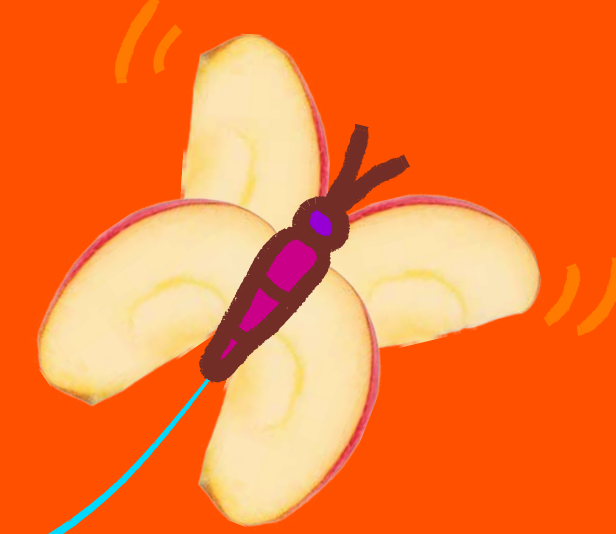
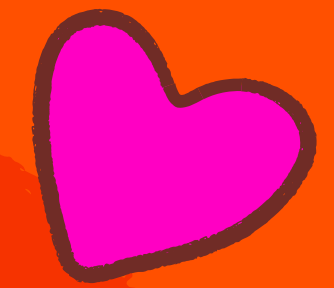


the
good
stuff

we do!
impact report
2024

but little
futures
first



pssst...
take
a look!



what's inside



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the legal stuff!



The information and data in this report refers to the legal entity Ella's Kitchen (Brands) Ltd. The report covers the period from July 2023 to June 2024, but we've also included some updates on things we've been up to since then, so we can give you the most up-to-date picture of everything we've been working on!

welcome

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what's next?

hello + welcome

Welcome to our social + environmental impact report 2024, or as we like to call it... the Good Stuff We Do report!

Since day one, our Mission has always been the driving force behind everything we do. We're in business to **help every little one grow up happy, healthy + never hungry**. This guides every decision we make; from the products we put on shelves, to the charities we support and even the things we ask our Government to do. **Putting little futures first is core to who we are.**



hi, I'm Chris. peas to meet you!



Little ones today face an uncertain future, and as a dad of three, I worry about the world we're leaving behind for our children. For every child born today:



1-in-3 will experience poverty by the time they turn five



1-in-5 will start primary school overweight or living with obesity



every single one will grow up facing a climate + nature crisis

These are BIG problems, that require an **even BIGGER team effort to solve**. Only by working together – across business, charities, Government and our communities – can we give little ones the future they deserve. As a business we don't get to just sit back and let other people do the hard work. We all have a duty to step up.

It's this collective responsibility that unites everyone who works at Ella's Kitchen, and which led to one of my proudest ever moments (alongside marrying my wife and the birth of my children) – certifying as one of the UK's first ever B Corps in 2016.

Being a B Corp puts our commitment to people and the planet on an equal footing with profit. It's more than just a goal, it's a requirement. It underpins our business strategy and because we need to recertify every three years – it helps us work harder every day to find new ways to improve how we do business and use it as a force for good.

breaking news



That's why, eight years on from that first certification, I'm proud to announce that we have successfully recertified as a B Corp for the third time – this time achieving the target we set ourselves and increased our overall score to...



continue!



As Uncle Ben from Spider-Man says

“With great power comes great responsibility”

Businesses like ours have a responsibility to lead, not just for today's world but for the **better, healthier + more sustainable future we all want for our children.**

By raising the bar, the new B Corp standards will help us (and all businesses) become the change-makers we need to be. **And at Ella's, we're ready to rise to the challenge.**

I hope you enjoy reading our Good Stuff We Do report, where we provide an overview of 2024, with all our successes, challenges and new developments. **Thank you for following along on our journey!** We can't wait to update you on our progress for 2025 and beyond.

Chris Jenkins 

Global Head of Impact Hain Celestial | Ella's Kitchen

Lots of the projects featured in this report –



from our work with the RSPB to deliver our target of **protecting + restoring 30 million square feet of wildflower meadows by 2030...**



...to our partnership with Foodsteps to deliver a carbon reduction roadmap across our supply chain



– are part of the reason why we were able to increase our score. But ultimately this success is down to the team behind these projects, and their commitment to driving up our standards wherever they can. It's a fantastic achievement, and I'm so proud of everyone who helped us get there.

That said, with the B Corp standards evolving, achieving certification moving forward is going to become even tougher, not just for Ella's but for every business working to be part of this movement. And you know what? **We welcome this!**

If we're serious about tackling the health, social, + environmental challenges that our children + generations to come will inherit, **businesses need to be better.** These new standards will push us to **think harder, act smarter, and work every day to improve.**

Like all businesses, we're not perfect. We know we have more work to do, whether it's taking action to continuously look at how we can improve the nutritional profile of our products and address concerns on sugar, continuing to introduce packaging solutions that reduce waste and are recyclable, or delivering our Science-Based Targets to tackle climate change. We're not just aware of these issues; **we're working every day as a team to address them.**



say 'hi' to our Hain Celestial family!

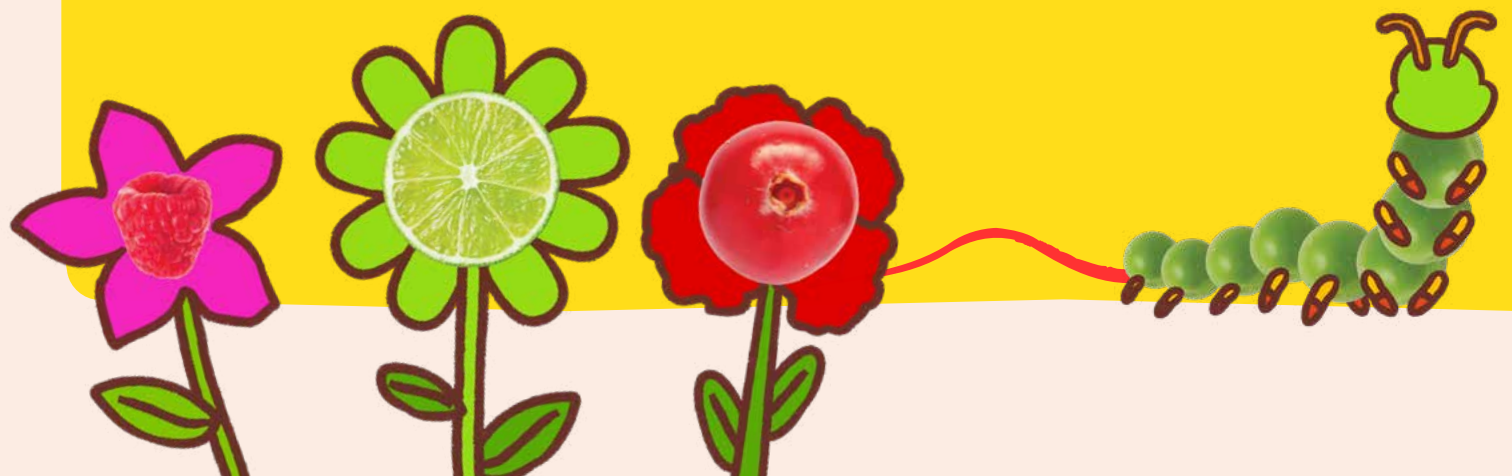


Did you know that Ella's Kitchen is part of The Hain Celestial Group?

Like us, Hain Celestial believes that **business should be a force for good**, and work hard to do the right thing for people and the planet, every day. We work closely with our wider family at the Hain Celestial Group to make sure that everything we do supports our shared purpose of inspiring healthier living for people, communities and the planet through better-for-you brands.

This means sharing what we've learnt and how we do business, to help inspire other brands across the group to find ways to grow their own impact and work together to make a difference on a global scale. It also means making sure that our own work focuses on the three areas where Hain has committed to grow its impact; **creating a Healthier Planet, Healthier Products and Healthier People.**

find out more about Hain's impact



our strategy

Our business strategy ensures that, as a team, we're super focused on delivering the things we believe will drive the biggest impact and deliver our Mission to help every little one grow up happy, healthy + never hungry.

healthy kids



Helping every little one grow up **having enough food and enough of the right food**. By doing what's always, always best for little ones when it comes to nutrition and how we make our tasty food, by making fruit and veg more widely accessible, and working with our charity partners to end child poverty.

jump to page →

healthy world



Working to ensure every little one grows up on a **healthy planet that has plenty of food and is buzzing with life**. By continuing to drive forward our Big Pledge to Little People, doing everything we can to reduce our carbon footprint and help restore, rewild and protect the ecosystems on which we all rely.

jump to page →

healthy business



Creating a world where businesses play nicely, grow in a responsible way and act as a **force for good for our people, our planet + our communities**. By fostering a healthy + happy team through championing inclusivity, valuing diversity and empowering everyone inside and outside of the barns to make a difference.

jump to page →

our campaign for change!



putting little futures first!

Our strategy covers more than just the products we make and our commitments to our social + environmental impact as a business. It also shapes how we use our voice as the UK's biggest baby and kids' food brand to advocate positive change on a wider scale, leading the way with impactful campaigns that address long term challenges such as child nutrition and the climate crisis. **Only together can we make meaningful change for future generations to come!**

jump to page →



our Big news



2024 was an extra special year in our B Corp journey – we achieved a re-certification score of 103!

Upon joining the B Corp community in 2016, we set an ambitious goal to break the 100 mark. Eight years later, our continuous commitment to using business as a force for good has helped us progress in five key

jump to page →

areas, with significant improvements across Environment, Community, and Workers.

This score isn't just a number, it reflects the dedicated effort every team member has made (past and present!) to improve how we show up and create a positive impact for our people, our communities and our planet.

Head over to our [healthy business](#) section to find out more.

	2024 score	increase from 2021
Governance	13.4	↑ from 12.7
Workers	28.9	↑ from 27
Community	19.7	↑ from 16.6
Environment	37.4	↑ from 33.7
Customers	3.9	↑ from 3.8

our highlights

We've been working our socks off to be the best business we can be, and while we know there's lots more to do, we wanted to share some of our proudest moments with you from 2024!




championed better business

Hitting our target (and reaching our personal best!) when recertifying as a B Corp with an impact score of 103! Plus, inspiring others to B the Change too, with 3 more of our partners and suppliers joining the B Corp community!



delivered a **BIG** important message to 10 Downing Street!

We campaigned to put **little futures first** by delivering our **14,000 signature** petition to 10 Downing Street, calling on the Prime Minister's newly formed Government to commit to introducing a Future Generations Act.



supported vulnerable little ones + their families across the UK

Through our partnerships with charities including Action for Children, Home Start Reading and others across our local community, we collectively **raised over £130,000** to support vulnerable little ones across the UK, while also donating over **840,000 products** to our foodbank partners. Because every child deserves to grow up happy, healthy + never hungry.



protected the homes of our birds, bees + bugs!

Through our partnership with the RSPB, over **3,200,000** square feet of wildflower and grassland meadows have been restored and protected, putting us well on our way to reach our target of 30 million square feet by 2030!




promoted the power of play!

Engaged over **1,800 little ones** across early years settings through our sensory food play lessons and 'Ella's Explorers on the Farm' programme. Educating about where food comes from and exploring fruit + veg using all the senses, helping to encourage little ones to try new foods and even grow up learning to love them!



helped our people grow, develop + thrive!

By nurturing a culture where our people feel happy, valued and empowered to be the best they can be. We relaunched our B Corp mentorship scheme for the **3rd year running**; clocked up **264 hours** of volunteering, empowering our team to make a difference in our local community! ...and, we **won 2023 Employer of the Year** at the Includability Committed Employer Award!




...and our misses

While it's important we celebrate our successes and the positive progress we've made in 2024, it's equally as important to be transparent about the things we've found challenging or that didn't quite go to plan. Some areas need a little bit more work to get to where they need to be, while others might need a bit of a rethink. Here's where we missed out and, most importantly, **what we're going to do about it!**

recyclable packaging target



In 2022, we announced our target of moving **nearly 75% of our pouches to mono-material packaging**, making them ready to be recycled at kerbside in the UK by the end of 2024. Unfortunately, we didn't quite meet our deadline (but came close at 71%). This was down to:

- 1 We ran into some supply issues that meant the rollout couldn't be completed within the planned and agreed timeline but the team and our partners worked really hard to try and get us back on track as quickly as possible
- 2 We made the decision to delay switching our packaging to mono-material for one of our sub-ranges. This was because our product development team have a plan to make the products even healthier and tastier. So, we decided it made more sense to switch the packaging to mono-material when everything was ready!

The good news is that we are **almost there**, and our new timeline shows that we will meet our 75% goal in 2025. Plus, we're still working on the other 25% too! Click to learn all about our packaging journey!

discover



commitment to Net Zero by 2030

We're all in when it comes to **cutting emissions and taking real, meaningful climate action**. Our near-term Science-Based Targets for 2030 are ambitious, grounded in data, and designed to drive genuine progress. But let's be clear — it won't be easy. Delivering on it will require real transformation and innovation across our business. When we first set our sights on Net Zero back in 2019, global standards were still evolving. Since then, the Science-Based Targets initiative (SBTi) has introduced clearer Net Zero guidance — and rightly so. Part of these requirements would be developing even longer term targets which would go beyond 2030.

We've therefore made the tricky decision that rather than spend more time **developing a fresh round of longer-term aspirational targets which will take us out to 2040 2050 or beyond...we're going to focus on what we've already committed to – delivering on our 2030 SBTs**. These targets are far from easy, and meeting them will still push us to change the way we work. To help us stay on track, we're working closely with sustainability experts like [Foodsteps](#) to build a clear, data-led plan. Net Zero remains our long-term goal, and we'll continue to explore how and when we can get there in the right way.



volunteering days



In 2024 we set out with big hopes to reach 1,000 hours of volunteering across **our team**, supported by two paid volunteering days a year for every team member. Unfortunately, we didn't get there, only completing 264 hours, and we know this fell short of what we could have achieved. There were lots of reasons for this, including the fact that adjusting to hybrid working after the pandemic shifted priorities. On top of that, our tracking system let us down, with some amazing efforts from our team not being recorded properly.



We've learned a lot and taken action to turn things around!

Our volunteering programme has had a complete refresh, with more exciting opportunities introduced, like working with our charity partners Action for Children and the RSPB. We share the upcoming volunteering schedule with Barners in our monthly 'Ella's Assembly' meetings and improved ways to log and track our giving back days. Together, we're ready to make a bigger impact in the year ahead!

Putting little futures first

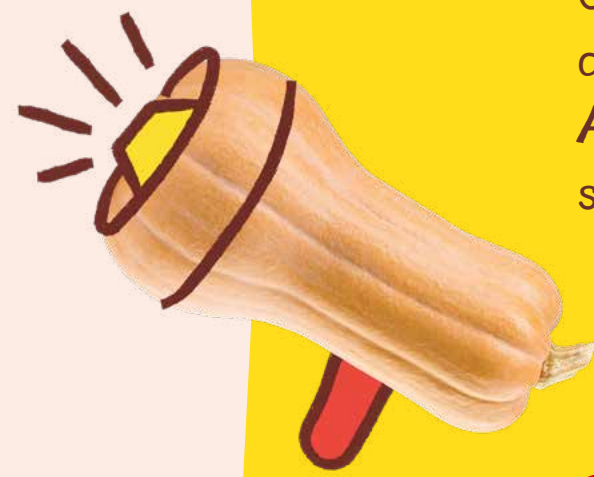
We believe it's our collective responsibility to create a future where every little one grows up happy and healthy, on a planet that is buzzing with life.

That's why we're using our voice as the UK's biggest baby and kids' food brand to stand up for little ones and advocate real change that will have a lasting, positive impact on future generations.

We want the UK to be the very best country for little ones to grow up in. Unfortunately, we still have a long way to go to address several long-term challenges facing little ones such as nutrition, poverty and the climate crisis. That's why we launched...

5 for the under 5's

our campaign asking political parties to radically rethink how they prioritise the early years, moving away from short-term fixes to long-term solutions.



Our campaign began with the launch of an evidence led manifesto, drafted in collaboration with experts + partners including the RSPB, Action for Children, and leading academics. The manifesto set out five asks to improve the lives of the under-fives.



Our launch took place in Westminster with **little ones delivering the manifesto** directly to Parliament. Every MP in Parliament received a copy of the manifesto, while our overall engagement included discussions with over 10 MPs across all the major political parties, including **Helen Hayes**, who chairs the Education Select Committee.



Thanks a bunch Helen Hayes!



continue!

special delivery!



at the centre of our campaign was a call for the Government to put little futures first, by committing to introducing a

Future Generations Act

or FGA for short

The FGA would legislate to ensure that Government takes a long-term approach to improving the lives of children today, tomorrow, and every generation after that.

It would ensure that every decision made in the public sector – across health, the environment, the economy, and our society, considers the implications on every person’s wellbeing now and in the future. It would help make the UK the best place for our children to grow up.



read our letter to the Prime Minister!



the team with Sharon Hodgson MP

Previously introduced in Wales and adopted by the United Nations as policy in September 2024, we are working with with Sophie Howe, the first Future Generations Commissioner for Wales, to call for its adoption UK-wide.

We rallied **14,000 of our wonderful parents + carers** to sign a petition in support of the Act, and in October 2024 we (with the help of little ones!) delivered it to 10 Downing Street, taking little ones’ voices to the heart of Government. Long-time early years champion **Sharon Hodgson MP** helped us deliver this big important message, and she has since tabled a parliamentary question urging the Government to explore the Act’s potential benefits.



even our Barners got involved!

our Advocacy promise!

- ✓ **advocate for good, not for profit:** We'll only ever campaign for change that is in the best interest of every little one.
- ✓ **be evidence led:** Everything we advocate for will be led by evidence from experts, so we can be sure what we are calling for really will create positive change.
- ✓ **be open + honest:** All the evidence we use to inform our advocacy, and our reasons for calling for change, will be outlined clearly and easily accessible.
- ✓ **lead by example:** We don't just demand things of Government; we take action to help the causes for which we're campaigning.
- ✓ **remain politically impartial:** We don't support any one political party, and we will work with them all to help create positive change.



what's next?

We will continue to work with the Cabinet Office and other policy makers to build long term momentum in support of future generations.

In 2025, we have **BilliG plans** for some exciting ways for us to engage with MPs, charities + partners to work towards our shared goal of a Future Generations Act! **Watch this space!**

welcome

healthy kids

healthy world

healthy business

what's next?



healthy kids

At Ella's, we know how important the early years are in shaping a lifelong healthy relationship with food. That's why we're committed to championing healthy eating for every little one and always, always doing what's best for little kids.

However, our nation's little ones aren't eating enough fruit + veg to help them grow up big and strong. In fact, our research with Kantar shows that **30% of children aged 1-5 are eating less than one serving of fruit or veg a day** at home, contributing to 1 in 5 starting school either overweight or living with obesity.

That's why, in 2024, we strengthened our focus on **improving access to, and education around, the importance of fruit + veg for little ones**. It starts by delivering products packed full of positive nutrition, prioritising ingredient diversity, with a particular focus on fruits + veggies. But we've always known that's not enough. This year we've campaigned on the importance of sensory food play and worked with our charity partners to address food poverty. We will always be looking at ways to use our business to help every little one grow up having enough food and enough of the right food.

our products just goooood stuff

We want little ones to grow up **loving deliciously healthy food**. So, we make sure all our ingredients are just right; offering simple + balanced nutrition to support growth, add variety, and introduce new tastes + textures for their development. Our **foodie philosophy** puts little ones front and centre – **always, always best for little ones.**

Taking tiny taste buds on an adventure!

We pack our recipes full of lots of different veggies to make sure little ones are trying a wide **variety of tastes** from their very first experiences with food. And we also try to use harder to prepare veggies to help parents + carers pack in that variety.

We stretch those tiny taste buds too by using **lots of herbs + spices for a taste twist!** Helping little ones experience diverse flavours from their earliest experiences helps familiarise them with a variety of tastes, building confidence.

from our kitchen to yours

We don't think it takes a chemistry set to make great-tasting baby + toddler food. That's why we make sure that **every ingredient in our products has a reason to be there** and where we can we only use recognisable kitchen + store cupboard staples, prioritising real + natural foods.

perrrfectly picked

We carefully track every step of the ingredients sourcing process ourselves, so we are confident that **every single raw ingredient we use is the very best for little ones.** Our standards go above and beyond the industry-set standards, giving us total visibility and control so that we know exactly what goes into our food and can trace this all the way back to the farm.

only organic

We believe that organic ingredients are not only **best for tiny tummies**, they are also **best for the planet too!** By choosing organic farming practices, and not using harmful pesticides, we're choosing to protect the birds, bugs + bees for little ones' future!

this means we're organic!

continue!



big food

for little kids

Unfortunately, there are lots of challenges facing babies + kids when it comes to nutrition + the food environment.

Toddlers are increasingly snacking on products that are high in fat, salt + sugar (HFSS), and the food industry needs to do more to address concerns around responsible marketing claims and conflicting dietary advice.

As the UK's leading baby + kids food brand, we know that we have a really big responsibility to be part of driving change + encouraging best practices. This shapes our approach and position on nutrition issues, what we campaign for, and the partnerships we choose.

always delicious, nutritious, and completely safe for tiny tummies!

our 4 commitments

1

Offer healthier alternatives to HFSS snacks

We look at the market leading products consumed by the under-fives, often sold outside of the highly-regulated baby food aisle, and offer tasty alternatives with a better nutritional profile to enable parents + carers to make positive choices for their little ones.



OUR NEW 3+ RANGE FOR KIDS!

Did you know that for little ones aged 2+ the most popular snacks aren't fruit or veggies but crisps, chocolate and cakes! These snacks are often HFSS and use unrecognisable ingredients that are definitely not designed for growing kids.

That's why we launched our new range of 3+ snacks, offering healthier alternatives to popular snacks. Our range includes **crunchy veg waves**, made with pea proteins and **crispy lentil sticks** in stretching flavours popular with bigger kids like BBQ + Pizza!

Alongside these products, we also launched a line-up of **Squishy Snacks**, delicious fruit pouches that little ones love, now with added veggies like beetroot, pumpkin and cucumber! All while being best in class for salt, fats + sugars!



continue!



2 reduce sugar across our range

We're always looking at ways we can reduce sugars in our most popular recipes. And we promise to only introduce new first-food products that contain 10% less sugar than our existing range.

We reduced sugars across our best-selling smoothie fruits range by **13%**

less is more!



4 partner for change

We know that to make the difference for little kids, we need to work together to truly shift the dial on childhood nutrition. Government, industry and parents + carers need to work together to make the difference.

Free Veg at Tesco!

We're super proud of this initiative with our friends at Tesco! In 50 stores across the UK, and across tesco.com, parents + carers who bought an Ella's Kitchen product, received a coupon for a free yummy veggie! We also took the message on the road with a store-front roadshow, offering free veg coupons, recipes and educational hints + tips to inspire more healthy choices for little ones and their families.



3 set best-in-class targets

We go beyond strict baby food regulations, following industry-leading standards for sugar and salt across all new product development. And there are certain segments of the baby food aisle that we choose not to enter because they don't align with our promise to **always, always be best for little kids.**



what's next?

We know recommendations around weaning vary from country to country. Our products consistently meet strict EFSA (the European Food Safety Authority) guidelines, confirming they're safe + suitable from 4 months onwards. However, we also recognise many parents follow NHS recommendations, advising weaning from around 6 months.

To best support families here in the UK, we're updating our labels in line with NHS guidance. Rest assured, our recipes will remain exactly the same – **delicious, nutritious, and completely safe for tiny tummies.**

We're always looking at how we can make our tasty food **even better for tiny tummies** and will be continuing our journey to reduce natural sugars across our stage 1 fruit-based products.

the power of play!

At Ella's, we believe that playtime shouldn't stop when little ones sit up in their high chairs! We know that play is how our little ones learn about the world around them and food is no exception.



In fact, evidence shows that when little ones explore food through play, using all their senses, they are more likely to try new foods – building confidence and curiosity about foods which is crucial to building a positive relationship with food for the long-term.

sensory food play!

An easy, enjoyable experience with food is so important to building those healthy habits and **Sensory Food Play** is a vital tool to help parents, carers and little ones learn to love food.

So, in 2024 we continued our mission to promote the power of Sensory Food Play and reach as many little ones as possible! In our last report, we told you we were teaming up with the **Professor Marion Hetherington** and **Flavour School**, a sensory food charity, to dive into the evidence and learn more about how sensory food play can help shape children's food preferences.

We then took our findings on the road in our very own **Eat Play Love truck!** Stocked with fresh fruit and veg, the truck delivered practical lessons and materials to nurseries and other early years settings.



we had a grape time!

"one child said 'I don't know what that (a plum) is'. We went through smell, colour, squidge and by the end they started eating the plums left on everyone else's plate. They left with 'I LOVE plums'"



"The children loved feeling and squashing the fruits and vegetables. They were all very brave and even tried the raw mushrooms. Two particular children refused to move from the table until they had finished eating all of the taster samples"



"We will try similar sessions ourselves in the future, they provide a great way to improve the children's communication and language skills and learn new ways of describing smells, tastes, textures and colours".

continue!


3,040
miles
travelled

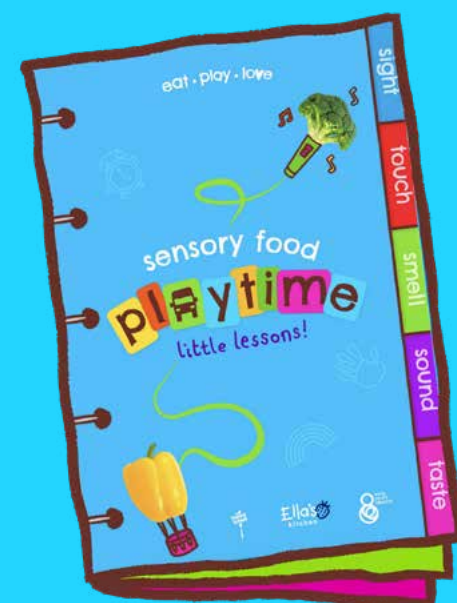

23
early years
settings
visited


853
little ones
inspired

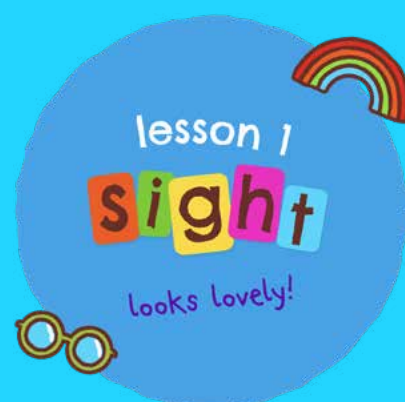

46
trees planted
(to offset the
environmental impact
of the truck!)

little lessons!

The truck visits were based on a **five-week lesson plan** we developed in collaboration with Developmental Psychologist **Dr Helen Coultard**, Infant Nutritionist **Claire Baseley** and the **Early Years Alliance**.



Each week represented a different sense and took the little ones on a journey of exploration of new foods. The programme was designed to not only deliver a brilliant, sensory experience for little ones who attended on the day but also to offer each nursery or early years setting all the resources to keep so that the programme can impact all future little ones.



all of our sensory food playtime resources are completely free on our website!

discover



the BIG pledge!

As well as taking the truck on the road we also mobilised over **5,000 parents + carers** to write to their local MP to ask for Sensory Food Play to be included on the EYFS curriculum – reaching every MP in the UK with our ask!



The campaign resulted in a response from the Department of Education who recognised sensory food play as a **valuable tool in early education**.



what's next?

With a new Government in place, we will now re-engage and push further to make sensory food play resources widely available in early years settings across the country. Our ambition is to get the brilliant unbranded resources on to the Department of Education website so that **every setting can have access**.

Ella's explorers

on the farm

Since 2010, we've been working with our fantastic partners Five a Day Market Garden and the John Simonds Trust at Rushall Farm to take **nearly 13,000 little ones on farm trips** to learn all about where fruit + veg comes from and provide an opportunity to connect with nature!

And 2024 was no different! This year we took **960 children** from schools in our community to visit this fantastic farm, where they got hands on digging for worms, sowing some seeds, tasting and smelling fresh and yummy fruits and veggies and of course, meeting the farmyard animals!

For many of the children the **farm trips are a first-time experience**, giving them a chance to learn where food comes from in a

fun, sensory way which is especially important as many of the schools we support have limited access to outdoor spaces and nature.

This programme has become so important to everyone at Ella's. From the planning and organisation, to arranging transport, activity packs and volunteering and enjoying time with the children on the day, it has become part of Ella's DNA.



enjoying a lovely welly walk!



farm feedback!

"The little ones were great! We did a worm hunt, planted beans, created collages with different leaves and flowers, and then went to the farm where we saw cows, chickens, sheep and deer! We really enjoyed the day and it felt really rewarding as it turned out the school have lost their green outdoor space and a lot of the little ones didn't have gardens"

"We really enjoyed our time at the farm, the children loved seeing the lambs up close in the field"

"A fabulous trip - we are so grateful to be able to come. They particularly love the tractor ride and petting animals"



what's next?

We've committed to increasing our funding for the scheme, allowing us to **take even more little ones along for the ride!** We are sure they will all be hoping the ride includes a go on the tractor!

thank you

A massive thank you to our partners at **Rushall Farm** and **Five a Day Market Garden** from all of us for continuing to make this happen!



helping every little one

proud partners of

Action for Children

That's why we are proud to partner with leading children's charity, Action for Children to champion, protect, and support vulnerable families and work towards a country where no little one goes hungry.

We are incredibly proud to be able to say that from 2022 to 2024 we have raised **£168,000** for Action for Children.

In FY24, we launched our first on-pack partnership with Action for Children, turning our best-selling Sweetcorn + Carrot Melty Sticks into a festive themed holiday snack called Rudolph's Melty Sticks.

For every pack sold, 30p was donated to Action for Children, with funds going towards their Secret Santa campaign, which supports children and young people to have a safe and happy childhood, and could provide little ones with warm clothes, a hot meal or a special present. Since the launch of the partnership **this project alone has raised an incredible £91,500** (contributing to our total amount raised).



campaigning for change!

We also worked with Action for Children as part of our **5 for the Under 5s campaign**, advocating for the Government to end child poverty. We sent every MP (all 650 of them!) a Christmas card, highlighting how many children are living in poverty in their constituency and asking them to act.



campaigning 4 change

"With 4.5 million children living in poverty across the United Kingdom, our support is needed now more than ever. This is why our partnership with Ella's Kitchen remains vital to the children, young people and families who need our help the most. Thank you to everyone at Ella's Kitchen for caring."

Locks Farmer, Managing Director of Income and Engagement, Action for Children

A really important part of our purpose is to help every little one grow up happy, healthy and never hungry.

It is a heart-breaking fact that **4.5 million children** in the UK live in poverty, lacking access to healthy food to help them thrive. As a leading voice advocating for children to develop healthy relationships with food it is impossible to ignore those who need our help the most.

what's next?



As we enter the third year of our partnership we are more excited than ever to **continue our work with Action for Children**. Our funding and donations will continue to support the work across their four core service areas: family support, children with disabilities, mental health, and wellbeing for children in care, helping to further the impact of the incredible work they do.

In FY25 we plan to strengthen our partnership with Rudolph's Melty Sticks hitting the shelves again and we hope to be able to set up a scheme to provide nutrition and weaning advice to families across Action for Children's network of early years family centres. We will also continue to raise our voice to support them in their campaigning to help drive positive change for vulnerable little ones and families across the UK.

supporting

little ones everywhere

We're super lucky to work with some amazing food banks like FoodAware, FareShare, His Church and The Company Shop.

They work really hard distributing meals and food parcels all over the UK. At a time when many families are struggling, the support the food banks offer can mean the difference between eating and not eating.

our special partners!



In 2024, we donated a total of **843,391** products to our foodbank partners in the UK and our friends in the Netherlands. In addition to the £91,500 donation to Action for Children, we also donated £45,000 to local charities and foodbanks, including Home Start Reading.

[find out more](#)



We will continue to do everything we can to support little ones and their families in the UK and beyond, through working closely with our charity and food bank partners. Please get in touch if you know of or are involved in an organisation or charity that needs our support.



healthy

world

Every little one deserves to grow up on a healthy planet that has plenty of food and is buzzing with life. But children born today face a vastly different future and if we don't act now, by the time they reach the age of 60, our planet could be completely unrecognisable.

The climate emergency and biodiversity crisis require urgent action, with the destruction of habitats endangering animals and threatening our food supply. Addressing these challenges is everyone's responsibility, including businesses like ours. That's why, with partners like Foodsteps and the RSPB, we've been working hard on new + exciting projects to reduce our carbon footprint and support nature by helping to restore + protect the ecosystems on which we all rely.

our BIG pledge to little people

In 2021 we announced our BIG pledge to little people – promising to do what we can to drive real action towards **protecting the world for future generations.**

We are as committed as ever to deliver our pledge and since our last report, we've made a few updates. When we first set our sights on Net Zero back in 2019, the global standards weren't clear. Now they are, and we've taken a good, hard look at what it really takes to get there. Instead of setting far-off targets just to say we've done it, we're staying focused on action that delivers real impact right now.

That's why we're focusing on our Science-Based Targets and why we've partnered with Foodsteps to help us on our journey, making sure we have a clear, practical plan to meet our goals.



we promise to...

1 reduce our emissions

by delivering our externally validated Science-Based Targets for direct and indirect emissions across Scopes 1, 2 and 3 by 2030

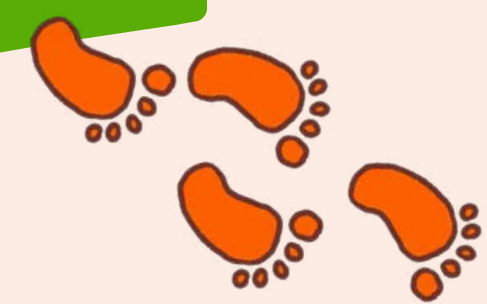
- ★ Reduce absolute scope 1 + 2 GHG emissions by 100% (vs 2019)
- ★ Reduce scope 3 GHG emissions by 28% (vs 2019)

2 champion nature in everything we do

by restoring and protecting 30 million square feet of wildflower + grassland meadows by 2030 with the RSPB.



our carbon footprint



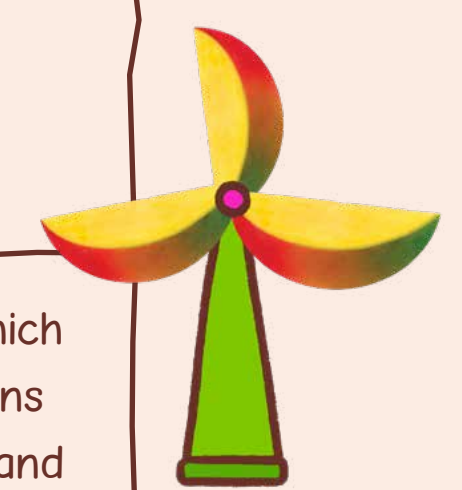
In 2022, Ella's Kitchen became the first baby food brand in the world to set Science-Based Targets, which have been validated by Science Based Targets Initiative (SBTi).

Since then, we've been working hard to make changes to reduce the Greenhouse Gas Emissions across our value chain – from the ingredients we use, to our packaging, and the energy we use at our manufacturers and at our head office.

The table below shows the breakdown of our carbon footprint by Greenhouse Gas Scope and the % change for FY24 versus our FY19 baseline. As part of our **BIG Pledge** we will continue to measure + report our footprint so we can track our progress.



	FY24 tCo2e	FY19 tCo2e	SBTi progress*	what's changed...
Scope 1	25.0	25.3	-1%	As part of our SBT, we continue to monitor technological advancements which could enable us to transition to more efficient heating sources at our head office.
Scope 2 (market-based)	-	20.0	-100%	switched to 100% green energy at our head office!
Scope 3	21,351.0	32,517.3	-34%	We have undergone various methodology changes since our baseline, which have influenced this reduction. We have also experienced efficiency gains at our co-manufactures, a decrease in packaging weight per case sold, and decreases to our packaging end-of-life emissions.
total (market-based)	21,376.0	32,562.6	-34%	Largely attributed to changes in Scope 3 given that this accounts for 99% of our GHG emissions.



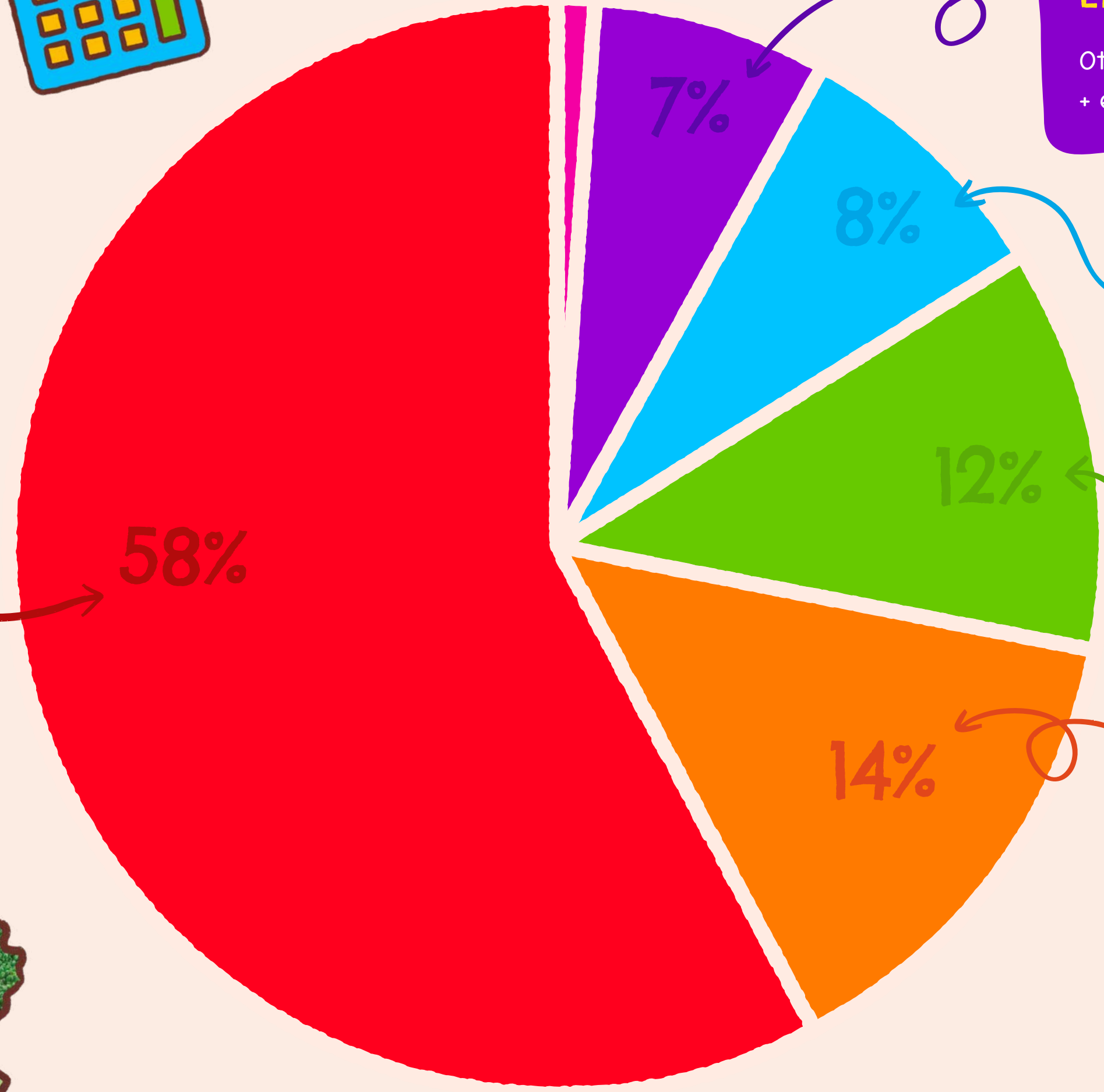
*It might look like we've already smashed our Scope 3 SBT, but we have changed how we calculate some things this year. So we're going to re-baseline our FY19 data. That way, we'll get a clearer picture of what impact we've really had so far, and make sure our plans are genuinely on track to hit that 28% reduction.

continue!

our carbon footprint breakdown

While we are excited to have reduced our Scope 1, 2, and 3 emissions, we recognise that some of the difference could be attributed to changes in calculation methodology.

We are committed to transparency and ensuring we achieve our absolute SBT emission reductions through intentional actions across our value chain. Therefore, we will continue to refine our calculation methodologies and work closely with our suppliers + partners to identify further opportunities to not only deliver our targets but also support them in setting their own SBTs and develop Climate Action Plans.



ingredients: 58%

Ingredients make up nearly 58% of our entire carbon footprint, so a key part of our reduction strategy will be looking at our product development, and also understanding more about the impact of our ingredients from our suppliers.



manufacturing: 1%
Emissions resulting from manufacturing our products

Ella's Barn: 7%
Other PG&S, business travel + employee commuting

using the product: 8%
Emissions associated with consumption of our products

transportation: 12%
Emissions associated with the transport of ingredients from source to processor to factory to retailers

packaging: 14%
Packaging makes up 14% of our footprint. We are working on making our packaging fully recyclable at kerbside but we also need to look at how we can get more recycled + renewable content into our packaging to help reduce the impact it has on the planet.

continue!

driving Scope 3

carbon reduction



making products tomorrow that use less carbon than today!

Our partnership with Foodsteps (specialised food sustainability platform) marks a crucial milestone in delivering our Scope 3 Science-Based Targets (SBTs).

We kicked off this partnership by calculating emissions across our entire UK + International portfolio and supply chain, covering over 200 products. Each product was analysed in alignment with the GHG Protocol Life Cycle Accounting and Reporting Standard to measure its Greenhouse Gas (GHG) emissions.

Through this process, we've identified our major emissions hotspots—the highest-impact products and biggest emitters—as well as the ones with the lowest carbon impact. With insights at the product level, we can now make more informed decisions on how to minimise their environmental impact, whether by reformulating recipes, engaging with our suppliers or exploring alternative packaging formats.

we're already taking action

We've switched our pasteurised range to lighter, mono-material packaging that improves recyclability. We'll be using Foodsteps' platform to better understand the impact of these changes.



"our partnership with Ella's Kitchen demonstrates an important step towards decarbonising our food system: embedding environmental impact data and decision-making into the food product development process. Ella's are ideal partners for us given their commitment to be an ambitious and forward-thinking force for sustainability in the food system. We look forward to helping Ella's create nutritious, planet-conscious food for little ones."

Anya Doherty, CEO Foodsteps

what's next?

Looking ahead, we're working with Foodsteps to create a roadmap to drive us towards our SBTs. We'll be embedding Foodsteps more heavily into our day-to-day operations to improve our ongoing reporting and progress tracking.

recyclable packaging

thank you to our packaging supplier

Gualapack

for all your support!

what's mono-material?

A fancy way of saying it's made of just one material! Mono-material PP pouch is technically easier to recycle than the combination of plastic and/or aluminium in our old pouches and has been shown to successfully go through the existing UK recycling system. Also, because they are a single material and don't contain aluminium, studies show they have a smaller carbon footprint than our existing pouches too!



We know our packaging plays an instrumental role in delivering our BIG Pledge to reduce our environmental impact.

Whilst our pouches are super lightweight, safe for little ones and contribute a low impact to manufacture and transport, being widely recyclable has always been our biggest challenge. That's why we set a target to make **all our packaging fully recyclable by 2030**, starting with our pasteurised (fruit-based) pouch range.

In our last impact report, we announced the launch of our first recyclable pouch, The Green One, and shared our plan to move all our pasteurised pouches to mono-material, making **nearly 75% of our pouches recyclable at kerbside in the UK by the end of 2024!**



Our recyclable pouches have the **OPRL** logo on back-of-pack and need to **have the cap on before popping into your recycling bin** at home, as this provides the weight needed to be detected and separated into the relevant recycling stream.



We're super proud that **71%** of our pouches are now recyclable!

This means that so far on our recyclable packaging roll-out journey, we have

- removed **304 tonnes** of hard to recycle plastic from the range...
- ...and have replaced it with **253 tonnes** of recyclable mono-material!

While we just missed our target of nearly 75% by the end of 2024, we are almost there and have a plan to deliver the rest of our pasteurised range in 2025. There were a few reasons why we missed our target ([find out more here](#)), including running into a few unforeseen supply issues and us making the decision to delay one of our sub-ranges roll-out, as we're working on making these even tastier and healthier for little ones.

there's still work to do!

As the cooking process is different on our retorted pouches (that's our veg and meals products), it's trickier to find a recyclable solution... but we're working really hard with our partners and manufacturers to explore potential solutions for how we can get there.



recycle in store!

We want to make sure that while we're working hard with our partners and manufacturers to find solutions for the rest of the range, we offer alternative ways to recycle our non-mono-material packaging. All over the UK, supermarkets are collecting flexible plastics like our pouches and snack wrappers at front of store. In the meantime, you can find your nearest collection point at www.recyclenow.com

find your recycling point

continue!

how to recycle us

	pouch with logo	pouch without logo	snacks wrapper	cardboard box	pots	trays
made from	PP (rigid + flexible)	multi-layer aluminium film	flexible metalised PP	carton-board	PP	recycled content PET
before recycling	enjoy your yummy pouch, squash it, put the cap back on		enjoy your tasty snack!	empty the box + squish it flat	remove any films or wrappers + give it a rinse	
where to recycle	in your recycling bin at home	find your nearest 'soft plastics' collection point in store		in your recycling bin at home.		



Working together to change the system...

Recycling is complicated, and while our new pouches are designed to work within the system, we know more needs to be done to make sure they actually get recycled. Like all packaging, this relies on the right infrastructure, clearer legislation, and a system-wide shift. Plus, for flexible packaging like non-spouted pouches, snack wrappers, and packs to be successfully collected, sorted, and recycled, we need a fundamental shift in the UK recycling system. This kind of change can only happen through collaboration, which is why we're committed to working with industry partners to push for progress and make recycling work better for everyone.



From March 2027, kerbside collection of soft plastics will become mandatory in England, an essential step towards transforming the UK's recycling system for the better. To support this change and help drive further progress we're proud to be members of the **Flexible Plastics Fund (FPF)**. The FPF is a collaborative group of leading brands, retailers and recycling experts working together with a shared ambition to drive industry-wide change and overcome the barriers to flexible recycling.



The FPF is dedicated to funding and supporting projects that find the best solutions for collecting, sorting, and recycling all flexible packaging by 2027. As part of this effort, the group is actively supporting multiple kerbside recycling collection trials with local authorities across the UK.



We're working really hard with our partners, suppliers and collaborating across the industry to find effective recyclable solutions for the whole of our range and deliver our goal of **100% of our packaging being fully recyclable by 2030.**

preventing food waste

Over the last few years, we've been working with our friends at WRAP to **reduce our food waste by 100% by 2024**. This means making sure that any surplus food is redistributed first to our food bank partners, and (if there is any leftover) to animal feed.



	FY19	FY20	FY21	FY22	FY23	FY24
donations (food banks + animal feed)	47%	68%	83%	75%	88%	99%
energy recovery	53%	32%	17%	25%	12%	1%
landfill	0%	0%	0%	0%	0%	0%

We're happy to announce that we are **99%** there!

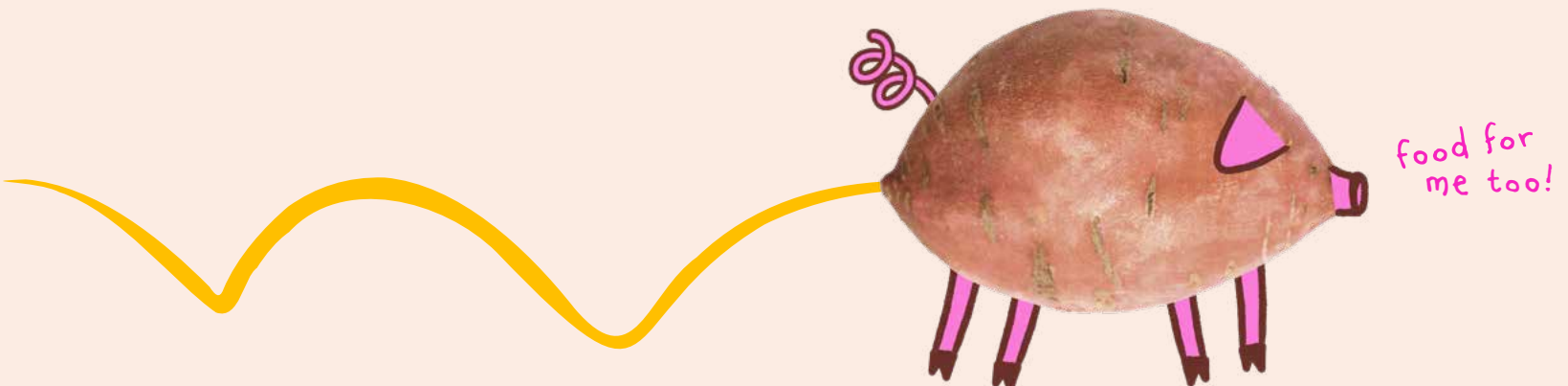
In 2024, almost all surplus food we produced was donated to food banks, helping families and little ones in need, with a small portion going to animal feed.



The remaining 1% went to energy recovery, as stock at our EU warehouse couldn't be repurposed locally.



Most importantly, absolutely **none** of our waste went to landfill!

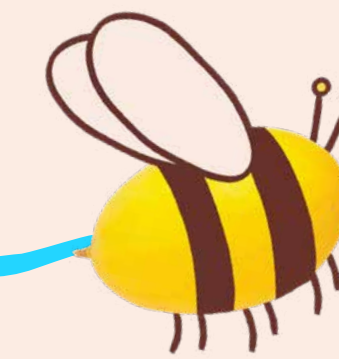


what's next?

This is amazing progress and we will continue working to maintain and deliver our **100% target in 2025** + beyond, but we want to go further by stopping food from becoming surplus in the first place.

protecting + restoring nature

Every little one deserves to grow up in a healthy world that has plenty of food and is buzzzzzzz with life.



However, if urgent action isn't taken to address the climate emergency + biodiversity crisis, by the time a little one born today reaches the age of 60, our planet could be completely unrecognisable. Scientists predict that if we carry on as we are now, little ones could grow up having witnessed the Amazon Rainforest irreversibly turning into dry savannah, the north permafrost thaw, coral reefs die + fish populations crash, before many of the birds, bees + bugs that pollinate our crops disappear – leading to a global food production crisis as our soils become exhausted from overuse. Put simply: no nature, no food.

Ella's Kitchen, like so many other businesses, relies on nature and we believe it's our collective responsibility to protect and restore our world for future generations. **That's why we're proud to be partnering with the UK's largest conservation charity, the RSPB, to protect the homes of our birds, bees + bugs.**

In August 2023,
we launched our
BIG + ambitious target:



protecting + restoring **30 million** sq/ft
of wildflower meadows by **2030**

30by30 project

Through a mixture of seed sowing, plug planting and allowing natural regeneration, we're supporting the RSPB to transform land into meadows that are alive with colour across the UK. A pipeline of 9 projects have been planned from 2023-2030, totalling an area of 30 million square feet of nature-rich landscapes, buzzing with bees, beetles, birds + much more. By planting a mix of wildflowers, these meadows will provide habitats for rare + endangered species. The work will also help protect existing wildflower meadows + grassland, vulnerable to climate change + erosion.

why wildflowers?

Wildflower meadows provide vital homes for bees, butterflies + other pollinating insects which support our food system. Healthy meadows and grasslands, especially ones rich in biodiversity, protect the environment against the impacts of climate change by storing carbon, improving water quality and acting as a flood defence. They also provide homes and an abundant food supply to birds and other animals.

However, the UK has lost almost half of its biodiversity since the industrial revolution, including 97% of wildflower meadows – equivalent to an area larger than the size of Wales!



did you know?

pollinators
contribute to the
production of 1/3
of the food we
eat!



continue!



our impact so far

In the first year of our partnership, we're really proud of the impact we've made so far!

3,218,949 square feet of wildflower + grassland meadows have been protected and restored across seven of the nine RSPB nature reserves we are working with; including...

"Businesses have a crucial role to play in addressing the dual nature and climate crises, and partnerships like this that seek to restore and sustainably manage ecosystems and biodiversity are so important. I'm delighted to see our reserves working side by side with Ella's Kitchen in their drive to help pollinators and feed future generations, while protecting spaces that are vital for nature."

Beccy Speight, Chief Executive at the RSPB



continue!

the partnership in action!



connecting little ones with nature at Dove Stone

In Greater Manchester, we're converting land into species-rich grassland, planting wildflower seeds and plug plants with the help of local communities. Children from Bright Futures, a school supporting young people with autism took part in the restoration project, providing an opportunity to connect with and learn about nature.



giving back at our local reserve in Otmoor

In Oxfordshire, we're restoring hay meadows that support rare bugs, butterflies, and wading birds that have declined in numbers in lowland England. Being so close to home at the barns, our teamies have joined in the effort and have been volunteering their time to protect and restore vital habitats at this RSPB reserve.

we believe restoring wildlife is not only good for our planet, but **people too!**

which is why it's so important we create lots of new spaces, full of colour + buzzing with life, for local communities and families to enjoy!

thank you Trees for Life

Our partnership with the RSPB builds on the success of previous restoration projects, including our collaboration with Trees for Life, a rewilding charity dedicated to restoring Scotland's Caledonian Forest.

Since launching the partnership in 2019, we've helped plant over **8,000 trees**, creating habitats for endangered species like the red squirrel and contributing to Scotland's ancient forest restoration.

together we have planted over **8,000 trees!**

As our partnership comes to an end this year, we're incredibly thankful to Trees for Life and everyone who worked on this project; **we couldn't have done it without you!**



continue!

championing nature in everything we do

Our partnership with the RSPB is rooted in the restoration project – a vital step in supporting biodiversity and tackling climate change. But it doesn't stop there.

It's also about embedding nature positive practices throughout our business and inspiring others to do the same. Together, with the RSPB, we're working to champion nature by:

encouraging climate conscious behaviour

We launched our partnership with **eevie**, a nature-positive app, to empower our Barners to reduce their carbon footprints through eco-challenges and earn seedlings to restore across the RSPB nature reserves.



campaigning for change

Through our advocacy campaign, **5 for the under fives** we partnered with the RSPB to call on political leaders to:

- ★ Recognise access to nature as a human right.
- ★ Include outdoor activities that connect children to nature in early years education guidance.
- ★ Protect and manage 30% of UK land and seas by 2030.
- ★ Help farmers make 10% of their land the perfect home for wildlife.
- ★ Commit to reducing pesticide use through the National Action Plan for the Sustainable Use of Pesticides.



giving back to nature!

Over the past year, our team have volunteered at RSPB nature reserves including Otmoor, Rye Meads + Farnham Health



collaborating on the RSPB's workforce toolkit

Our Happies team supported the RSPB in creating their **Nature Workforce Toolkit**, designed to help businesses encourage nature connection and consciousness among employees and partners.



growing a nation of little nature lovers

Research shows that the more we connect with nature, the happier and healthier we are, but also, the more likely we are to protect the world around us. Unfortunately, not all little ones have the opportunity to play and explore in nature, with limited access to safe green spaces or a lack of education about nature's benefits.



"Connection to nature is not just a privilege; it's a fundamental birthright for our children. If we're going to protect and restore nature, we must maintain and develop children's natural wonder into a lifelong love."

Professor Miles Richardson, University of Derby



We've got some exciting plans ahead to help little ones and their families explore, experience and connect with nature, while encouraging them to join us in protecting the planet for future generations.

In 2025, we'll be building on the progress made so far through our 30by30 project, continuing to monitor, maintain and protect wildflower meadows across reserves, as well as planting and restoring at new locations such as Medmerry in Sussex. We'll continue to engage little ones + families to connect with nature, along with inspiring our team, retailers and partners to do the same. **Only by acting together can nature win!**

sustainable sourcing

To deliver our **Big Pledge** and significantly reduce our carbon impact, we know how important it is to look at our sourcing and supply chain practices, with ingredients making up **58% of our carbon footprint.**

Not only do we need to look at what we are using in our products but also, understand things like where they are coming from, what suppliers are doing with their own carbon footprint and how they are working to help protect the planet and look after the environment. At Ella's, it's really important to us that we are continuously improving how we do business, and our partners + suppliers are a huge part of that.

That's why the team have implemented a **super exciting new strategy** that enables us to not only understand how sustainable our sourcing practices are but also provide guidance and support to our partners + suppliers across our supply chain.

The sustainable sourcing strategy

This exciting new strategy evaluates partners + suppliers across six standards, including biodiversity, carbon footprint + ethical conduct. **Each supplier will be given a score and rated green, amber or red based on their current practices.** This will help our suppliers understand our expectations when it comes to each of our standards and in turn, help us to help them in achieving their goals.

Since introducing this strategy in 2024, we've already:

- ✓ introduced **33%** of our suppliers to our sustainability goals
- ✓ completed RAG assessments
- ✓ celebrated three more suppliers' B Corp certifications (with 9 in total!).

3 new B Corp suppliers

a spotlight on our suppliers



Our beef supplier, **The Good Herdsmen**, has been active in developing new habitats for wildlife at their sites; creating spawning ponds along riverbanks, planting new native plant species, and reducing hedge cutting by a third. The company aims to be **carbon neutral by the end of 2030** and will share a full impact assessment with us.



Our purees supplier, **Iberfruta**, is committed to renewable energy generation and self-consumption through solar panels and cogeneration to **reduce their carbon intensity and fossil fuel consumption.** They have also worked on their water usage and reduced their waste in the factory while collaborating with their farmers on irrigation efficiency programs. In 2024 they started their own B Corp certification process!



what's next?

We'll be rolling out our new code of conduct, begin audits, and aim to have **all suppliers achieving a green rating by 2030.**

healthy

business



As a B Corp, our commitment to putting people and the planet on an equal footing to profit underpins everything we do, it's how we do business. Growing our business gives us more opportunities to make a positive impact, but only if that growth is done in an ethical and sustainable way.

It's super important to us that we look after our team and the community in which we operate, ensuring they're happy, healthy, and thriving. We champion diversity, inclusivity, and wellbeing, offer training and mentorship for personal growth, and create opportunities for giving back through volunteering.

But with the health, social and environmental challenges that little ones today (and generations to come) are facing, the need for responsible business has never been greater. That's why we're passionate about constantly improving how we think, act and work at Ella's, because we strongly believe **businesses need to be better**. While we're super proud of our **B Corp recertification score of 103**, we welcome the introduction of the new standards which will push us even further to drive meaningful change.

better business

B corp



We're incredibly proud to be a Certified B Corp - a global community of over 9,600 businesses committed to **using business as a force for good!**

Our B Corp certification reflects our high standards on social and environmental responsibility and helps us identify areas for improvement. Every B Corp must recertify every three years - holding us accountable for our actions and ensuring we keep progressing.

We first certified in 2016 with a score of 81 and completed a rigorous recertification in 2021, improving our score by 13 points. This year it was time to recertify again, and we are incredibly proud to have been awarded a score of 103. **This surpasses the 100-point target** we set for ourselves in 2021 and reflects the hard work and dedication of everyone across the Ella's team in using our business as a force for good.



check out our scores!

81

2016

94

2021

103

2024



5 areas of growth

Our score improvement was driven by progress across five key areas. Each area saw positive change thanks to the collective efforts of our team and the initiatives outlined across this impact report.

The most significant improvements came from the **Environment** and **Community** categories. These increases reflect our commitment to reducing our environmental footprint and supporting the people around us. Key initiatives that helped drive this improvement include:

	2021 Score	2024 Score	+/-
Governance	12.7	13.4	+0.7
Workers	27.0	28.9	+1.9
Community	16.6	19.7	+3.1
Environment	33.7	37.4	+3.7
Customers	3.8	3.9	+0.1
Total Score	94	103	+9

RSPB partnership: Working together to restore and protect vital natural habitats, supporting biodiversity + conservation efforts.



foodsteps project: Partnering to deliver a carbon reduction roadmap across our supply chain to significantly reduce the environmental impact of our products.



monomaterial roll-out: Transitioning to more sustainable packaging, making it easier for consumers to recycle responsibly.



Action for Children partnership: Working with our charity partner to improve food access + support vulnerable families in need.



sustainable sourcing strategy: Strengthening our supplier relationships and ensuring that ethical, responsible practices are upheld across our supply chain.



With new B Corp standards set to launch in 2025, the certification process will become even more rigorous. We welcome the challenge, not just for us, but for the wider B Corp community. That's why **we're committed to sharing our knowledge** -through events, supplier partnerships and our B Corp mentorship programme - so more organisations can embrace this approach and drive positive change.



So far, **we've helped nine suppliers and partners on their B Corp journey**, with three achieving certification in 2024 alone! In 2025, we hope to support even more businesses in gaining B Corp status.

what's next?

keeping our people happy + healthy

Our amazing team is what makes Ella's Kitchen special. In 2024, we offered an extensive package of benefits, programmes and activities designed to build a culture where everyone feels **safe, happy, + free to be their authentic selves!**

wellbeing

Our wellbeing strategy aims to create an environment where everyone can be themselves, feel supported and perform at their best.

The wellbeing calendar covers lots of activities including weekly yoga and bootcamp classes, workshops from our friends at Pot Gang, encouraging nature connection and talks from guest speakers such as mindfulness teacher, Amy Polly. We even invited The Pamper Company into the barns to give our team a well-deserved pamper!



supporting mental health

We all have good days and bad days, and at Ella's, we focus on creating a space where everyone feels safe to be themselves.

That's why we always encourage open conversations about mental wellbeing and provide tools and training to help break down taboos when it comes to mental health. Our team of **Mental Health First Aiders** are on hand to check-in with our team, offer a safe and supportive space or a chat whenever needed.



hello to our mental health first aiders!

Animas coaching courses

We partner with life coaching company, Animas, to offer training to all our team members to help them overcome obstacles and succeed in every aspect of life.

15 employees participated, all of whom have built valuable relationships with their coaches, gaining support + developing their self-confidence, careers, and decision-making.



"Having a coach has helped me in multiple aspects of my work life, including balancing work and home, defining my personal brand in the workplace and creating an action plan for a difficult task I had been procrastinating."

Meg from Ella's

continue!

B Corp Mentor Scheme

We were thrilled to team up once again with our fellow B Corps - COOK, Lily's Kitchen, Vivo barefoot, and Riverford - for a third year of our mentorship scheme! This collaboration connects employees across our businesses to share knowledge, grow their careers, and exchange insights, all while **championing the power of business as a force for good!**



Partnering with



"I was delighted to be a mentor on the B Corp Mentor scheme - it's great to work with people from like-minded businesses and the scheme is a wonderful idea. I enjoyed supporting my mentee to clarify her goals and create a plan for how to achieve them, then watched with pride as she progressed through all the things she's set out to do. It was rewarding to see her confidence in herself grow with her success and this made the experience as valuable to me as I hope it was to her."

Jon from Ella's



flexible working policies

Little ones are at the heart of everything we do, which is why it's really important to us that **parents and carers feel their family life and responsibilities are recognised, valued and supported at Ella's.**

We offer a number of family friendly policies to make sure Barners feel they have the support and guidance they need to manage a balanced work and personal life, including enhanced maternity, paternity, adoption and shared parenting leave and fertility treatment support. **Currently, 20% of team members are on flexible work arrangements.**



personal development

Each team member has a **£1,000 training budget to develop skills that support their personal and professional development**

All our Barners are enrolled on **Be Curious training**, resilience courses and have access to financial wellbeing workshops from **Wealth at Work.**



"The best thing about working at Ella's is the opportunity to learn from so many amazing Barners with so much breadth of experience. The people here at Ella's Kitchen make the culture a fun & inclusive place to work by encouraging everyone to be their whole self at work with no judgements."

Priya from Ella's



"I truly appreciate the culture here! No two days are ever alike on Monday, I might be in a crucial campaign planning meeting with one of our amazing charity partners like Action for Children, and on Tuesday, I could be dressed head-to-toe in a football kit for the launch of our Ella's Fantasy Football League. The flexibility Ella's offers allows me to create a unique work-life balance that suits my needs, making coming to work all the more enjoyable!"

Lucy from Ella's



what's next?

We're excited to **continue nurturing our culture of togetherness**, where everyone feels part of one team, no matter where they work.

We'll build on our wellbeing initiatives, offering even more ways to connect with nature and prioritise mental health. With a renewed focus on supporting personal growth and fostering a positive work-life balance, we can't wait to see what we'll achieve together, continuing to grow, learn, and make a real difference - inside the Barns + beyond!



diversity + inclusivity

Fostering Inclusion is one of our core values and we're committed to building a culture where everyone can be themselves.

If we want our business to thrive, while also leaving behind a better world for future generations, we need to embrace diverse perspectives and ideas. That's why diversity isn't just a nice-to-have, it's the smart way forward.

Our **Diversity and Inclusion Framework**, underpinned by five pillars, helps us champion inclusivity, celebrate cultural moments – from Pride, to Black History Month to different religious festivals – and host educational talks on important topics like the menopause and disability awareness.

Thanks to our guest speakers, **Diversity + Inclusivity allies** (a group of Barners across the business), and strong connections with local communities, we've made real progress towards building a more diverse and inclusive Ella's Kitchen, and we're excited to keep learning and improving. Here's just some of the things we got up to:

educating and raising awareness amongst Barners

We were thrilled to welcome guest speaker, **J Grange**, to the Barns, who shared his personal experience as a neurodivergent person. J spoke about the challenges he's faced, but also the incredible talents and skills that can come with being neurodivergent. **His practical tips on how to create an inclusive environment** that values these abilities has helped us all gain a better understanding, and ensure we recognise + support people to **thrive in the workplace**.

diversity beyond the barns

We're always focused on making sure little ones enjoy healthy, sustainable and tasty food. Sometimes, this means tweaking our products, and we know these changes can be tricky for both little ones + bigger kids who love our products just as they are. That's why we've created a page on our website to keep parents + carers in the loop about any updates to packaging and recipes, or when we might take products off the shelves. We also work with our friends at the National Autistic Society to find ways to make the transition as easy as possible

You can see our changes [here](#)

our Working Mums Programme

2024 saw us continue to help break down barriers to ensure **women have equal opportunities** in every aspect of their life. Through our Working Mums programme – **launched in loving memory of our former MD Catherine Empringham** and now in its fourth year – we have supported women to take part in a mentoring scheme that supports them with the transition back to work, juggling home and work life, and provides advice on what they do next in their careers.



winner winner!



We won **Employer of The Year** at the 2023 Includability Committed Employer Awards – **recognising Ella's Kitchen as an outstanding workplace for all our staff**. We are super proud of this award as recognition that we have made incredible strides in creating an inclusive and mentally healthy workplace at Ella's!



giving back

As a B Corp, Ella's Kitchen is committed to using its business as a force for good, not just for our people but for communities too. In 2024, we were proud to partner with incredible organisations to support vulnerable children and families facing food insecurity and poverty.

Whether it was through volunteering, raising funds for Action for Children, or [donating stock to food banks](#), this is the kind of work that makes us truly proud. We're thankful to every single Barner who contributed their time and helped us grow as a business so we could help do our part to make a small difference to vulnerable little ones and their families across the UK.



volunteering

This year, our team volunteered a total of **33 days**, contributing a combined **264 hours** to support causes that align with our values and support our Mission of helping every little one grow up happy, healthy and never hungry. We offer every Barner two paid days of volunteering leave per year, which across 2024 saw Barners support some amazing charities such as **SOFEA, The Cowshed** and help on our very own **Ella's Explorers on the Farm** programme.



33 days of volunteering!

We did however, miss our target of reaching **1,000 hours of volunteering** across our team. This was down to a few factors, including hybrid work shifting priorities and our tracking system letting us down. We've learned a lot and have already relaunched our volunteering programme in 2025, offering more exciting opportunities to Barners, encouraging departmental and group volunteering days and improving the way we track giving back hours.

HomeStart Reading

HomeStart is a local community network of trained volunteers and experts in Reading, helping families with young children through challenging times. In FY24, Ella's Kitchen made a **£30k donation**, supporting **83 families** with challenges such as isolation, poverty, debt, unsuitable housing, poor mental health + family conflict.

Thanks to the amazing work of the Homestart team, we are proud to say that:

HOME START
Reading



"Home-Start has been the best help I have ever had from anyone! You were my only help at the beginning, and you were there when no one else was."

what's next?

We'll continue our commitment to charity partners across 2025, making financial and product donations, while updating our volunteering program with even more opportunities. By taking these steps, we're ensuring that Ella's Kitchen remains a great place to work, grows responsibly, and **continues making a positive difference in the world.**

what's next?

That's a wrap on our Good Stuff We Do report for 2024 – but at Ella's, we never stop looking ahead. Every year, we push ourselves to go further, finding new ways to support little ones, protect our planet, and build a business that makes a real, meaningful difference.

As we head into 2025 + beyond, we remain committed to **putting little futures first**, with a clear focus across our core areas:

healthy kids

Championing better nutrition, aligning with trusted UK guidance on age of weaning, leading the way on responsible sugar reduction, and expanding access to fruit + veg.



healthy world

Driving forward our Science-Based Targets, cutting our carbon footprint, improving packaging recyclability, and restoring nature through our RSPB partnership biodiversity initiatives.



healthy business

Aligning with the new B Corp standards to maintain our role as a leader in responsible business, while strengthening our commitments to our people, communities, and partners.



put little futures first



summary of our

targets

+ goals

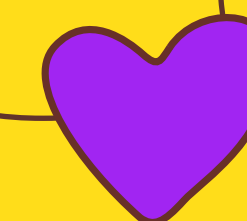


At Ella's Kitchen, everything we do is driven by our Mission to help every little one grow up happy, healthy, + never hungry.

As we look ahead, we're focused on building on our progress and ensuring that every step we take delivers real impact.



	progress made (2024)	progress needed (2025 + beyond)
healthy kids 	Reduced sugar by 13% across our best-selling smoothie range	Reduce natural sugar content in top 5 x stage 1 fruit-based products and across our Baby Brekkie range
	Donated 843,391 products to food banks	Update product labelling to 6 months in line with UK NHS recommendations
	Engaged over 1,800 little ones across early years settings through our sensory food play lessons and 'Ella's Explorers on the Farm' programme.	Increase access to fruit + veg through partnerships and initiatives
healthy world 	Transitioned 71% of pouches to recyclable mono-material	Reach 100% fully recyclable packaging by 2030
	Restored 3.2 million sq/ft of wildflower meadows with RSPB	Continue to protect + restore wildflower and grassland meadows to reach our target of 30 million sqft with the RSPB
	Achieved 99% surplus food redistribution	Deliver our SBT scope 1, 2 + 3 by 2030
healthy business 	Achieved B Corp recertification with a score of 103	Align with new B Corp standards ahead of next recertification
	Completed 264 hours of team member volunteering	Expand volunteering opportunities to reach 1,000 hours by the team each financial year



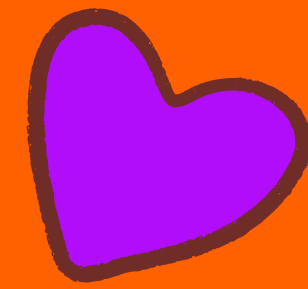
our journey continues...

Thank you to our team, partners
+ suppliers for helping us make
a difference throughout 2024.

As we look ahead, we know that achieving real impact means setting ambitious targets and following through with bold action. Whether it's ensuring little ones get the healthiest start in life, protecting the planet for future generations, or leading by example as a responsible business, we're ready to take the next steps.

want to get involved?

If you're a partner, policymaker, or passionate advocate for little ones, we'd love to hear from you. Together, we can create a healthier, happier world for future generations to come.



pop us an email – we'd love to hear from you!

contact us