



IMPACT Report

2023

Certified



Corporation

*A little bit of magic
with a big impact*

About Mr Organic


Change and sustainability has always been at the core of Mr Organic.

Our brand was created as a result of transforming an Italian tomato farm from non-organic to Organic, with the hopes of making quality Organic products readily available.

Our farm runs on 100% renewable energy and has an onsite kitchen. This means that the tractors don't have to travel a far distance from the farm to the kitchen, allowing for the tomatoes to be cooked within five hours of harvest, ensuring fresh, quality tomatoes.

We became B Corp certified in 2022 and have always been mindful of the people, animals, and the planet by promoting Organic and Plant Based eating.

Mr Organic has grown over the last 15 years; we currently list over 120 products in our portfolio. More than half of our range is produced in house with every product being certified by the Soil Association and the Vegan Society.



*A little organic
magic for everyone*

Contents



Year in numbers	p4
The Organic Family Foundation	p6
Greener Business	p11
Our people	p12
B Corp recap	p13



Year in numbers

98.8%

of packaging sold
was recyclable



Launched

5

new
products

365

trees
planted

Over

30,000

meals
donated



1

The Organic Family Foundation launched



300+

team volunteer hours

Over £20,000

donated to our charity partners

52

Plant Based Thursday meals together in the office



9

recipe improvements



The Organic Family Foundation

A little bit of magic with a big impact

The Organic Family Foundation Launched

In June, we hosted an event for the official launch of The Organic Family Foundation. We were joined by representatives from each of our four core charities: Made in Hackney, Rhythms of Life, Garden Organic, and Hugletts Wood Farm Animal Sanctuary. It was an eventful evening, listening to passionate speakers who work hard to make a positive impact.

Our Commitment

Mr Organic donates 5%+ of its annual profits to the Organic Family Foundation.

We want to use our platform to increase awareness about our core charity partners. Whether it's through events, exposure on social media, or providing other additional support, we strive to do as much as possible to make a difference to these charities.



Made In Hackney

Goodness at every step!

Providing Consistent Support

For every invoice that is raised, £0.50 is donated to Made in Hackney.

Cookery Class

Mr Organic participated in a private cooking class at Made in Hackney as a team building exercise while also gaining a better understanding of the charity. It was a great day, improving our cooking skills with specialist chefs and exploring more Plant Based recipes that can be made using Mr Organic products.

Vegdash

Our team participated in the Vegdash to help raise money for Made in Hackney. This fun event involved homemade tomato costumes and going for an adventurous run around the borough to increase awareness about the charity.

Meal Service Support

We wanted to provide support for Made in Hackney by donating to their crowdfunder, helping them continue their community meal service operation.

Made in Hackney
madeinhackney.org



Rhythms of Life



Volunteering

Whenever they have a free evening, Mr Organic team members will lend a hand during food distribution at Trafalgar Square.

Team Building Day

Mr Organic did a special takeover day to cook meals for Rhythms of Life. The team closed the office early to prepare and cook over 200 meals to distribute that evening. We were grateful to receive food donations from Celtic Bakers, Ethical Food Company, Olly's, and Oggs, whose generosity helped us make this event an impactful one.

After preparing and cooking the meals, the Mr Organic team loaded up the food into a van and headed to Trafalgar Square, where they participated in distribution that evening.

Rhythms of Life
rhythmsoflife.org.uk



Garden Organic

Social Media Campaign

One of the things that Garden Organic is trying to protect is their Heritage Seed Library. To amplify the importance of heritage seeds, packets were sent out to influencers to share their growing journey on their platforms.

We offered financial support to create resources for schools to help them with organic growing, supporting the education of seed to plate.

Garden Organic
gardenorganic.org.uk

You've just got to share it!



Hugletts Wood Farm Animal Sanctuary

Raise & Graze Event

We sold tickets to our annual Raise & Graze event, with all profits from ticket sales being donated to Hugletts Wood Farm. Attendees went on a special tour hosted by Wenda, the owner of the farm, where they were able to have a nice lunch and meet the animals.

Improving Life on the Farm

Mr Organic financially supported a project for Hugletts Wood Farm to get concrete laid in the yard, making daily operation easier for the farmers and animals.

Hugletts Wood Farm

facebook.com/Huglettswoodfarm



Greener Business



Operations

Operation Efficiency

To lower carbon emissions, we reduced the number of shipments brought in via trains.



Packaging

We improved our Pasta range which now uses 100% Paper Packaging, making it easy for customers to recycle at home.



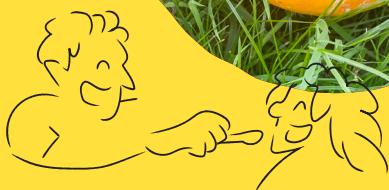
Office

The office is now 100% paperless. Every Thursday we have a team Plant Based lunch.



Our People

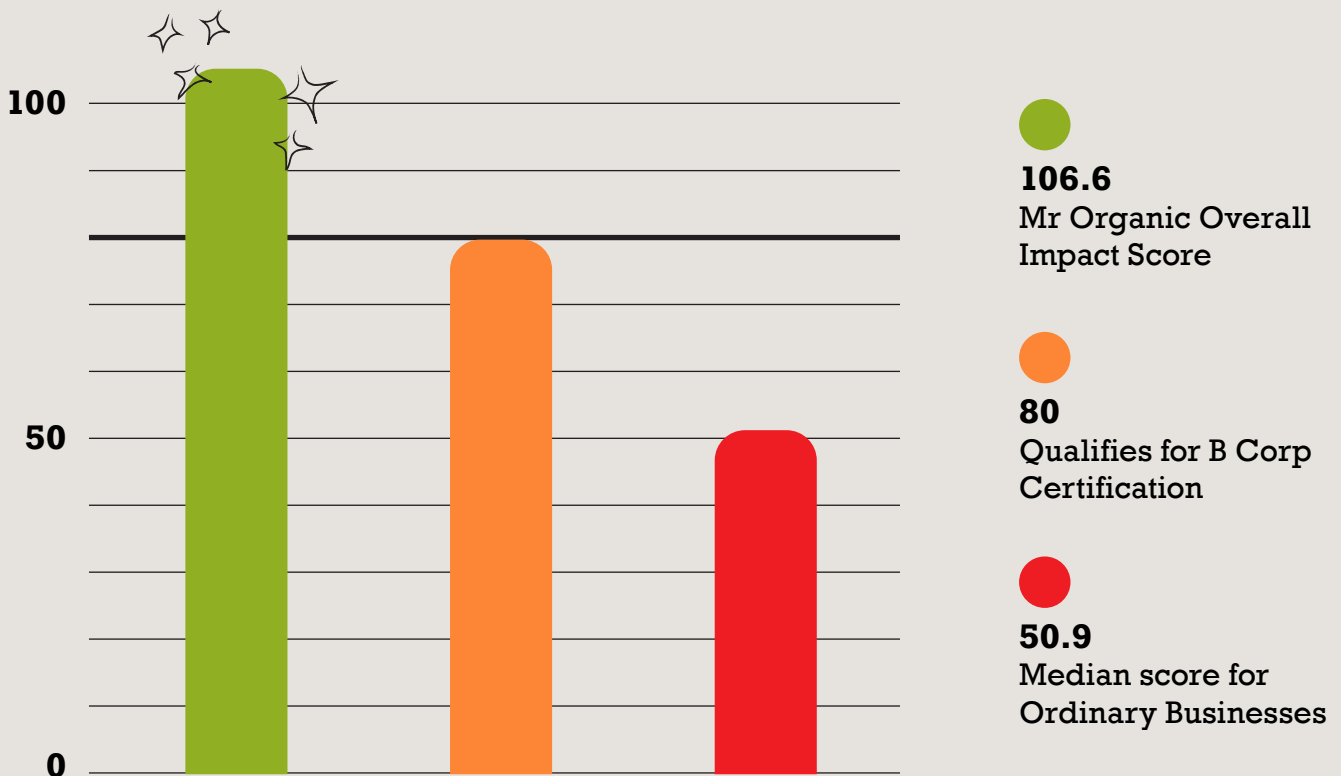
- 2 new Mr Organic team members
- Tour around Tolhurst Organic Farm
- Improved our healthcare scheme
- Increased CPD training
- 54% female office
- 6 different nationalities
- Yoga classes for the team
- Team Thursday lunch



B Corp Recap

To achieve B Corp status, businesses need to have a minimum score of 80 on the B Impact assessment. The assessment looks into five different categories: Governance, Workers, Community, Environment, and Customers.

Becoming a B Corp can be a challenge, with the median score for Ordinary Businesses being just 50.9. In 2022, Mr Organic achieved their B Corp certification, receiving a high score of **106.6**.





mr-organic.com

hello@mr-organic.com

+44 (0)20 7993 6829

The Organic Family Ltd
Unit 9 Shepperton House,
83-93 Shepperton Road,
London, N1 3DF

 YourOrganic

 the_organic_family

 Mr_Organic

 mr-organic

