



IMPACT REPORT 2021

THE FACE OF AN ORGANIC FUTURE

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We created Mr Organic to make a positive change to every stage of food production and beyond. This transcends our products and governs the way we interact with our environment, our community and each other.

“Achieving targets isn’t the most important thing, it’s more important that we are walking on the right path.”

Valerio Simonetti, Managing director

During 2021, this balance became all the more fundamental to our mission. In a year dominated by global health and environmental crisis, we aspire to lead by example and ensure we’re doing all we can to achieve our company mission of raising an organic culture

MR ORGANIC'S PROMISES



Planet

**Raising an
organic culture**



Plantbased

**Planting
the seeds for
conscious living**



Positivity

**Live positive,
eat positive!**



People

**Food made by
friends, for friends**



Produce

**Yummy, naked
goodness**

**In 2021, our brand promises have continued to inspire,
motivate and steer us.**

OUR GOALS FOR THE YEAR

Mr Organic believes in planting the seeds for conscious living to leave the planet in a better way than we found it, for generations to come.

- **A lifestyle - taste the care we have for people and the planet with our plant-based range - it's unrivalled in quality.**
- **Everyone is invited to get involved, get creative, think fresh and make positive little steps towards a delicious, exciting future.**
- **Together we're Raising An Organic Culture, and this sentiment governs everything we do at Mr Organic.**



17,5 M+

Impressions generated
by Out Of Home digital
and paper sites

1

Pop-up café launched

15

New products
launched

3

New team
members



130

'Just Yummy Naked
Goodness' bus
supersides

43,000

meals donated

A YEAR IN NUMBERS

£14,000+

Donated to our
charity partners

3

New and improved
recipe changes
launched



94.6%

Of our products sold
were 100% recyclable

3

Features in Waitrose Weekender,
Time Out & The Independent

100 HRS +

Of team volunteering

A GREENER BUSINESS

In 2021, we minimized our single-use plastic packaging to reduce our dependance on fossil fuels.

We replaced our plastic rice packaging with fully recyclable paper and switched the outer case on our antipasti for a cardboard alternative.

This change alone has saved:

- **Over half a tonne of plastic from being produced**
- **6 tonnes of Co2 emissions from being released**
- **That's the equivalent of planting over 200 trees!**

The majority of our range is packaged in glass jars with aluminium lids.

This has resulted in:

- **94.6% of units sold recyclable**
- **In kg, 98.8% of weight of packaging sold is recyclable**

We are conscious, however, that a small % of our products are still not fully recyclable. In 2022, we will make steps to ensure that we are utilising all available packaging solutions to decrease this number. We are also working to foster a more circular economy for our packaging by encouraging and incentivising our customers to recycle our products.

Switch to a more ethical banking option

Over 94% of our packaging sold is 100% recyclable

Of our 114 products, 80 are 100% recyclable

Sea freight transport increased from 50% to 72%



CHARITY

This year, we found ourselves in the fortunate position of being able to tangibly and practically help our community when it needed it the most.

We donated 43,104 meals to support those in need through our partner charities including City Harvest, The Felix Project, Crisis and Made in Hackney.

We also donated £14,611 in financial aid. Neighborhood food drop-offs allowed us to support the most vulnerable in our community during lockdowns.

This year, the relationships we've build with our partner charities have only deepened.

We've taken part in food handouts with Rhythms of Life, organized a team bonding day with Hugletts and taken part in Made in Hackney cookalongs.





Made in Hackney



Hugletts Farm



Rhythms of Life





PEOPLE

Mr Organic is our people, and their dedication to helping the people, animal and planet around them.

- **This year, the team has spent over 100 hours volunteering.**
- **Team monthly meditation sessions to help boost productivity and mindfulness in the workplace.**
- **50% of our employees walk to work – this is significantly higher than the national average, and is proven to boost productivity, mental and physical wellbeing.**
- **In 2021 we held regular feedback sessions and welcomed active participation, which resulted in our Wellness Policy.**



3 new team members

25% career
progression

Volunteered with
4 different charities

A LOVABLE BRAND



My friends and I have been eating your biscuits for a long time. Your biscuits have accompanied us on our many fun-packed library adventures and we appreciate the work you put in. They are delicious.

Sarah

What our customers have to say...

I just wanted to say wow. Honestly I have never given my kids a jar pasta sauce before as I hate how much salt and sugar are in kids sauces but then I found yours. My kids had your pasta sauce tonight and said it was amazing. Plus we found your ketchup on Ocado and hubby said it took his bacon sandwich to the next level I just wanted to take the time to say thank you for creating such delicious, healthy options and getting them out there! I am a very happy customer and very happy busy working mama - thank you.

Anabelle

Your divine organic ketchup, helped me with quick and easy meals, at times when I was deeply depressed and had barely any motivation to cook, so thank you!!!

Blossom

I would like to congratulate you on a product that truly tastes like a little taste of Italy and I'm referring to your Mr. Organic tinned cherry tomatoes...

We made a fennel and chilli sausage pasta with of course homemade focaccia and it couldn't be beaten!

Mark

We tried your tomato ketchup for the first time at the weekend and we were blown away. Old school organic ketchup, you are genius creators.

Debbie



LOOKING AHEAD

2020

98% Annual Growth

2021

**On the path to
B-Corp Certification**

2022

**Over 90% Plastic-Free
Packaging**

2025

**All Products
Carbon Neutral**



TOGETHER, WE CAN RAISE AN ORGANIC CULTURE