



Sustainability Report

2019

Mindful Chef

Mindful Chef

Welcome.

Welcome to our first ever social and environmental impact report.

We're Mindful Chef, the UK's favourite recipe box company. We started in 2015 on a mission to make healthy eating easy and to date have delivered over 3,600,000 meals nationwide.

As a proud B Corp we are really excited to have another way to tell you all about the amazing work our team get up to. In this report you'll find out more about the history of Mindful Chef, our mission and what we're doing to help the wider community and most importantly our planet.

You can find out more about how we're getting on by following us across social channels [@MindfulchefUK](#) or on our blog blog.mindfulchef.com



Mindful Chef

A note from the founders.

Hi, we're Myles, Giles and Rob, the founders of Mindful Chef but more importantly, we're old school friends from Devon. It was back in the summer of 2014 when Rob was working on a friends fishing boat, a little 2 man trawler called the Compass Rose, when Mindful Chef really began. We were waiting on the docks in Lympstone when suddenly we were surrounded by 50-60 of the local villagers all wanting to buy the incredibly fresh fish straight off of the boat. The 3 of us quickly realised this is how food should be bought, straight from the supplier, not being stored on supermarket shelves for weeks and weeks. We thought recipes boxes could be the solution to sending fresh food straight from suppliers to people's homes as quickly as possible.



Mindful Chef



After chatting to lots of people we found out that everyone wants to be a bit healthier but many of us struggle to actually find the right balance. Whether that be understanding what healthy eating really is, trying to plan a 'healthy' week or shopping for obscure healthy ingredients. In reality it's actually really hard to do, especially in today's society where we are pulled in every direction in both our personal and professional lives.

Mindful Chef's goal was very clear from the beginning - to make healthy eating easy! But we believe that businesses should challenge themselves to do more and be better. Being mindful is intrinsic to everything we do - it is after all a part of our name and one of our company values. From the recipes we design, to the local, expert and caring suppliers we select and the way we treat each other, our customers and our environment. We constantly challenge ourselves to be aware of our actions and be mindful in everything we do.

Mindful Chef

Also central to Mindful Chef is food wastage. Why? Food wastage is one of the biggest contributors to climate change and recipe boxes are an extremely effective way of reducing an individual's wastage from their weeks shopping. Over 7 million tonnes of household food is wasted in the UK each year - which is the equivalent of 108 kg per person. By sending the exact ingredients you need to cook recipes it's a great way of reducing waste.

Delivering fresh food every single week does not come without its own challenges. Over the last year our customers interest and awareness in packaging has increased immensely. Although plastic does a fantastic job of keeping food fresh, we appreciate the need to remove it as much as possible from our boxes to ensure it doesn't end up in the sea around the coastlines where we spent our summers surfing when we were younger. We've set ourselves ambitious targets around our packaging, more of which are shared later in this report.

The team has grown to 45 amazing people working together towards 1 mission - to make healthy eating easy. We've now delivered over 3,600,000 meals and are well on our way on making this dream a reality. This report outlines what we've been up to and what's to come. We've got a busy year ahead and doing what's right isn't always easy but we're committed to doing business in the right way.

Thank you!

Myles, Giles and Rob



Mindful Chef



Over 3.8 tonnes of plastic removed from our supply chain compared to 2018



Award winners



Quality Food Awards
Recipe Boxes - Judges Choice



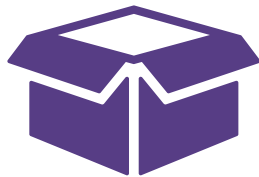
The Majors - Major Startup



The Grocer Gold Awards
Specialist Online Retailer of the Year

100,000

Over 100,000 food items returned as part of our #ReverseAdventCalendar

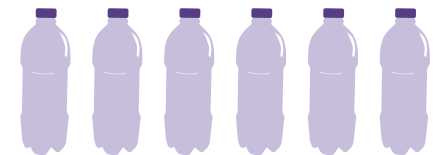


Our team has grown!

We've cleaned up

12,500L

of plastic waste over 125 beaches



1,073,068 school meals donated in 2019 through One Feeds Two

Why we're proud to be B Corp.

Certified



Corporation

Certified B Corporations meet the highest standards of verified social and environmental performance, transparency and accountability.

B Corp score

80.5
Impact
assessment

15.5
Governance

26.8
Workers

24.0
Community

14.0
Environment

We became certified in Sept 2018, meaning that we are morally and legally committed to prioritising the environment, society and our community ahead of solely making profit.

There are over 3000 B Corps globally and the movement is growing fast. We're extremely proud to be just one of a number of businesses making a choice to do business better.

When you buy from a B Corp you are making a conscious decision to help the planet. You are buying from businesses interested in a collective effort to reduce their impacts on the environment and society.

Transparency is a big part of being a B Corp and you can find out more about Mindful Chef on the B Corp website. Our certification also highlights areas of the business we can work on and we're already working hard towards our goal of breaking the 100 points in 2020.

We're working hard towards becoming a best in class example. The first step is working towards a score of 100+

The UN's Sustainable Development Goals.

Using business as a force for good

We're doing lots of good things in 2019 but for 2020 we're going to work towards 7 of the UN's sustainable development goals. B Corp have worked closely with the United Nations Global Compact to help companies assess their progress against the SDG's. By tracking against these goals we are making a commitment alongside other businesses to help implement global goals. Initially Mindful Chef will focus on the following areas:



Mindful Chef

Sustainable Development Goals.

The good people at B Corp have been working with the UN Sustainable Development Goals to enable businesses to track their progress towards the SDGs by mapping the B Impact Assessment with the SDGs.

We've identified 7 goals from the SDGs that Mindful Chef can help support and deliver in our own ways over the coming year.



No poverty

By 2030 the UN want to eradicate extreme poverty for all people everywhere.

By working with One Feeds Two to provide school meals it encourages school attendance. Parents will send their children to school if they know they will be fed. Regular school meals help children stay healthy and improves concentration when there.

The best part of all of this - a literate and numerate person is more likely to find a better job and make better decisions for their family and their community - raising themselves out of poverty through education.



Zero hunger

The UN's target is to end all forms of malnutrition by 2030. We've always been committed to helping those in need. Whether that be through surplus food and donations to charities like FareShare. Or whether it be through our partner One Feeds Two - for every meal our customers buy we donate a school meal to a child living in poverty. We've donated over 1.9 million meals so far.



Good health and wellbeing

Mindful Chef's whole mission was built around making healthy eating easy. Many of the team have experience or formal qualifications in health and nutrition.

By providing education opportunities and promoting better health choices, Mindful Chef can have a positive impact on people's lives.

A future where more of us make better choices for ourselves and the planet places less strain on our healthcare systems.

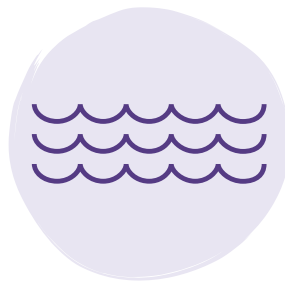


Climate action

One of the biggest contributors to climate change is food wastage. Through Mindful Chef we hope to educate consumers and give them the tools to reduce their personal waste.

Teaching people how to cook gives them the skills and confidence to do better in the kitchen.

Recipe boxes by their very nature remove food waste from the chain.



Life below water

We're extremely proud of all of our suppliers and it's incredibly important to us they fit our values before we choose to work with them.

JCS are a fantastic example of a supplier going above and beyond offering Global GAP certified Scottish Salmon. This means complete end to end traceability. They are MSC certified for wild caught fish and the first company in the UK to commit to sourcing GGN-certified salmon.



Gender equality

We believe in giving a fair and equal chance to everyone. Over 50% of our workforce are female and we are working towards a more equal split at leadership and board level.



Partnership for the goals

We believe if we work together we can achieve more. That's why we collaborate with other B Corps, community projects like Fareshare and partners in health and wellness to maximise our positive impact on the world around us.

Mindful Chef

Our mission.

Our Mission is to supply ethically and sustainably sourced food, empower people to live healthier lives, whilst using our business to educate and help reduce people's impact on the environment.

What started as a goal of making healthy eating easy has transformed into something far bigger than simply sending recipe boxes each week.

How we achieve this.

We've identified 5 areas of Mindful Chef that we believe play a key role in completing our mission whilst also ensuring we do business the right way - ethically and sustainably, focussing on people and planet.



Mindful Chef

A force for good.

In order to help make healthy eating easy for as many people as possible and make sure we are doing business the right way we have identified 5 key areas to focus on:

- 1 Packaging**
- 2 People**
- 3 Planet**
- 4 Suppliers**
- 5 Inspiringly Mindful**

When deciding on these 5 areas we looked at the UN Sustainable Development Goals, our B Corp assessment, our employees and most importantly our community. We have an incredibly engaged, loyal and responsive group of customers who offer consistent feedback regarding all of those areas identified above.

Their feedback help us prioritise what really matters and help to ensure we continue on our mission of being a force for good.



Mindful Chef

What all this looks like.

Packaging.

Eliminate single use plastics from our boxes
Reduce our footprint
Close the loop

Suppliers / ingredients.

Support British farmers
Setting standards
Our promise to you

People.

Support health & wellbeing
Help our employees to grow
Giving back

Planet.

No waste
Reduce carbon footprint
Educate & empower our customers

Inspiringly Mindful.

Growing our community
One Feeds Two
B Corp



Mindful Chef

Packaging.

We're committed to sustainable packaging

Recipe boxes are a fantastic way of reducing food waste. Some of our ingredients do need packaging to keep them fresh and safe for you to eat. But we know it's really important to find packaging solutions which do that whilst not impacting the planet too much.

It's not an easy challenge - plastic does a fantastic job of keeping food fresh and in many instances it actually has a smaller carbon footprint than many of the alternatives. However, we're working hard behind the scenes to find the best solutions for you and the planet.

Targets for 2020

#1

Eliminate single use plastics

100% of our packaging will be fully recyclable or compostable

#2

Reduce our footprint

Measure & reduce the lifecycle carbon footprint of our packaging

#3

Close the loop even further

Double the amount of boxes sent back to Mindful Chef with reusable insulation & ice packs

How did we do this year.

Removing single use plastic in 2019 :

Tomato punnets:

2.4 tonnes of plastic removed after switching to an environmentally friendly cardboard option

Mushrooms:

1.4 tonnes of plastic removed from the supply chain following a switch to compostable trays

Reduce our footprint

We have identified the need for our carbon footprint to be accurately measured and recorded. A working team has been put in place to report back on findings in 2020.

Closing the loop on packaging.

Number of boxes returned to Mindful Chef:

2017 ⇒ 0

2018 ⇒ 3,458

2019 ⇒ 25,098 (Nov '19)

2020 ⇒ 50,000+

Mindful Chef

Our suppliers.

We're committed to British suppliers

We grew up in the West Country not far from the farms and fisheries that first supplied our customers with award-winning produce. Sourcing ethically and responsibly is incredibly important to us, so we only work with suppliers who share our Mindful vision.

As we have grown we have had to find more farms to work with across the country (not just looking back home in Devon) but the process is always the same and the suppliers have to share our vision and values.

We care about transparency and sustainability. That is why you will often see Myles and Giles out and about meeting with our farmers and fisherman to tell their story - we believe we work with some of the very best suppliers in the country.

Targets for 2020

#1

Support British Farmers

We'll never purchase meat or fish from abroad and wherever possible all of our ingredients will be sourced from the UK

#2

Setting standards

Encourage all of our suppliers to set the standards and obtain best in class certifications

#3

Our promise to you

We'll only source from ethical and responsible suppliers

Mindful Chef

People.

Our Mindful family

We feel like the luckiest people in the world that such brilliant, clever and inspiring people want to come and work for us. We want to make sure they feel supported and hopefully we can help them grow and do their very best.

From team workouts and yoga sessions or team breakfasts we try to find ways everyone can feel involved. Next year we'll be encouraging everyone to set wellbeing goals and offer them help so they can achieve them.

A healthy workplace is a happy workplace!

Targets for 2020

#1

Support health & wellbeing

Every team member has access to physical & mental health support. As well as free healthy breakfasts and lunches to help them feel their best

#2

Help our team grow

We provide an allowance of up to £500 per employee to spend on training & development

#3

Give back

Every employee is given the opportunity to dedicate 4 days each year towards a charity of their choice. Next year we are aiming for 90% uptake (that's more than 1600 hours of giving back!)

Mindful Chef

Planet.

Conscious of our impact
both locally and globally

We were lucky enough to grow up surrounded by green fields and the beautiful coastlines of Devon & Cornwall. The idea behind Mindful Chef was born at sea on the Compass Rose so we feel an innate responsibility to protect this world of ours.

Setting out to make healthy eating easy we also wanted to be mindful of our actions on the planet. Recipe boxes help remove food waste (a big contributor to climate change) and by sourcing from sustainable, environmentally conscious suppliers you can have a dramatic impact on your environmental footprint.

We're by no means exactly where we want to be but we're making a start on measuring and reporting our environmental impact across our supply chain.

Targets for 2020

#1

No waste

Ensuring 100% of surplus food (that is still safe to eat) goes to those who need it

#2

Carbon footprint

Launch a carbon management project by July 2020 to measure and report our carbon footprint

#3

Empower consumers

Education is the key to making better choices. We believe eating less, better quality meat can have a huge impact on your carbon footprint. It is our goal to help our customers make easier, smarter choices for themselves and the environment. That's why we're investing in more plant-based meals and higher quality meat & fish

Mindful Chef

Inspiringly Mindful.

Building our Mindful Chef Community

We think our community is pretty special and whenever possible we like to harness the power of this community for good. Here are just a couple of the ways we try mobilise our community for wider action:

Deliver over 1,500,000 million healthy meals in 2020

To date we've shipped over 3 million meals and are rated the number 1 recipe box by our customers (Trustpilot). By inspiring people to get back into the kitchen and cook from scratch we can encourage them to live healthier, happier lives and ultimately that's what Mindful Chef is all about

Targets for 2020

#1

Grow our Mindful Community

Through events, live videos and our ambassador programme we are building a community of like minded people who want to take positive action - both socially and environmentally

#2

Donate over 3,000,000 school meals through One Feeds Two

We're proud to be the only recipe box operating a one for one model. If a small company like ours can help donate over 3 million meals imagine what some of the bigger guys could help achieve.

#3

Help drive awareness of B Corp's

We're a proud B Corp and whenever possible we shout about it as much as we can. If more companies focussed on people and planet as much as they did profit the world be a far better place.

Mindful Chef

Community in action.

Working together we really can make a difference

The MC Reverse Advent Calendar

2018 saw the first MC reverse advent calendar. We asked customers in december to put a food item back into their MC box every day until the 20th. We would then fill up the remaining 4 days until Xmas. These food items were then shared with our charity partners to help those in need at this time of year.

2018 - **20,000** food items donated

2019 target - **100,000** food items donated

2020 target - **150,000** food items donated

The MC Coastal Clean

2019 saw the first Mindful Chef Coastal Clean. Taking place on the 14th September we asked our community to get involved across the UK to help us take action and clean our beaches from plastic and rubbish. Here's how we got on:

Over **125** beaches signed up

Over **1000** people taking part

Over **12,500L** of plastic rubbish removed from beaches



Mindful Chef

One feeds two.

Reimagining the meaning of good food

Accessibility, sustainability and giving back to the global community have been at the heart of Mindful Chef since we kicked off our journey in 2015. The mission has stayed the same; making healthy eating easy while being mindful of the bigger social and environmental picture.

Our partnership with inspirational charity One Feeds Two showcases that. It works on the basis that for every Mindful meal you enjoy, we donate a school meal to a child living in poverty.

We can't thank One Feeds Two enough for facilitating this and our customers for supporting us.

Together we are rethinking the meaning of good food.

How we're getting on

2017 - **148,994** meals donated

2018 - **654,076** meals donated

2019 - **1,073,068** meals donated

2020 target - **1,800,000** meals donated

Total number of meals donated
by the MC community by 2021

3,676,138 meals

The equivalent of **feeding over
19,000 children** for a school year

Thank you for taking the time to read
our first social and environmental report

If you have any further questions or feedback please email
hello@mindfulchef.com

Otherwise you can follow us across our social channels
@mindfulchefUK to find out how we are progressing on our hitting our targets

Myles, Giles and Rob

Mindful Chef