



## Greenvale's Corporate Social Responsibility Policy

We care about what we do...



## Contents

Chief Executive Statement.....	3
Understanding Greenvale.....	4
Our Vision.....	4
Our Values.....	4
Greenvale and Corporate Social Responsibility.....	5
Our CSR Vision.....	5
Our Environment .....	6
Green20 .....	6
Our Growers.....	7
Our operational sites .....	8
Responsible Sourcing and Ethical Trading .....	9
Ethical Trading Policy .....	9
Supporting British Farmers and Local Produce.....	10
Working in partnership with our growers .....	10
Our People .....	11
Health & Safety .....	11
Learning and Development .....	12
Engagement .....	13
Benefits .....	13
Greenvale in the local community.....	14
Supporting Education and the Local Community .....	14
Supporting Charities .....	15



## Chief Executive Statement

At Greenvale, we take corporate social responsibility very seriously and are proud of the way we demonstrate our commitment to the environment, our people and the community.

We are also extremely proud of the way in which we operate as a business. As a leading player in the fresh potato sector Greenvale believes it has a responsibility to help shape the way in which the industry operates, continually challenging convention and looking for technological advances that can help the industry become more efficient, thus reducing our collective environmental impact.

Please read onto find out more about our approach to corporate social responsibility...



Angus Armstrong  
Chief Executive



## Understanding Greenvale

Greenvale is a fully integrated potato business that manages the largest amount of fresh potatoes from field to consumer of any company in the UK. This allows us to provide a full range of potato options to our customers from niche, super premium varieties to standard potatoes. This, combined with a determination to build outstanding teams of people and support individuals in achieving their full potential, provides our key point of difference.

Our potatoes are available in various formats and distributed to a number of retail customers, catering and traditional wholesalers, as well as sold in bulk to various processing companies. In addition we have our own range of GreenVale brand potatoes.

## Our Vision

To be the outstanding potato supplier in the UK and one of the top three fresh produce companies in the UK.

We have 7 key area of focus in order to deliver this vision:

- Developing our people
- Crop utilisation
- Environment and sustainability
- Quality and raw material procurement
- Innovation
- Delivery operational excellence
- Growing our customer base

## Our Values

At Greenvale we hold 5 core values at the heart of everything we do.

- Exceed consumer, customer and stakeholder expectations
- Protect our people and the environment
- Improve every day
- Honour our commitments with integrity
- Respect others and treat all with dignity





## Greenvale and Corporate Social Responsibility

In order for a Corporate Social Responsibility (CSR) policy to be successful we believe it must be aligned with our core values and be incorporated into the way we operate as a business day-to-day. By considering the wider social and environmental impacts of our actions we can make better decisions to ensure the long-term sustainability of Greenvale.

As one of the largest companies within the fresh produce sector we embrace our responsibility to the environment, our employees and the local communities in which we operate. We are determined to continue improving and exceeding expectations and we see CSR as an integral part of that as we move forward.

### Our CSR Vision

Continue to demonstrate our commitment to the environment, our people and the community, whilst working towards our company's vision in line with our core values.

In order to achieve this we have identified 4 key areas of focus:

- Our Environment
- Responsible Sourcing and Ethical Trading
- Our People
- Greenvale in the local community

Our CSR strategy sets out to communicate our defined aims and approach; in addition our policy is continuously monitored and reviewed to remain current and effective.





## Our Environment

We take great pride and responsibility in the way we mitigate our environmental impact. Over our 40 years of trading we have always been environmentally proactive and innovative. This is currently represented by our ISO14001 certified Group Environmental Policy and Management System, coupled with our environmental strategy Green20.

The fresh produce sector relies heavily on natural resources and as one of the largest companies in this sector we do not take this for granted.

### Green20

2015 saw the launch of Green20, our group wide environmental plan. By focusing on our water, carbon and waste we are committed to reducing our environmental impact. Green 20 aims to continue Greenvale’s environmental success; the targets below outline our objectives.

Group Target Area	2014 Levels	Group Target by 2020
Water (m <sup>3</sup> )	151,028	35% reduction
Carbon (kgCO <sub>2</sub> /Ton)	34.65	30% reduction
Waste	90% diverted from landfill	All sites 0% to Landfill
Renewable electricity	1,000 MWh	35% of group electricity

Our ‘Field to Fork’ view on the way we do business means that we tackle environmental issues from our grower base right through to the production and distribution process.







## Our Growers

Our growers are environmentally aware, producing natural, healthy potatoes with nature in mind.

To achieve this we adopt the following measures:

- Own Growing hubs that are certified to ISO14001 for their Environmental Management.
- Our growers employ Zynx, SOYL and trickle irrigation farming systems.
- We encourage our growers to undertake annual bird and insect counts, as well as incorporating wild flower field margins.
- We are continuously looking at ways to reduce the levels of pesticide residue detected in our products.
  - All our packing sites are thoroughly tested each month for pesticide residue.
  - Each of our growers signs an annual pesticide declaration.
  - All our residue data is shared with the Chemicals Regulation Directive.
- Our breeding programme is developing new varieties that require fewer inputs (Pesticide, Nitrogen and Water). Successful varieties to date include Vales Sovereign and Lady Balfour.

Our growers are encouraged to use:



Established in 2003, Restrain™ uses natural Ethylene gas to control sprouting on potatoes, a more environmentally friendly way to preserve crop than traditional methods.



The only scientifically proven “trap crop” control method for Potato Cyst Nematode (PCN). DeCyst™ is completely natural and safe to the environment.



## Our operational sites

In line with our Green20 strategy we have implemented the following:

- Introduction of the award winning and innovative, chilled water recycling system Cascade to our packing sites; this system delivers 75% water saving in a high water consumption industry.
- Solar panels have been installed at our Cambridgeshire and Scottish sites over the last 3 years.
- 2014 saw the assembly of the 1.5MWH wind turbine at our Cambridgeshire site, leading to an average renewable energy supply at Floods Ferry of 75%.
- LED lighting has been rolled out as standard across all sites, which can amass a 65% energy saving.
- Secondary grade potatoes are processed through our own company Swancote Foods to reduce our waste streams.
- Greenvale complied with the Energy Saving Opportunities Scheme (ESOS) in 2015, highlighting energy savings of around 30%.

### Awards received for Cascade:

- Innovation of the year (Refresh awards, May 2010).
- Environmental Initiative (Sainsbury's own label awards, June 2010).
- Green Apple Award (Gold – Food Section, House of Commons, November 2010).
- Sustainable use of natural resources (Footprint Forum Awards, June 2011).







We have ethical standards which underpin the behaviours of everyone engaged by Greenvale.

## Responsible Sourcing and Ethical Trading

At Greenvale, we want to source local British produce and trade with the highest integrity and ethical standards.

We aim to create a culture of responsibility and fairness throughout our supply chain. This facilitates our commitment to ensuring everyone involved in producing our products work in conditions that meet or exceed the Ethical Trading Initiative Base Code and the International Labour Organisation Conventions.

### Ethical Trading Policy

Our Ethical Trading Policy represents our dedication to doing business in the correct manner, improving our good reputation and developing strong business relationships.

To ensure all our potatoes come from responsible, ethical sources we adopt the following procedures:

- “AB” Membership of Supplier Ethical Data Exchange (SEDEX). As an AB member we require our entire supplier base to join SEDEX and complete a self-assessment.
- All of our own production sites post their self-assessment information on the SEDEX website and update every 6 months.
- All of our production sites undergo independent third party ethical audits every 3 years which are posted onto the SEDEX website.
- All our overseas suppliers are required to post their information on SEDEX.
- We utilise the SEDEX risk assessment tool to pinpoint and address areas of concern within our supply base.
- We only use labour agencies that are approved by the Gang-masters Licensing Authority (GLA) and we also audit our labour suppliers.





## Supporting British Farmers and Local Produce

We are committed to sourcing British produce.

- We believe the quality and taste of British potatoes cannot be beaten.
- We are proud that over 95% of the potatoes we procure annually are grown in the UK.
- This supports local farmers, local economies and is better for the environment, reducing both our carbon footprint and food miles.
- Only when the British equivalent is not available do we commit to imported potatoes.
- We are ideally structured to ensure we provide the best UK potatoes.
- We have a strong network of buying, marketing and technical teams located in Cornwall, Herefordshire, East Anglia and Scotland.

This enables us to honour our commitments to British farmers and sourcing local produce, as well as the opportunity to improve present and future

## Working in partnership with our growers

We believe that solid, longstanding relationships with our grower base are a fundamental element in our success.

- We encourage an open and honest approach to business, where we understand and respect our growers operations, requirements and aspirations.
- This allows us to offer fair and attractive terms and conditions, whilst still providing the best value for our customers and consumers.
  - We recognise the significance of supporting the agronomic skills development of our growers.
  - This ensures their crops meet and exceed customer and consumer expectations, whilst still operating in an efficient and sustainable manner.
  - Our relationships with our growers must be mutually beneficially therefore it is crucial we help each other as and when we can.
  - We provide grower meetings, quality control training days and variety days all in aid of furthering our relationships, products and services.

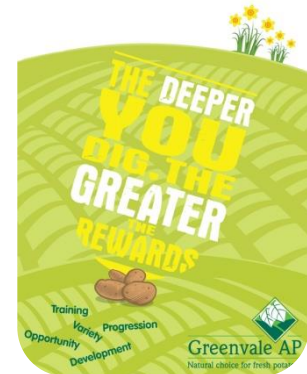




## Our People

The employees of Greenvale are as important to us as ever. We recognise and value the contribution of everyone who is involved with ensuring we keep producing a high quality product and service.

We are committed to improving and developing all members of our team, as well as creating an engaging workplace



In line with our values, in particular 'Protect', we see health and safety as a fundamental part of our operations

culture that is fair, safe and recognises hard work and success.

### Health & Safety

Our aim is not simply to comply with Health & Safety legislation, but to attain higher standards through the adoption of good practice and to achieve industry leadership in our Health and Safety performance – as evidenced by our OHSAS 18001 occupational health and safety management accreditation.

We are committed to achieving a safe and healthy working environment for all people that are affected by our work activities, and promote the company as a responsible employer.

- The Board of Directors is fully committed to achieving this through a programme of continuous improvement, monitoring, review and positively promoting a proactive approach.
- We believe that effective health and safety practices contribute directly to the better performance of the company as a whole.
- All levels of management and operations have a duty to employ safe systems of work.
- All Greenvale people hold the ultimate responsibility for the safety and welfare of themselves and others, through implementation of our Group Health and Safety policy and behavioural safety standards.
- In order to further improve our Health and Safety performance, the company has embarked on a behavioural safety programme – Protect.



## Learning and Development

We invest heavily in both the personal and professional development of our people; this facilitates continued excellence in what we do.

Our own 'Learning Academy' strategy aims to bring individuals together with the sharing of knowledge, skills and experiences, whilst focusing on key areas of business and developmental needs.

### Our Graduate Development Programme:

- We employ a number of high calibre graduates each year.
- Each graduate spends two years working in different areas of the business before taking up a permanent position.
- Graduates are mentored through the programme, having regular reviews and attending development programmes focussing on key business skills.

### Our Management Development Programme:

- A selection of employees spend 6 months developing and improving their business skills in readiness for their next move - or simply to further improve their existing performance.
- The programme includes 360 degree feedback, 1:1 coaching, on the job coaching and off site training courses.
- To date, approximately 50 of our current employees have been through this process, including a number of our senior managers.

### Our Mentoring Programme:

- Aimed specifically at the development of our Operations team.
- Our middle managers have a designated mentor to assist in their overall development.

### Our Modern Apprenticeship Programme:

- Aimed at recruiting and developing young talent.
- Delivers a National Vocational Qualification at Level 2.
- Working in partnership with the University of Lincoln and the Scottish Qualifications Authority (SQA)

### Our comprehensive appraisal process:

- Sets and reviews an individual's business objectives.
- Develops individual's competence to carry out their role.
- Via the appraisal process we also review our company vision, values and where individuals can contribute.



## Engagement

We continuously aim to exceed the expectations of our employees, as we believe a happy and motivated workforce is an efficient and productive one.

We are committed to recognising and valuing our employee's efforts and practise an open dialogue to ensure effective communication is always utilised.

Examples of employee engagement are as follows:

- Group and Site Communication Teams (SCT) that meet quarterly, representing all functions, to discuss what is happening within the company.
- Company intranet to facilitate speedy and comprehensive communication.
- The Produce Times – our own company newspaper.
- Our external whistle-blowing service, Safecall, which allows employees to confidentially and anonymously report any issues they come across at work.
- Our Director Road Show where the Chief Executive and other Directors tour our sites holding open forum Q&A sessions for staff.

## Benefits

In line with our core values Greenvale offers a range of benefits to its employees in order to remain competitive and to encourage loyalty, this is in recognition and reward for the continued hard work of everyone involved.

Our benefits package includes:

Premium rate overtime

Shift premium payments

Company sick pay scheme

Loyal service award scheme

Income protection

Childcare vouchers

Greenvale pension scheme

Life assurance





## Greenvale in the local community

We employ up to 1800 people throughout the UK.

We recognise the difference we can make within our local communities by providing jobs, services and supporting various charities and causes. We rely on local communities supporting us and we believe it has to be a mutually favourable relationship.

We aim to support local charities and education as well as continuing to employ from the communities around our sites across the U.K.

## Supporting Education and the Local Community

As a large company within certain local communities we believe it a responsibility, as well as a privilege, to support local schools and children.

### Grow Your Own Potato campaign:

- Each year, in conjunction with the Potato Council Ltd, we participate in the Grow Your Own Potato campaign. This particular scheme helps to educate school children on how to grow potatoes and the benefits of a healthy diet.



available.

### Tattie Tales:

- Similarly, our Burrelton, Perthshire site supports a project known as 'Tattie Tales' organised by the Royal Highland Educational Trust. The project encourages school children to grow and harvest their own crop with prizes

### Children's Countryside Day:

- We also support educational events such as the Children's Countryside Day run by the Borders Union Agricultural Society. School children aged between 5 and 9 engage with local companies to learn about various rural issues, the life cycle of the potato and the importance of healthy eating.

### Duns Amateur Swimming Club:

- As an example of our commitment to the local community we sponsor the Duns Amateur Swimming Club who benefited from a year long sponsorship from Greenvale. The 47-strong club now enjoy a new supply of Nike club t-shirts and a brand new trophy thanks to the sponsorship.







## Supporting Charities

Each year we allocate money to our sites across the UK and allow employees to decide which causes they want to donate the money to. We encourage staff to nominate charities that they believe to be deserving of it.

2015 will be no different with money being distributed within the group for donations. Furthermore our two main sites (Duns and Floods Ferry) have been set a charity challenge of holding additional events to raise money for their chosen charities.

Below are examples of Charities and causes we work with each year:

### Stable Life

- Stable Life provides a safe, nurturing and learning experience using the horse and its environment to help young people reach their full potential, and become healthier and happier with aspirations and dreams.
- They provide valuable opportunity and enhanced support to children and young people who are experiencing personal challenges.
- Young people are referred from the Scottish Borders from many partner agencies such as school, social work, NHS, school nurses and other voluntary agencies.



### Fenland Area Community Enterprise Trust (FACET)

- FACET provide Skills for Work and Independent Living Skills training for adults with learning and other disabilities including physical or sensory impairment, mental health problems or who are head injury victims.
- The training is designed to help the students to achieve their full potential in life through a range of activities including horticulture, sport, music, arts and crafts and woodwork.
- Greenvale provide monetary donations as well as seed potato for the students to grow their own.



### FareShare

- Through this partnership we put spare potatoes to good use.
- Any misshapen, overspill or incorrectly sized potatoes, that otherwise would be put to waste, are being donated to FareShare.
- Where it can be redistributed to one of the 900 charities they support.
- This affiliation helps to reduce our waste stream, but most importantly helps to feed the homeless, families in need and other vulnerable people.





For any further information regarding our CSR policy please visit our website [www.greenvale.co.uk](http://www.greenvale.co.uk) or contact us at our Floods Ferry site:

Floods Ferry Road  
Doddington  
March  
Cambridgeshire  
PE15 0UW

Site Telephone: 01354 672062  
Site Contact: Jack Davison, Group Environmental Officer.