



Jude's

IMPACT REPORT

2021 – 2022



BETTER ICE CREAM



BETTER BUSINESS



BETTER PLANET

HIGHLIGHTS OF THE YEAR

20%
REDUCTION
IN CARBON
INTENSITY

in one year

Replaced plastic spoons
in 100ml tubs
with FSC certified
wooden spoons
SAVING
3.3
TONNES
of plastic last year

DONATED OVER
180k
PORTIONS
to NHS and other
charities last year

24
MORE
GREAT TASTE
AWARDS

75%
PLANT BASED
of new products
launched were

WINNER
of Lloyd's Bank
POSITIVE SOCIAL & SUSTAINABLE IMPACT AWARD

CONTENTS

WELCOME

PAGE 5

THE HEART OF JUDE'S

PAGE 7

BETTER ICE CREAM

PAGE 11

BETTER BUSINESS

PAGE 15

BETTER PLANET

PAGE 27



WELCOME

Hello!

This report marks an exciting milestone at Jude's, our 20th birthday.

The past year has been quite a ride with so much to celebrate. Highlights include winning 24 more Great Taste Awards, reducing our carbon intensity across the business by 20%, and winning the Lloyd's Bank Positive Social and Sustainable Impact award.

The talent and dedication of our team is inspiring as we work together to make the most delicious ice cream possible, to build a business that benefits all our stakeholders – including our team, community, supply chain and customers – and to tread as lightly as possible on our beautiful planet.

In short, we are laser focused on **our driving purpose to bring life to people and the planet**. We are proud to share with you the progress of the last 12 months and excited for all the plans in the pipeline.

Lastly, to everyone who has supported Jude's over the past 20 years – our team, suppliers, chefs, customers and general ice cream lovers – we could not have done this without you and we are truly grateful.

Thank you.

THE JUDE'S TEAM



THE HEART OF JUDE'S

**OUR
PURPOSE**

PURPOSE

Our reason for being

WE ARE HERE TO

BRING LIFE

TO PEOPLE AND
THE PLANET

BRINGING LIFE

to all our stakeholders

ENVIRONMENT

Work sustainably



SUPPLY CHAIN

Source ethically



TEAM

Create a great place to work



COMMUNITY

Be a positive influence



CUSTOMERS

Bring joy

BETTER ICE CREAM

**BRING
JOY**

BRING JOY

We make ice cream. Yes – we absolutely love making ice cream.

Why? Well, because bringing joy is central to our purpose
to bring life to people and the planet.

This year we have been hard at work dreaming up, developing, testing, designing, manufacturing and launching the most delicious, creamy, flavoursome, indulgent, colourful, and vibrant products that we possibly can.

Our range now includes; Classic, Plant Based, Lower Calorie, Lower Sugar for Kids, Sticks, Mini Sticks, Sauces, Custards and Shakes. Find your perfect tub!

CLASSIC



PLANT BASED



LOWER SUGAR



LOWER CALORIE + PLANT BASED



SAUCES · SHAKES · CUSTARDS



LIMITED EDITION



BETTER BUSINESS

**BUSINESS AS
A FORCE FOR GOOD**

CERTIFIED B CORPORATION



We've always believed that all businesses should be a force for good in the world.

In 2020 Jude's became a certified B Corp, because we feel that the structure and accreditation gives us the best framework to achieve our ambitions.

We are now part of a global movement of businesses, who are using their influence to make the world a better place.

We know it's a lofty ambition, and that there is plenty to work on, but what really excites us is that we are committed to continually getting better across all of the 5 pillars below.

GOVERNANCE

WORKERS

CUSTOMERS

COMMUNITIES

ENVIRONMENT



PILLAR 1 GOVERNANCE

A fundamental part of becoming a BCorp is committing (in writing) to always considering 'stakeholder interests' including employees, suppliers, shareholders, society and the environment.

In simple terms, our 'mission lock' is that we value people and the planet above profit.

This has always been our goal so we were delighted when it became an official commitment incorporated into our company articles of association when we became a BCorp in 2020.

We know there are lots of ways we can improve. In 2021 we created a sustainability team to drive forward our efforts to protect the planet in everything we do. The team is committed to researching, implementing and monitoring new

and creative ways to make our business better for the planet and the people that live on it.

We support the Better Business Act. This strives to change the UK law to ensure every company in the UK aligns their interests with those of wider society and the environment. The Better Business Act's objective is to see these principles reflected in an amended Section 172 of the Companies Act. Together, we will ask for the government's leadership to help deliver this new contract between business and society.



PILLAR 2 WORKERS

At Jude's we know that to craft brilliant ice cream you need brilliant people. Jude's has been a team effort from day one and we strive to maintain a family culture as we grow. Our people are, without doubt, our most important ingredient.

Together we've developed our craft over 20 years and have grown into an incredibly talented team of ice cream makers.

We prioritise safety above absolutely everything else, which is paramount when operating in a dairy where we cook at high temperatures and freeze at very low temperatures every day. We're very proud to achieve BRC AA status with zero non conformances for the past 2 years in a row.

We have policies in place to ensure Jude's is a fair, inclusive, diverse and flexible place to work.

These include paying a living wage as a minimum to all our team and allowing teams to work flexibly to prioritise work-life balance.

We will always seek to make Jude's the best place to work and will continue to improve.





PILLAR 3 CUSTOMERS

Without you, Jude's would, quite literally not be here today! So, to our brilliant customers, thank you. Thank you for every tub, scoop, stick, can, bottle and pack purchased. We hope it brought you joy.

From our award winning ice cream and iconic stripey tubs to delivering the best customer service, we work tirelessly every day to knock your socks off and bring flavour, life and colour to your lives.

Our expert flavour developers and ice cream makers are committed to developing products that meet your needs, we believe there is a Jude's for you. Whether that's our indulgent classic ice cream, oh-so slurpable shakes, lower sugar kids' lollies, HFSS compliant lower calorie tubs or paw-fect Ice Cream for Dogs!

We're particularly proud of our growing plant based range.

Like us, we know many of you are increasingly concerned about protecting our planet and we're delighted that in the last year 75% of the products we launched were plant based. **In 2021 25% of our products were plant based and we forecast that in 2022 that number will reach 37%**, well on the way to our 50% target by 2025.



24 MORE
GREAT TASTE
AWARDS
IN 2021



PILLAR 4 COMMUNITY

We want to bring joy to our local and wider community.

We work closely with our partner charities, Home for Good and Resurgo Spear Program raising funds and awareness of their vital work with children and young people. And it's not just about finances, our marketing team spent the day with the team at Home for Good and other members of the team volunteered in running virtual mock interviews with Resurgo.

Like the whole world, we have also been heartbroken as we watch events unfold in Ukraine and we had to respond. We support The Sanctuary Foundation which is coordinating pledges of support from members of the public, businesses,

churches, community organisations etc. We are working with the local community to help families from Ukraine and have two wonderful new team members who have fled the conflict.

We pride ourselves on only using the best ingredients for our ice cream, but not at a cost to people or the planet. We have ethical sourcing, modern slavery and environmental sourcing policies in place to ensure we work with responsible partners across the world. That said, one of our key ingredients - milk - continues to be sourced just 7 miles away, from the Matterley Farm.

Finally, in the last year we've given away over 181,722 portions of ice cream, lollies, shakes, sauces and other treats to local charities, churches, food banks and of course, our heroic frontline workers.



PILLAR 5 ENVIRONMENT

Our mission is to pioneer radical change in our industry by making the most delicious craft ice cream that is better for the planet. Doing our best for the environment is at the heart of absolutely everything we do, and impacts every decision we make.

Last year we became Britain's first ice cream company to remove more carbon than we emit and this year we've continued our efforts to create products with the lowest possible carbon footprint and then remove 110% of our carbon emissions from the atmosphere.

Cutting carbon in every area of our business and encouraging others to do the same is a key focus.

We've successfully managed to reduce our carbon intensity by 20% last year, well on the way to our target of 43% by 2030.

We continue to work closely with carbon footprinting experts at Small World Consulting to make the best choices we can for the environment. For us that means prioritising carbon cutting (for example powering our factory with green energy), while investing in the highest quality carbon removal solutions for the carbon we can't yet reduce.

You can read much more about our response to the climate emergency in the remainder of this report.

REPLACED PLASTIC SPOONS
in 100ml tubs with FSC
certified wooden spoons
& **SAVED**
3.3 TONNES
of plastic last year

20%
REDUCTION IN
CARBON FOOTPRINT
*per litre of ice cream
in just 12 months*

BRITAIN'S FIRST
ICE CREAM Co. to
REMOVE
MORE
CARBON
than we emit

WINNER
of Lloyd's Bank
POSITIVE SOCIAL &
SUSTAINABLE IMPACT
Award

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

As a BCorp we want to use our business to bring about a better society and planet, in-line with the UN's sustainable development goals. We hope that in our own small way, through our direct and indirect actions, we help bring the world closer to achieving these goals.

Here are some examples:



GOAL 3: GOOD HEALTH AND WELLBEING

- Building a great place to work
- Supporting the charity Home for Good

GOAL 4: QUALITY EDUCATION

- Educational visits for local schools to Jude's
- Supporting the charity Spear

GOAL 5: GENDER EQUALITY

- Fair employment practices
- 70% of managers are women

GOAL 7: AFFORDABLE AND CLEAN ENERGY

- Renewable electric energy use at our factory
- Reducing energy consumption

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

- Growing strong business and paying a living wage

GOAL 9: INDUSTRY, INNOVATION, INFRASTRUCTURE

- Innovating and developing local industry

GOAL 10: REDUCED INEQUALITIES

- Equality policies and ethical trading practices

GOAL 12: RESPONSIBLE CONSUMPTION & PRODUCTION

- Reducing waste through our entire supply chain and within our production

GOAL 13: CLIMATE ACTION

- Rapid carbon reduction plan
- Rapid carbon removal plan

GOAL 14: LIFE BELOW WATER

- Plastics reduction plan

GOAL 15: LIFE ON LAND

- Rewilding plan



**BETTER
PLANET**

**FOR FUTURE
GENERATIONS**

"Jude's is a tremendous example of a business taking the kind of climate action that is needed. The growth of the plant-based range has been impressive, and cutting the footprint per litre of ice cream by 20% in just 12 months is a huge achievement. On top of that they have been carefully funding only top-quality land management schemes to remove carbon from the air. Most of all, in a world full of greenwash, Jude's stand out as thoughtful and honest."

PROFESSOR MIKE BERNERS-LEE



Professor Mike Berners-Lee is the founder of Small World Consulting and a fellow of the Institute for Social Futures at Lancaster University. He is a leading expert in carbon footprinting and his books include *How Bad are Bananas* and *There is No Planet B*.



CARBON CUTTING FOR A BETTER PLANET

In 2020 we took the unprecedented step of becoming the first ice cream and desserts company to remove more carbon from the air than our carbon footprint.

That means we remove 10% more carbon from the atmosphere than we emit through our scope 1, 2 and 3 (upstream) emissions. We said then that it was the first step in our journey, and we hope the following pages show you how much further we've come in the last year.

Last year we saw the continued COVID pandemic, wild fires, flooding, ice caps melting, habitats destroyed, people displaced and biodiversity diminishing around the world. The climate emergency continues. But we've also seen consumer and business attitudes shifting, COP26 shining an even brighter spotlight on environmental issues, and here in Twyford, we've been busy making choices for a more sustainable future.

**The result of which is that our carbon footprint per litre of ice cream has fallen by 20%.
To say we're proud would be an understatement, but we know that there is still much further to go.**

We will continue to pioneer a new way of making ice cream and doing business. The less-trodden path isn't always the easiest and we will continue to make mistakes along the way, but we still want to challenge ourselves, our business, our supply chain, our customers and our whole industry to leave our beautiful planet in the best possible shape for future generations.

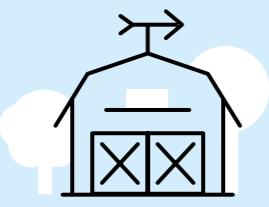


OUR CARBON FOOTPRINT

We continue to work with leading carbon footprinting specialist, Professor Mike Berners-Lee, and his team at Small World Consulting. They have again conducted incredibly detailed analysis of every element of our business to calculate our emissions.

Through rigorous assessment they estimate that Jude's releases 7,082 tonnes of greenhouse gas emissions every year.

Our carbon footprint calculation includes Scope 1, 2 and 3 (upstream) emissions, read more about them below:



SCOPE 1

Direct emissions from our operations



SCOPE 2

Indirect emissions from the production of the energy we use



SCOPE 3

Upstream emissions: Indirect emissions from our supply chain associated with the production and distribution of our products.

This includes the emissions from the farms producing our ingredients, from transport, from packaging, from refrigeration and from running every aspect of the Jude's business.

Below is some background on how Small World Consulting have calculated our Scope 3 emissions:

Supply chain (Scope 3) emissions are difficult to quantify, as there is mathematically no limit to the number of pathways that can contribute to total supply chain green house gas (GHG) emissions. Increased complexity as the supply chain grows leads to a level of uncertainty associated with emissions metrics, which has been used as justification by many organisations to pay little attention or ignore supply chain emissions.

Achieving 'good enough' and incorporating sufficiently meaningful information into emissions calculations is essential for effective and targeted emissions management.

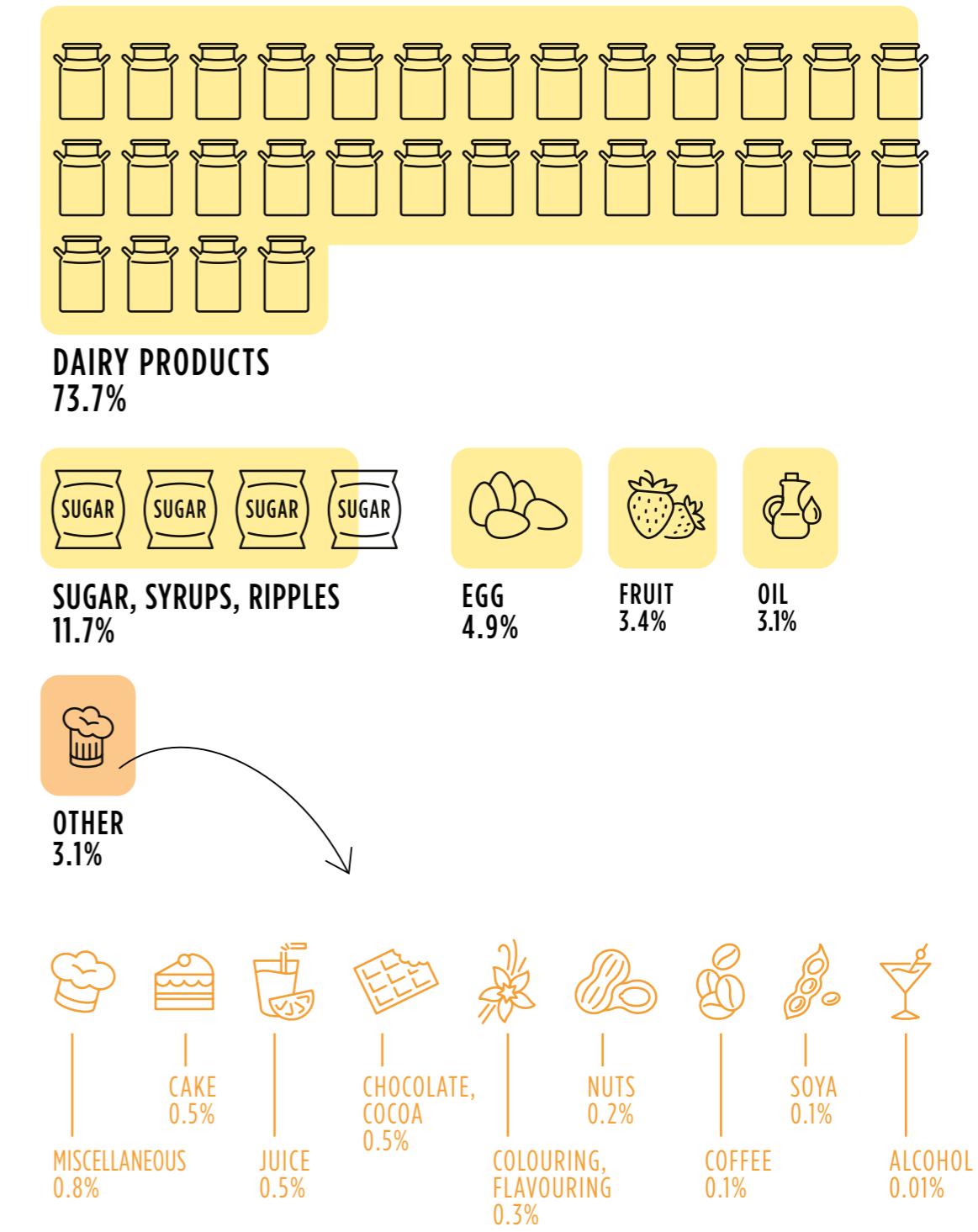
We employ a hybrid methodology, incorporating elements of Process-Based Life Cycle Analysis (PBLCA) and Environmentally-Extended Input-Output Analysis (EEIO). Great care is taken with hybrid modelling to ensure system completeness, without double-counting. We aim to ameliorate some of the limitations of using either methodology in isolation.



WHAT MAKES UP OUR 7,082 TONNE CARBON FOOTPRINT?



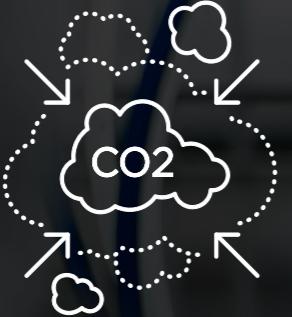
SPOTLIGHT ON OUR INGREDIENTS



OUR PROGRESS

Last year we made two bold commitments that we believe will reduce our impact on the planet, and we're really pleased to say we've made some great progress, but there's still more to be done.

COMMITTED	Reduce carbon intensity / carbon per litre by 43% by 2030	Increase plant based retail range to 50% by 2025
ACHIEVED	20% reduction versus last year	28% of our retail range is now plant based
EXAMPLES OF HOW WE ACHIEVED THIS	<p>Reduced our distribution emissions per litre of ice cream by being more efficient when creating routes and packing more into each van.</p> <p>Reviewed all our products and identified opportunities to cut carbon across our supply chain.</p> <p>Reduced plastic packaging across our products.</p>	 <p>7 of our 9 new products in 2021 were plant based including our first Plant Based shake and new Little Jude's Vegan Chocolate Lollies.</p>
FUTURE COMMITMENT	Continue to work towards the 43% target	Continue to work towards the 50% target



CARBON CUTTING

Last year we committed to reduce our carbon intensity by 43% by 2030, and we've been hard at work.

In the last year alone we reduced our carbon intensity per litre of ice cream by 20%.

2021 CARBON ACTIONS



We've increased sales of our plant based ice cream which, on average, has a 40% lower carbon footprint per litre than dairy.



As part of our goal to cut carbon we are assessing every product to see how they can become more sustainable. For us this is a process of continual improvement.



We recycled 23 tonnes of cardboard, mixed plastic, LDPE, PP Buckets and more.



Our logistics team have worked hard to increase their efficiency in terms of routes and fill loads.



We replaced the plastic spoons in our 100ml tubs with FSC certified wooden ones, saving 3.3 tonnes of plastic last year or 3.2% of our plastic footprint. The carbon footprint of every spoon is also lower, just 0.3g CO₂e per spoon compared to 5.7g for our plastic spoons.



2022 CARBON REDUCTION COMMITMENTS



We'll continue to review every area of the business to remove carbon.



Our logistics team are anticipating the arrival of a new, more efficient van any day now!



As part of our goal to cut carbon we are making improvements to our ice cream factory to ensure we maintain the freezing temperatures we need more efficiently.

2022 ENVIRONMENTAL, SOCIAL & GOVERNANCE COMMITMENTS



Our sustainability team make sure we make sustainable choices across the whole business, including our supply chain.



We are working on Rainforest Alliance accreditations for relevant products.



We're developing an Environmental Management System.

2022 PACKAGING COMMITMENTS



We will add OPRL labelling to our packaging to make it even easier for our customers to recycle our packaging UK wide.



Our target is to reduce plastic packaging (plastic intensity) by 25% by 2025, and by 2030 all plastic will have a minimum recycled content of 30%.



Of the virgin carboard, paper, wooden spoons and tubs we use, 75% is FSC certified and we're working to make it 100%. We also use recycled board where practical to do so.



CARBON REMOVAL

Our priority is to cut carbon from Scope 1, 2 and 3 emissions. For the emissions we can't reduce right now, we are taking the carbon back out of the air. In fact we are removing ten percent more than we are emitting.

We understand that many carbon removal schemes are nothing like as good as they sound. That is why we're investing in only high quality nature-based solutions rigorously screened by Small World Consulting to ensure wider environmental benefits and social responsibility.

Since the start of 2020 we have removed a total of 22,538 tonnes of CO₂e creating a bank of carbon credits for the future – that's the equivalent of planting 140,861 trees. We have also planted almost 4,000 trees, regenerated peatland areas by planting sphagnum and other mosses

and supported renewable energy in developing countries through Coco+ by offsetting our fuel usage.

At Jude's we understand using green, renewable energy is the best thing we can do for our planet. We aim for 100% of the energy used at our ice cream factory is from renewable sources by using Renewable Energy Guarantees of Origins (REGO) certificates. However we believe this scheme is flawed. REGO certificates do not always guarantee the energy we are purchasing is from 100% renewable sources or encourage the expansion of

**WE REMOVED
22,538
TONNES OF CO₂e**
creating a bank of carbon credits for the future

the renewables sector. Therefore, when calculating our carbon footprint we still use a grid-average emissions factor for our electricity use and invest in carbon removal projects for this amount in the same way as our other emissions.

After consulting with our sustainability advisor Prof Mike Berners-Lee we are moving away from

using the phrase 'Carbon Negative', despite removing more carbon than our total footprint. The reason is that carbon offsetting can be a distraction and potentially slow collective progress towards what the planet really needs, which is for every single business to cut their emissions as fast as possible. So Carbon Cutting will be our primary focus moving forwards.

SOUTH DOWNS NATIONAL PARK

We're lucky to be based in the beautiful countryside of the South Downs and we are delighted to support the tree planting initiative: Trees for the Downs.

We're well on the way to planting 10,000 trees over three years including poplar, oak, field maple and disease-resistant elms in community spaces and along roads and popular walking routes. These trees will provide a home to wildlife, provide oxygen, improve the soil, help fight climate change and, of course, make these areas even more beautiful.



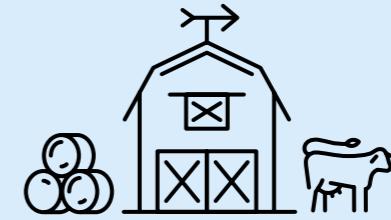


OUR REWILDLING PLAN

In addition to carbon removal, Jude's continues to invest in rewilding projects throughout the UK in order to promote biodiversity.

PEATLAND AT CARRIFRAN, SCOTLAND

We've invested in a peatland restoration scheme in Carrifran, Scotland in conjunction with Forest Carbon. The project seeks to recreate a valley of wooded wilderness with the rich diversity of native species that existed there thousands of years ago. The project benefits the environment by stopping further peat degradation and emissions, improving conditions for biodiversity and improving the resilience of fish populations.



WORKING WITH OUR FARMERS

We need to protect our planet and we believe that farmers have a crucial role to play. We've worked with the nearby Matterley Farm for 20 years and we know they have the care and skill needed to look after the land properly, and we want to encourage our whole supply chain to do the same.

We will continue to make delicious dairy ice cream in the most sustainable way possible. We know that methane is produced when cows chew the cud (ruminant) and we also know that methane is a much more powerful greenhouse gas than carbon dioxide*. That's why we're committed to introducing more and more people to the delights of plant based ice cream. But at the same time, we know that not all farms are equal and we are delighted to see what Matterley are doing to protect our

beautiful planet. They work within the [Winchester Downs Cluster](#) who have used [Farm Carbon Toolkit](#), an independent, farmer-led enterprise, supporting other farmers to measure, understand and act on their greenhouse gas emissions, while improving their business resilience for the future.

They have measured CO₂e across different Greenhouse Gasses including methane and accounted for sequestration giving a baseline to enable informed decisions on hotspots. Fuels, inventory, inputs and livestock have been measured and accounted for as has field margins (uncultivated), hedgerows, recycling and broadleaf woodland. The team at Matterley Farm know there is more they can do and they are actively working to farm in the most sustainable way possible.



FINAL THOUGHTS

We've loved every day of the last 20 years, working together to bring joy to people with every stripey ice cream tub we've made. The next 20 years will look different, and must look different, as the global food industry reshapes itself to leave our society and beautiful planet in the best possible shape for future generations.

We aim to pioneer the change that is urgently needed and encourage everyone to be part of it. We know we're not perfect, and we'll make mistakes along the way, but we've taken the first steps and we plan to keep getting better every year.

We will continue to research, develop, and innovate to be as sustainable as we can be ...and our ice cream will taste better as a result.

Jude's
LET'S DO THIS TOGETHER



