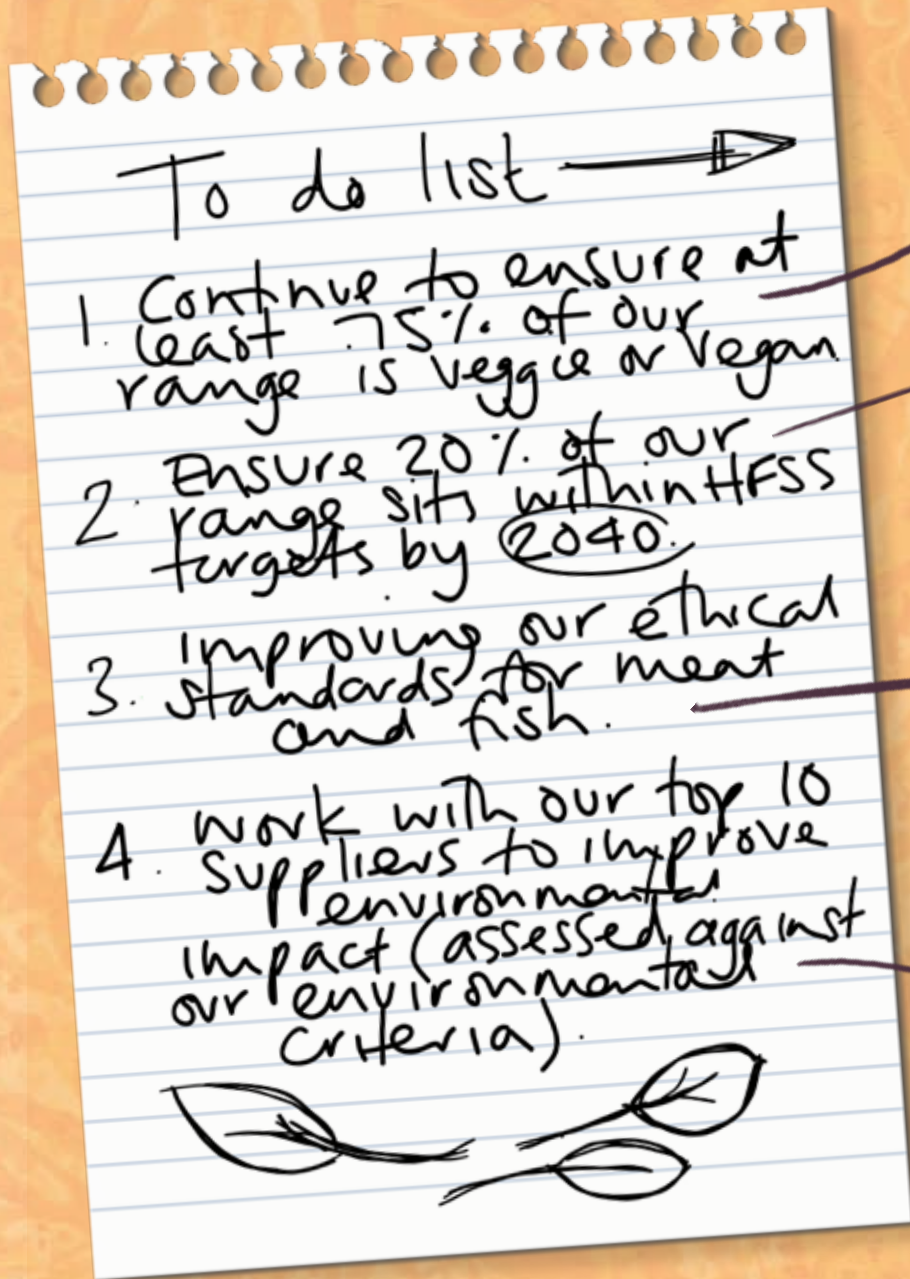


Launch Table Talk at Plumpton College



FOOD

PROGRESS AGAINST OUR FOOD TO-DO LIST



1. In 2023, the volume of sales from our vegan and vegetarian range dropped from 78% to 75% due to a general decline in demand for vegan products. However, we continued to introduce innovative, and award-winning vegan and veggie recipes to our range, such as our Vegetable Samosa Vegan Rolls. 2024 will see new veggie recipes and we plan to maintain our vegetarian and vegan sales at a minimum of 75%.

2. In 2023 11% of our range met non-HFSS targets. Creating pastry products that meet HFSS targets is tricky. So, we use crafty techniques like squeezing veg into our pastry. We ranked our products' HFSS performance using the Food Standards Agency's Nutrient Profiling Model. This analysis helped us understand which ingredients to use more and less of. We're thrilled that our score has dropped from 12.68 to 11.47, demonstrating we've improved our range's nutrition profile. We will be working hard to continue this trend in 2024.

3. Our chicken supplier, Packington Free Range, operates according to the principles PASSION, RESPECT, and EXCELLENCE. This creates an environmentally sound and welfare-orientated farm that enables the indigenous ecosystems on its land to flourish. Their approach produces first class chickens, which the Hairy Bikers describe as 'some of the happiest in Britain'. In 2024, we will continue purchasing our chicken from this exemplary supplier and investigate how our other animal products can meet equivalent welfare standards. So, we've developed a framework to assess the welfare of all the animals used to produce products in our recipes. We plan to integrate the framework into our procurement process in 2024.

4. In 2023 we collated our suppliers' responses to our Supplier Assessments. We're happy to report the majority of them perform well according to our KPIs for environmental and social responsibility. In 2024, we will re-evaluate those who scored lower than our expectations and review if our engagement with them has encouraged them to improve.

KEY



On track



Making Progress



Needs more focus

HIGHLIGHTS FROM THE YEAR



Ranked our range using Nutrient Profile Modelling (NPM)



Implemented our Green Procurement Policy



Squeezed more veg into our food



Developed an animal welfare framework



Food Highlight:
Cleverly packing nutrition into our food

We're determined to make food that is both tasty and wholesome. In 2023, our development chefs reformulated our shortcrust pastry with lots of pulses and veg. This has improved their nutritional profile according to the Food Standards Agency's Nutrition Profiling Model. In a nutshell, this means these products have more of the good stuff like vitamins and fibre.

LOOKING FORWARD



Ensuring at least 75% of our sales come from vegetarian and vegan products.



Driving our NPM score down.



Strengthening our supplier assessment scorecard.



Encouraging suppliers to align to our values.



Integrating animal welfare into our supplier assessment process.

2023 IN SUMMARY

2023 was filled with some fantastic wins for Planet, People and Food and exciting new initiatives for 2024. We successfully implemented a pilot Environmental Management System, which is helping us to significantly reduce food waste and improve environmental management.

Our continued commitment to sustainability saw us maintaining our switch to 100% renewable electricity, and we've introduced new measures to address our gas usage through local tree planting, supporting the restoration of local ecosystems.

We started a partnership with Cancer United as our Charity of the Year and were able to donate the equivalent of 19,000 meals to those in need through our charitable partnerships. We've also expanded our employee volunteering opportunities and made progress on our diversity and inclusion programs, focusing on increasing participation and support for all our team members.

As we look ahead to 2024, we're excited to continue building on these achievements. Our plans include expanding our EMS, enhancing our green procurement policy, and working closely with our suppliers to further our sustainability goals. We're also committed to increasing surplus redistribution and rolling out comprehensive diversity, equity, and inclusion training for all managers.

That's 2023 in summary; we hope you enjoyed reading about our efforts. Keep up to date with our progress by signing up for our Higgidy Happenings mailing list or following us on our social media channels and website.

OUR YEAR IN NUMBERS

	2019	2020	2021	2022	2023
Volumes sold	14,130,363	16,974,695	19,640,465	18,732,747	17,999,801

GHG emissions	2019 (tCO2e)	2020 (tCO2e)	2021 (tCO2e)	2022 (tCO2e)	2023 (tCO2e)
Scope 1	1,334	908.3	1,369	814	1229
Natural Gas	506	551.5	576.8	544	483
Refrigerant gas	827	355.7	791.3	270	289
Vehicle fuel	0.6	1.1	0.8	N/A	0
Scope 2	(716)	(654.4)	(662)	(614)	n/a
Electricity	716	654.4	662	(614)	n/a
Scope 3	15,727	20,930.4	22,624	26,000	TBC
Gross Emissions	17,777	24,493	24,655	27,428	TBC
Net Emissions	17,061	21,839	23,993	26,814	TBC

'Gross Emissions' - emissions from renewably-generated electricity included in calculation

'Net Emissions' - emissions from renewably-generated electricity subtracted from 'Gross Emissions'



THANK YOU

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