



Jude's

**IMPACT
REPORT**

2020 • 2021

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INTRODUCTION

It started with ice cream. Our dad made his first batch back in 2002 and named his new company after our mum, Jude. He wanted to build a great British ice cream brand, loved by people around the country. Since then we've developed many award winning flavours that chefs want to serve in their restaurants and people are proud to place on their tables at home.

As Jude's has grown, our ambitions for the impact that Jude's can have in the world has grown exponentially. We've dived deep into what gets us out of bed every morning, what we believe we can achieve together and how we want to be remembered. We've condensed this all into one simple driving purpose.

We're here to bring life.

We hope that this impact report will show how Jude's, through your support, is bringing life to all of our stakeholders and helping to bring about a better society and planet.

Alex, James, Chow & the Jude's team



1

THE HEART OF JUDE'S

WHY WE DO  WHAT WE DO

PURPOSE

Our reason for being

WE ARE HERE TO

BRING LIFE

TO PEOPLE AND THE PLANET

BRINGING LIFE

to all our stakeholders

COMMUNITY

Be a positive influence



SUPPLY CHAIN

Source ethically



TEAM

Create a great place to work



CARBON
NEGATIVE

ENVIRONMENT

Work sustainably



CUSTOMERS

Bring delight



2

BUSINESS AS A FORCE FOR GOOD



Certified



Corporation



We believe 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 B Corp is to commit (on paper) to always considering 'stakeholder interests' including employees, suppliers, shareholders, society and the environment.

This is called our "mission lock" and in simple terms it means that **we value people and planet above profit**. This has always been our goal, and there are lots of ways we can improve, but we are delighted that this is now an official commitment incorporated into our company articles of association.

PILLAR 2 WORKERS

To craft brilliant ice cream, you need brilliant people. They're the most important ingredient. Jude's has been a team effort from day one and we love working with both family and friends. Together we've developed our craft over 15 years and have grown an incredibly talented team of ice cream makers.

We prioritise safety over everything else, which is paramount when operating in a dairy where we cook at high temperature and freeze at very low temperatures every day. We have policies in place to ensure that Jude's is a fair, inclusive, diverse and flexible place to work.

We pay the living wage as a minimum to all our team.

We want Jude's to be the best place to work and will continue to improve wherever we can.

PILLAR 3 CUSTOMERS

And to you, our brilliant customers. **Everything we do is to knock your socks off** and bring flavour, colour and life into your lives – from creating mind-blowingly delicious scoops to packaging that brightens your day, to delivering the best customer service. We are committed to developing products that meet your needs, such as our indulgent classic range, lower sugar kids products and a growing plant-based range. We also think some of the most boring things are the most important, such as data security or production and supply chain safety to ensure your products reach you in perfect condition.

PILLAR 4 COMMUNITY

Life is good together and at Jude's we want to bring joy to our local and wider community.

Jude herself, alongside her husband, heads up our schools' programme, where they visit local primary schools to run an ice cream based educational program. A tour of the dairy and ice cream sampling (of course!) always gets the kids beaming.

Jude's has donated over £250,000 to some incredible charities, primarily ones who support children and young people. Our current partner charities include [Home For Good](#) and [The Spear Programme](#) (go and check them out.)

And finally, good ice cream should never go to waste! We give as much surplus stock as we can to local charities, food banks and of course to our heroic front line workers.

PILLAR 5 THE ENVIRONMENT

Crafting ice cream is our absolute joy and we are mindful of the environmental impact of everything we do. We are working on improving multiple aspects of our business, but here are some of the things we do.

- **Jude's is carbon negative.** This means that we remove more Carbon Dioxide from the atmosphere than is emitted through our entire supply chain from field to the consumer. (more in our Climate Emergency report below)
- Our dairy's electricity is fully powered by renewable energy sources.
- We recycle millions of litres of water per year through our cooling systems.
- We recycle energy where we can; for example, using heat transfer we re-use the energy from a cooked batch of ice cream which is being cooled to heat the incoming milk for the next batch.
- We plant trees and participate in re-wilding projects through the [Woodland Trust](#) and [Trees For Life](#).

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Our intention is that in our own small way, through our direct and indirect actions, we will help to bring the world closer towards these goals. Below 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

GOAL 7: AFFORDABLE AND CLEAN ENERGY

- Renewable electric energy use at our factory

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

- Growing a strong business and creating good employment

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

- Carbon reduction plan
- Carbon removal plan

GOAL 14: LIFE BELOW WATER

- Plastics reduction plan

GOAL 15: LIFE ON LAND

- Rewilding plan



3

CLIMATE EMERGENCY REPORT

CARBON NEGATIVE:
THIS IS JUST THE START

INTRODUCTION

We're based in the beautiful rolling hills of the South Downs National Park in Hampshire, where we experience the wonder of our planet every day. Over the past few years we've become increasingly aware of our impact on the environment and we've been working on reducing our carbon footprint through, for example, expanding our plant-based ranges and transitioning to renewable electricity.

We thought we were doing our bit to stem global warming, but the truth is, we've not been doing nearly enough... not even remotely.

In 2020 we saw around the world fires and flooding, habitats destroyed, ice caps melting, species disappearing, biodiversity diminishing, wars over natural resources, people displaced, and a global pandemic. We've all felt closer to tragedy than ever before and as they say, the chickens have come home to roost.

This is an emergency, and we are now taking emergency action.

Professor Mike Berners-Lee is a leading specialist in carbon foot-printing and Jude's advisor on environmental sustainability. He and his team at Small World Consulting have done incredibly detailed analysis to calculate our emissions and help

us plan a more sustainable future; setting targets and making plans to cut our carbon footprint in line with limiting warming to 1.5 degrees.

In addition, right from now we are taking the remaining carbon that we emit, and a bit more, back out of the atmosphere through rigorously screened, environmentally and socially sensitive projects*.

This is uncharted territory for Jude's, stepping out as Britain's first carbon negative ice cream company. However, we don't want to sit on the side-lines, waiting for others to lead the way, as we collectively slip towards disaster. Of course we will make mistakes, and we are committed to being open about these and sharing the pitfalls that others can avoid. We 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.

We hope we can be a catalyst for change throughout our industry.



LET'S DO THIS TOGETHER.

Alex, James, Chow
& the Jude's team

* When we say carbon we are also referring to all greenhouse gases (GHGs) which is measured as carbon dioxide equivalent (CO2e).



“The climate and ecological emergency has implications for every aspect of an ice cream business. For an ice cream producer the big questions include what ingredients to use and how they should be produced, how to cut carbon from every part of the operation, and what else can be done to look after our world. It is fantastic to be working with Jude’s at the start of their passionate journey to align every aspect of the business towards the sustainability transition that the world so urgently needs.”

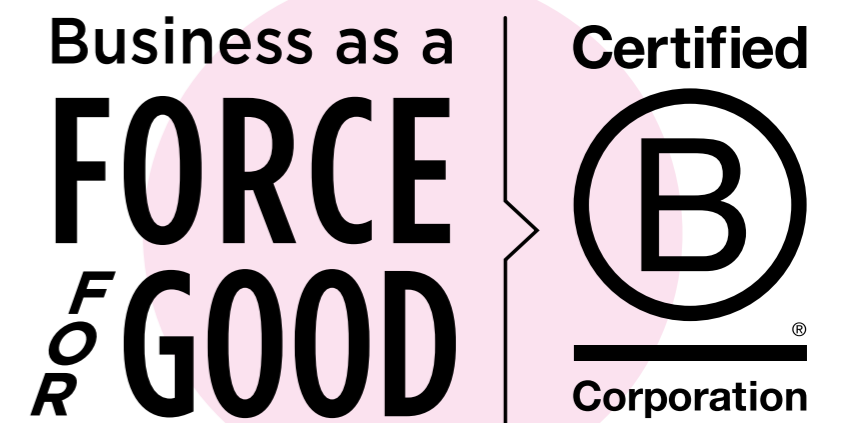
PROFESSOR MIKE BERNERS-LEE



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 foot printing and his books include *How Bad are Bananas* and *There is No Planet B*.

OUR PURPOSE

Jude's exists to bring life to people and to the planet. That is our purpose and every day we try to get better at this.

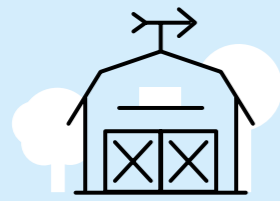


Jude's is a certified BCorp reflecting our desire to use business as a force for good. For us, protecting our environment is key to this. We understand that we are part of a global ecosystem, and we want our environmental impact to be positive.

That's why we are making bold changes; to ensure we still have a beautiful and liveable planet for generations to come.

JUDE'S CARBON ASSESSMENT

Through rigorous analysis Small World Consulting have estimate that **Jude's releases 6,200 tonnes of greenhouse gas emissions every year**. This includes:



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.

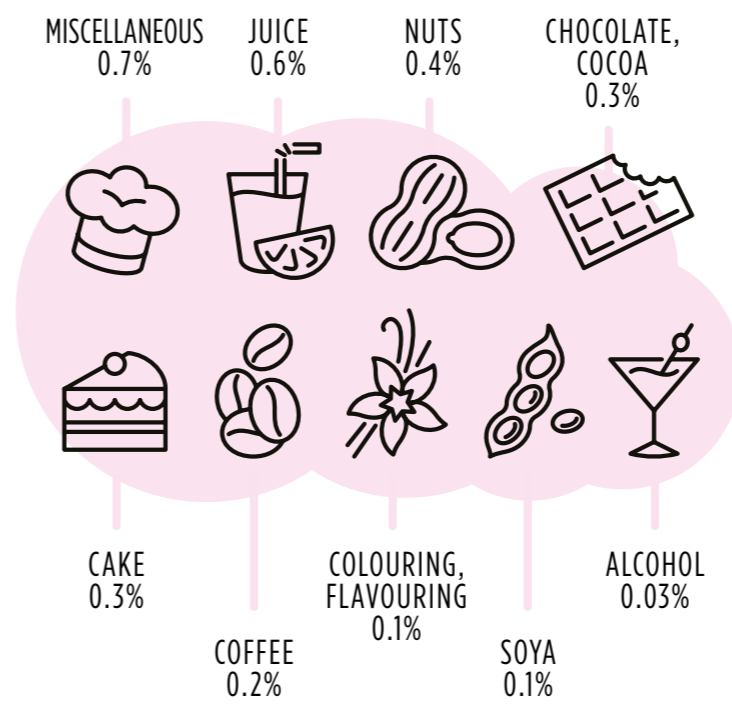
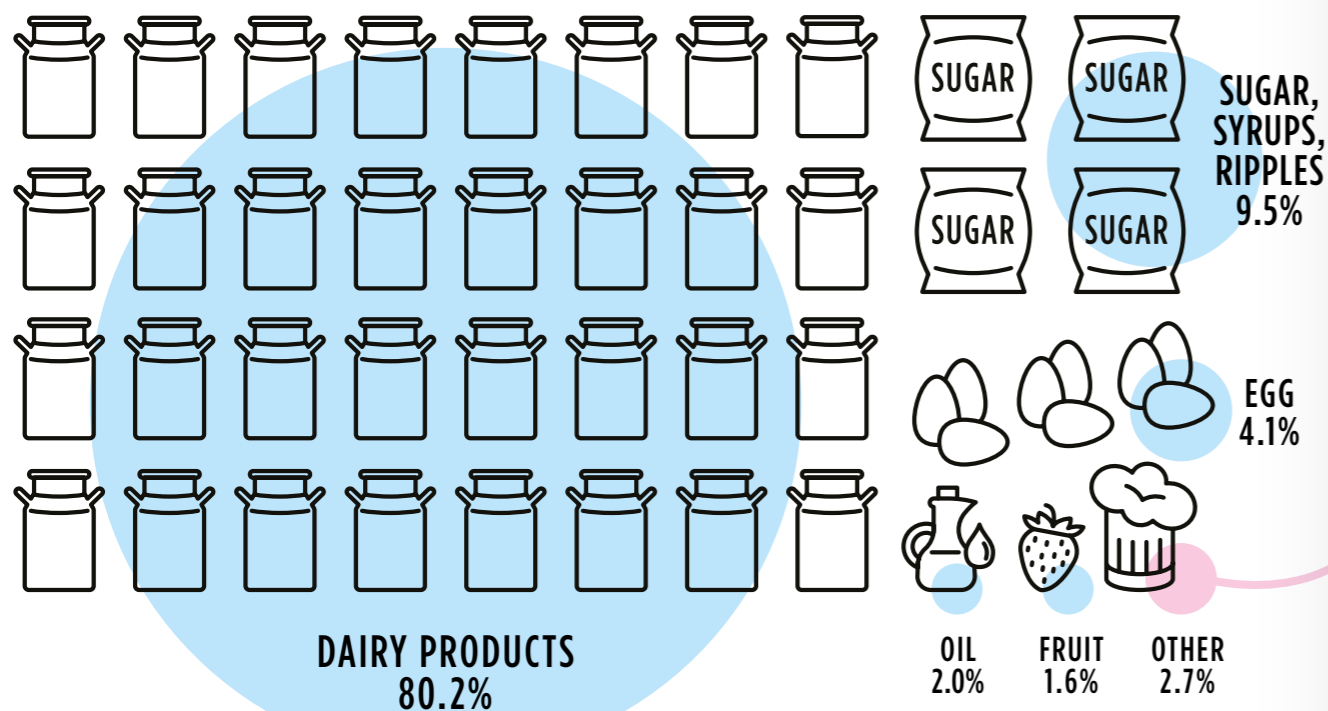
We employ a hybrid methodology, incorporating elements of Process-Based Life Cycle Analysis (PBLCA) and Environmentally-Extended Input-Output Analysis (EEIO). Great care is taken with hybrid modelling to ensure system completeness, without double-counting. We aim to ameliorate some of the limitations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

WHAT MAKES UP OUR 6,200 TONNE CARBON FOOTPRINT?

Figure 1: Jude's Ice Cream's greenhouse gas footprint in 2019-20 (6,198 tonnes CO₂e).



SPOTLIGHT ON OUR INGREDIENTS



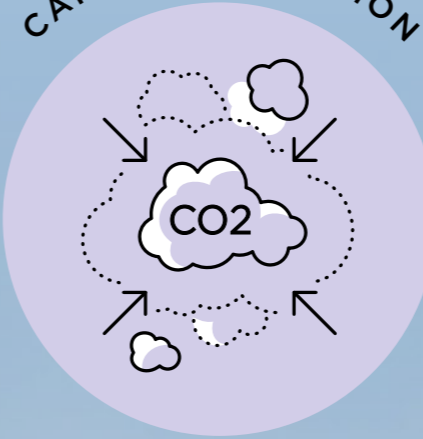
Our dairy ingredients have the most significant impact on our carbon footprint.

We have begun a detailed review of how we can cut down the proportion of dairy, whilst improving our products.

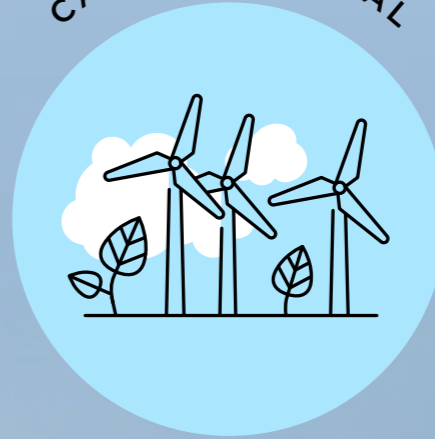
Figure 2: GHG footprint of ingredients at Jude's Ice Cream in 2019-20

SO WHAT ARE WE GOING TO DO ABOUT IT?

CARBON REDUCTION



CARBON REMOVAL



REWILDING



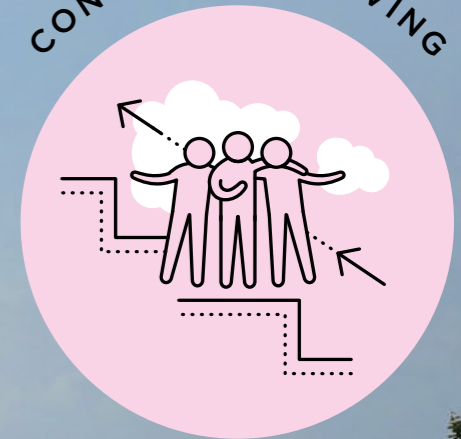
WORK WITH OUR FARMERS



INFLUENCE CHANGE



CONTINUE IMPROVING





OUR CARBON REDUCTION PLAN

First things first, our target is to reduce our carbon intensity by 43% by 2030.

We are systematically looking at every element of our footprint. This is where we have got to so far.

PLANT BASED PRODUCTS

Our plant based ice creams have a lighter carbon footprint – and we make them just as tasty! Over the past two years we have developed one of the largest plant based ice cream ranges in the UK. Approximately 25% of our retail range is plant-based and we plan to increase this to 50% by 2025 while introducing more and more dairy ice cream lovers to the wonders of plant-based ice cream.

ENERGY RECOVERY

One of the ways we're already recovering energy here at our Twyford Dairy is by using the heat that comes from each cooked batch of ice cream as it cools to heat the next batch of ice cream as it starts to cook. We want to go further and plan to recover and re-use energy within our production plant more, for example, by using the energy generated by our refrigeration units to heat the water we use for cleaning equipment.

LOW CARBON OPERATIONS

We have engaged [Carbon Architecture](#) to build a comprehensive carbon reduction roadmap for our direct operations.

WASTE REDUCTION

We are reviewing where we can reduce waste and consumption throughout our supply chain, for example: reducing excess packaging, reducing waste of raw materials, reducing food miles, reducing travel. We manage our stock carefully to avoid waste, but when we do have stock we donate it to local charities.

RECYCLING

We not only recycle cardboard, plastic and metal from ingredient packaging, but we also recycle millions of litres of water each year through our adiabatic cooler (this water cools our freezers). We are constantly on the look out for more environmentally friendly packaging and will continue to adopt better viable options as they become available.

RENEWABLE ENERGY

We recently switched to renewable electricity sources in our ice cream factory here in Twyford. We are working with our partners to encourage renewable energy use throughout our supply chain.



OUR CARBON REMOVAL PLAN

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 'offset' schemes are nothing like as good as they sound. That is why we are investing only in the highest quality nature-based solutions, rigorously screened by Small World Consulting to ensure wider environmental benefits and social responsibility.

We have identified partners with strong conservation credentials in the UK such as the Woodland Trust and Trees for Life. We are also supporting the development of Yarra Yarra Biodiversity Corridor in South West Australia through the purchase of its carbon credits.

**THIS QUARTER
WE HAVE PURCHASED**

**4,500 TONNES
OF CARBON CREDITS**

through Carbon Neutral that have
been permanently retired.



SPOTLIGHT ON YARRA YARRA, AUSTRALIA

The Yarra Yarra Biodiveristy Corridor supports mixed native species reforestation in Yarra Yarra. It is a Gold Standard Foundation programme that recognises that forestry project cycles are lengthy, reflecting the time it takes to sequester CO2 in forests.

We chose Yarra Yarra as it's one of only 35 globally recognised biodiversity 'hotspots'. 'Hotspots' cover just 2.3% of the land mass of the planet but support more than half the world's most irreplaceable and threatened biodiversity.

This reforestation project more than removes carbon from the atmosphere now and every day, it has positive social, environmental and economic benefits, aligning with the United Nations Sustainable Development Goals.

More than 50 different species endemic to the area are planted and all the plantings are protected by a 100-year Carbon Rights and Carbon Covenant.

This ensures they are not going to be cut down for a "lifetime".



OUR REWILDING PLAN

In addition to carbon removal, Jude's is working with Trees for Life in order to promote biodiversity through rewilding.

Our trees will help to rewild the Caledonian Forest, a rich habitat found only in the Scottish Highlands. Every tree is a sapling grown from locally collected seed and will be one of a number of species including Scots pine, willow, birch, rowan, hazel, alder, holly, aspen and bird cherry.

You can find our trees at Dundreggan Estate near Loch Ness in beautiful Glenmoriston. The rich diversity of wildlife habitats at Dundreggan includes ancient Caledonian pinewoods and superb birch and juniper woodlands. With mires, wetlands and wildflower meadows, Dundreggan is a haven for wildlife. Over 4,000 species have been discovered there, with some found nowhere else in the UK.

Our saplings are planted alongside other young, native trees, transforming open hillsides into healthy young woodland, rich in wildlife such as red squirrel, black grouse, capercaillie, wood ants and twinflower. Once the trees reach maturity, natural regeneration will go on to create the wild forests of the future for generations to enjoy.

SO FAR
WE HAVE PLANTED
1,000 TREES
AND INVITE EVERYONE
TO JOIN US

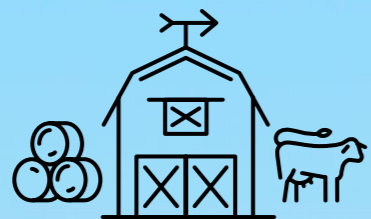
'We are delighted that Jude's have chosen to work with us in this way. Their support will allow us to continue our vital rewilding work in the Scottish Highlands. Restoring the Caledonian Forest will ensure a thriving ecosystem and allow both wildlife and communities to flourish.'

Colin, Head of Fundraising & Engagement
Trees for Life

YOU CAN PLANT
IN THE JUDE'S GROVE

treesforlife.org.uk/groves/judes





WORKING WITH OUR FARMERS

It takes care and skill to look after land properly and that is what we want to encourage through our supply chain.

Where we use dairy we are seeking to ensure it is produced in the most sustainable way possible.

The Matterley Farm, who supply milk for our Tywford dairy, are part of the Winchester Downs farm cluster who are working together for

landscape, habitat and biodiversity benefits on a scale that couldn't be achieved by working alone. The farm is undergoing its own carbon audit and developing a carbon management plan.

We are engaging with our whole supply chain to see how we can better care for the land to everyone's benefit, understanding that improving the environmental impact of farming is highly complex.





INFLUENCING CHANGE ACROSS OUR INDUSTRY

Our ultimate aim is that we change our industry. This is a lofty ambition for a family business from Hampshire, but we know that we can have an influence on the big brands and multinational companies. We hope that our response to the climate emergency will encourage them to do the same... quicker than they might have otherwise.



FINAL THOUGHTS



We 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.

We won't be perfect and we will make mistakes along the way. But we'll get there, and our ice cream will taste better as a result.

LET'S DO THIS TOGETHER.

Jude's

