



Responsible Advocacy & Lobbying Policy

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Purpose

At Mr Organic, we believe businesses can play a positive role in supporting healthier, more sustainable food systems and communities.

While public policy engagement is not a core activity of the business, we may participate in industry consultations, trade associations, and advocacy activities aligned with our purpose and values.

This policy outlines the principles that guide how we engage with public policy, advocacy, and external organisations involved in lobbying or policy influence activities.

Scope

For the purposes of this policy, lobbying includes direct or indirect activities intended to influence public policy, legislation, regulation, or industry standards through engagement with governments, regulators, trade associations, industry bodies, or other intermediary organisations.

This policy applies to:

- Directors and employees of Mr Organic
- External representatives acting on behalf of the business
- Partnerships with organisations involved in advocacy or lobbying activities

Our Principles

Alignment with Our Purpose

Any advocacy, partnership, or public policy engagement we support should align with our public purpose:

“To raise an organic culture for everyone by promoting the use of organic and plant-based food that empowers positive everyday choices - generating lasting impact for people, planet, and the communities we serve.”

We aim to support initiatives that positively contribute to:

- Human health and wellbeing
- Organic and sustainable agriculture
- Environmental protection and biodiversity
- Ethical and transparent food systems
- Community wellbeing and food access

Responsible Advocacy

Mr Organic does not engage in large-scale or party-political lobbying activities.



However, as part of our commitment to supporting healthier and more sustainable food systems, we may occasionally participate in industry consultations, working groups, or discussions related to areas relevant to our business and values, including packaging, sustainability, organic agriculture, and food systems.

We may also support or collaborate with organisations that advocate for:

- Organic farming
- Sustainable food systems
- Environmental protection
- Plant-based diets
- Ethical and transparent business practices

Examples may include:

- The Soil Association
- The Vegan Society
- The Food and Drink Federation (FDF)
- Organic and sustainability working groups
- Community and charity partners

Our participation may include:

- Responding to industry questionnaires or consultations
- Contributing operational insight or feedback
- Participating in relevant working groups or industry discussions
- Supporting events or initiatives aligned with our values

We seek to ensure that any partnerships, memberships, or policy engagement activities are aligned with our purpose and values.

Evidence-Based Communication

Any public statements, campaigns, or advocacy activities supported by Mr Organic should be grounded in:

- Reliable and evidence-based information
- Credible scientific or industry research where appropriate
- Honest, transparent, and responsible communication practices

We aim to avoid misleading, exaggerated, or unsubstantiated environmental or social claims.

Political Contributions

Mr Organic does not make donations to political parties, political candidates, or election campaigns.

Company resources must not be used to support personal political activities.

Ethical Conduct

All advocacy-related activities and partnerships must be conducted ethically, transparently, and in accordance with:

- Applicable laws and regulations
- Our Code of Conduct
- Our Responsible Marketing & Communications Policy
- Our commitment to integrity and transparency

Partnership Review

We recognise that external organisations may occasionally take positions that differ from our own priorities or values.

Where we become aware of material misalignment between Mr Organic's values and the activities of a partner or membership organisation, we will:

- Review the relationship internally
- Seek clarification where appropriate
- Consider whether continued participation remains aligned with our purpose and principles

Mr Organic reserves the right to end partnerships or memberships where significant or ongoing misalignment exists.

Mr Organic recognises that some trade associations, certification bodies, and external organisations may engage in lobbying or public policy advocacy on behalf of their members or sectors.

Where we participate in or support such organisations, we aim to ensure that their activities broadly align with our values and purpose.

If we become aware of material misalignment between Mr Organic's values and the advocacy positions of an organisation we support or participate in, we will:

- Review the relationship internally
- Seek clarification where appropriate
- Consider whether continued participation remains appropriate

Mr Organic reserves the right to discontinue memberships or partnerships where significant or ongoing misalignment exists.

Governance & Accountability

Responsibility for this policy sits with the Managing Director and Leadership Team.

This policy will be reviewed at least every two years, or sooner if required due to regulatory, operational, or governance changes.



Raising Concerns

Stakeholders may raise concerns regarding business conduct, advocacy activities, or external partnerships through the company's grievance and feedback procedures.

Mr Organic prohibits retaliation against anyone raising concerns in good faith.

Transparency

We are committed to operating transparently and may disclose relevant memberships, partnerships, or advocacy-related activities through our website, impact reporting, or other public communications where appropriate.

Effective Date

This policy is effective from the date of approval by the Leadership Team and remains in place until updated or replaced.