



HOW & WHY

WE REPORT OUR IMPACT

We've put sustainability first since 1988. It's not easy and we don't always get things right. But we're committed to being transparent about our social and environmental impact.

Building a better future benefits everyone. It's not a competition. By sharing both our achievements and our challenges, we hope to inspire others to act - to ask the difficult questions and innovate new solutions.

Sustainability reports can be a powerful tool for change, providing they show progress and accountability. That's why, for our 2024 report, our Sustainability Team have chosen again to show exactly how we've done against our targets. Let's hand over to them and get stuck in.



HUGO LYNCH Sustainability Lead







ANIA GANCARZ Sustainability Coordinator

WHAT WE SAY WHY IT MATTERS

We want our customers to know they can trust what we say. So, it's important that we're a clear, responsible voice on Sustainability. For us, that means...



NO BIG TALK OR LOFTY CLAIMS.

We focus on facts and back up our stats. Guidance from the ASA and Soil Association helps us to do this as clearly and thoroughly as possible. Whenever we can, we also work with independent experts to validate our efforts.



NO FILTER - PROGRESS OVER PERFECTION.

When it comes to Sustainability, our work is never done. If we get something wrong, we own it and learn from it.



NO UNDUE CREDIT.

We're proud of and celebrate our successes, but we'll never take credit for work we haven't done.



NO OBSCURE TERMS OR JARGON.

We won't oversimplify, but we will stop to explain - so everyone can come with us on the journey.



NO FLUFF OR FILLER.

We get straight to the point and stay away from ambiguous, empty words like 'green'.

2024 HIGHLIGHTS



FLEXI-PLASTICS
Collected 65 tonnes of
hard-to-recycle flexi-plastics



FOOD POVERTY
Donated 1,577,957 portions of fruit & veg to those in need



FOOD WASTE
Sent 60% of our food surplus
to charities for making meals



VOLUNTEERING
Volunteered for over 97
days in our community



BOOK COLLECTION Collected around 8,000 books for the Children's Book Project



LESS PLASTIC
Found 90% less plastic in
our Fruit & Veg Boxes

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WE'RE A WINNER

We were incredibly proud to win not just one, but three awards in 2024 for our pioneering Club Zero refillable plastic milk bottles. The Purpose Awards' Best Environmental Cause Campaign. The Grocer Gold Awards' Sustainability Initiative of the Year. And The Grocer's New Product & Packaging Awards' Sustainability Pack of the Year.



CHAPTER 1

PLANET



REDUCING OUR CARBON EMISSIONS

We're committed to cutting our carbon emissions wherever we can. Whether that's by delivering on set days (instead of offering our customers timed slots), or by introducing new electric vehicles into our fleet.

With climate breakdown already underway, this is more important than ever. Further reductions are essential in order to meet our ambitious, long-term target of achieving net-zero greenhouse gas emissions by 2035.

In 2021, we publicly pledged our carbon reduction targets and strategy to the Science Based Targets initiative (SBTi), giving us the guidance and accountability to make a meaningful contribution to limit global heating to 1.5°C.

OUR TARGETS

To work towards achieving net-zero greenhouse gas emissions by 2035, we will...

Reduce our Scope 1 and 2 emissions (in absolute terms) by 50% by 2030, from our 2020 baseline (3,065 tonnes CO₂e)

2.682 tonnes

Direct emissions from sources

that we own or control, like

the fuel our vans use.

Reduce the carbon intensity of our Scope 3 emissions by 53% over a period of 10 years, from our 2020 baseline (37.426 tonnes CO₂e)

Ensure that the absolute <u>carbon</u> figure for our Scope 3 emissions does not exceed our baseline year (37.426 tonnes CO₂e)

SCOPE 1 SCOPE 2 SCOPE 3 +13% 1,757 tonnes -2024 468 tonnes -11% 22,065 tonnes -2041 tonnes -2040 tonnes -204

511 tonnes

Indirect emissions from the

generation of purchased

energy, like electricity.

HOW WE'VE

REDUCED OUR EMISSIONS

TRANSITIONING TO AN ELECTRIC FLEET

Throughout 2024, we continued to add electric vehicles to our fleet to replace our diesel delivery vans – in line with our Clean Van Commitment to deliver with zero tailpipe emissions in cities by 2028. We also continued to implement new technology to improve the efficiency of our deliveries. This has helped our drivers to keep making significant reductions in carbon emissions.

Our Scope 2 emissions, after rising in 2023 with our increased use of electric vehicles, have started to come down again. This is largely thanks to insulation and new heating technology installed in our sites starting to pay back.

WHY HAVE OUR SCOPE 1 EMISSIONS INCREASED?

In 2024, we saw an unexpected increase in our Scope 1 emissions for two reasons. Firstly, every few years we need to replace the gases used in our refrigeration system. This ensures that our fridges continue to work as efficiently as possible, but replacing these specialist gases adds a significant amount to our carbon footprint.

Secondly, we've been using hydrotreated vegetable oil or HVO in many of our delivery vans (as well as our intersite vehicles) while we transition to an electric fleet. This helps reduce the associated emissions by up to 90%, compared to diesel from fossil fuels. But its growing popularity has meant we've had challenges with availability.



10 11

37.369 tonnes

Indirect emissions that occur

anywhere in our value chain.

including packaging, water, waste, uniforms, commuting, and land and sea freight.



ARE WE ON TRACK?

After the challenges to our reduction plan from HVO availability and replacing our refrigerant gases, initial results from the end of 2024 suggest that we're back on track to meet our commitments to reduce carbon emissions.

WHAT'S NEXT?

In 2025, we'll continue to introduce more electric vehicles to the fleet and adapt the infrastructure around our van depots to improve capacity. While we make this transition to electric one new van at a time, we'll be fuelling more of our old vans with HVO instead of diesel - making use of our existing vehicles while continuing to cut emissions.



REMAINING CARBON NEUTRAL

We've always focused on reducing our emissions wherever possible, but some measures take time to have an effect. So, it's important that we also look at actions we can take to reduce atmospheric emissions in the short-term. In the past, we've funded renewable energy and afforestation projects to balance our emissions. In 2021, we became the first organic delivery company in the world to achieve both the Carbon Neutral International Standard and to join the UN's Climate Neutral Now Initiative. In 2024, we invested in Gold Standard-verified renewable energy projects, continuing our carbon neutral status.

MANAGING OUR WASTE & RECYCLING

PREVENTING FOOD WASTE

The total amount of food waste produced in the UK is around 9.5 million tonnes every year enough to feed 30 million people. Yet 8.4 million people in the UK live in food poverty.\(^1\)

We're committed to reducing our food waste and to helping our customers prevent waste at home.

In 2021, we began working with WRAP (the Waste and Resources Action Programme) to track and verify our progress. We also submitted an ambitious target to them - to cut our food waste by 50%, to less than 0.8% of food purchased, by 2030. Having reached this target

by 2023, we decided it was time to set a new one. By 2030, we will keep food waste to less than 0.6% of the food we handle.

We're proud to say that we've succeeded for a second year in a row. In 2024, our food waste was 0.17% of the amount of food we purchased.

For 2024, we also set a new target of diverting at least 30% of our food surplus to our charity partners. And we smashed that goal - over the year, we sent between 40-60% of our surplus organic fruit and veg to charities to help feed those experiencing food poverty or insecurity.







Last year, we set ourselves the ambitious target of ensuring at least 30% of food surplus is donated to charity. I'm really proud to say we hit this target in 2024. In fact, 2024 was such a strong year that we met or exceeded the target every single month. This was only possible thanks to the strong, collaborative relationships we have with our amazing charity partners.

ANIA GANCARZ, Sustainability Coordinator

HOW HAVE WE REDUCED OUR FOOD WASTE?

Our success in significantly reducing our food waste is largely thanks to the efforts of Ania, our brilliant Sustainability Coordinator. Ania works closely with our quality control teams to check for fresh items that might not reach our customers in perfect shape, but are still delicious and nutritious. This surplus is then collected by our charity partners for speedy redistribution to support those experiencing food poverty or insecurity in our local community.

Any items that we know will deteriorate faster are collected by our farmer, Helen Browning, (CEO of the Soil Association) for her pigs to enjoy. This helps ensure that the energy and resources needed to grow food aren't wasted, and our surplus won't end up in landfill, contributing to greenhouse gas emissions. Although we sent less surplus to feed animals in 2024, we used more in meals for people in need. So, we're considering this a positive trend.



WHAT'S NEXT?

Having set and achieved what we consider to be ambitious targets, we'll continue to maintain this strong performance. Giving us the capacity to focus on other areas of waste across the business.

GENERAL WASTE & RECYCLING

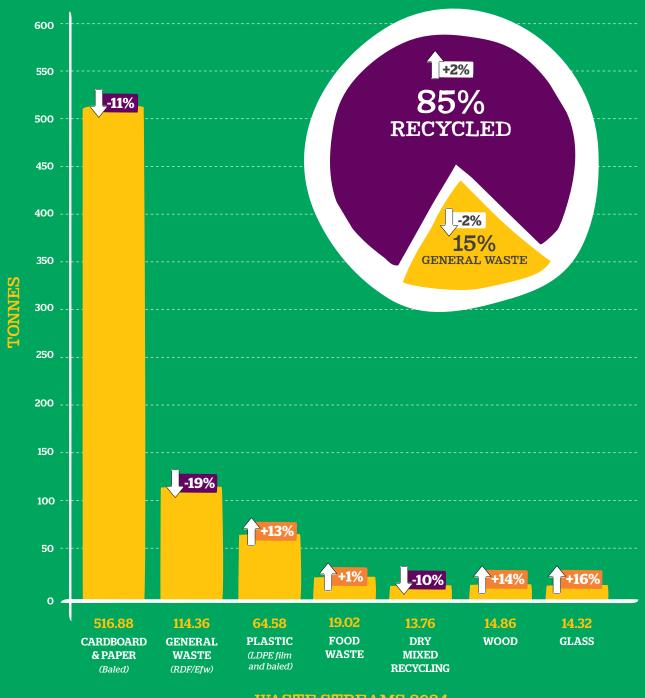
HOW HAVE WE REDUCED OUR GENERAL WASTE?

Thanks to the efforts of the amazing teams across our sites, we've reduced our level of general waste and increased our recycling rates in 2024. Having already implemented new signage and training in the areas where we pack our boxes, we turned our attention to sharing best practice with our wider team.

At the start of 2024, we set a new, ambitious target - to keep the weight of our general waste to less than 0.76% of the total weight of food sold. We came close, with our total amount of general waste averaging at 1.01%.

WHAT'S NEXT?

Considering how much we've brought down our general waste by in recent years, we're still really proud of our 2024 figures. If we follow our current trend and continue working closely with our delivery and office teams, we're confident that we can reach our target in 2025.



WASTE STREAMS 2024

Compared to 2023 data

PLASTIC PICK-UP

In 2022, we launched Plastic Pick-Up - our game-changing doorstep recycling scheme for hard-to-recycle flexi-plastics.

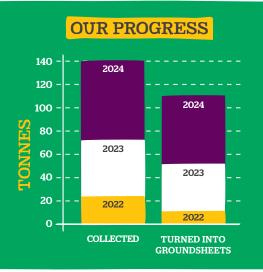
Plastic Pick-Up is an innovative solution to stop flexi-plastics from ending up in landfill. Our customers fill up a recycling bag with flexi-plastic (from any retailer, not just us), which we collect from their homes each week. The plastic is then sent to our trusted partner, Regent Hill, to be recycled into building materials in the UK.

In 2024, we collected 65 tonnes of flexi-plastic from our customers. So far, we've been able to recycle around 50 tonnes into construction materials - with more good work to come.



66 Our award-winning Plastic Pick-Up initiative has become an important way for our customers to slim their bin and contribute to the circular economy. In 2024, we collected 65 tonnes of flexible plastics from our customers and have so far turned 50 tonnes of it into materials used in the UK construction industry.

HUGO LYNCH, Sustainability Lead









CHAPTER 2

PEOPLE



FIGHTING FOOD POVERTY WITH

ONE BOX: ONE PORTION

Food poverty remains a critical issue in the UK and an increasing number of people are unable to eat a consistently healthy diet. Charities work tirelessly to tackle this but struggle with the pressure of increasing demand and shrinking budgets. We've had more than a few calls from food banks asking for donations to fill their empty shelves.

The Food Foundation estimates that 14% of households in the UK are affected by food insecurity. Their research found that affected families were more likely to specifically cut back on healthy food like fruit & veg.¹

We're passionate about tackling food poverty in the UK. We believe that everyone has the right to fresh, nutritious food. So in 2022, we launched One Box: One Portion - donating a portion of organic fruit or veg to the most vulnerable in our community, for every Fruit & Veg Box we sell.

 ${\bf 1} \ https://foodfoundation.org.uk/news/latest-food-insecurity-tracker-shows-seven-million-adults-going-hungry$

SUPPORTING FOOD EDUCATION

CHELSEA ACADEMY STUDENT COOKERY SCHOOL

In 2024, students at the Chelsea Academy had the idea of partnering up with a well-known chef, to set up their own cookery school. As well as learning important cooking skills, the students were keen to learn the importance of nutritious, top-quality ingredients. When they asked if we could provide this for them, we were happy to lend a hand.

Led by Makiko Sano. Tokyo-trained Sushi Chef and founder of The Suzu House, the students enioved eight weekly sessions learning essential kitchen skills and confidence





66 As a result of Abel & Cole's generous donations in 2024, we've been able to raise £10,000. This funded all the cooking equipment we needed to provide 32 free cooking classes for over 350 students, care leavers, refugees and people in social housing. This had a huge impact, helping them learn to manage their budget and increasing the variety of fruit & veg in their diet. It even helped some attendees better balance their blood sugar.

ESTHER SOUTHERN, Wild Salt Project

OUR IMPACT

Our donations have continued to support the important work of our three brilliant food charity partners.

DONS LOCAL ACTION GROUP

Wimbledon-based and volunteer-led. this charity began during the COVID-19 pandemic to help the local community. In 2024, we donated more fruit & veg to Dons food boxes than ever before.

THE FELIX PROJECT

A charity committed to fighting food poverty, hunger and wastage in London. Our donations go to people in need of support who are experiencing homelessness or food insecurity.

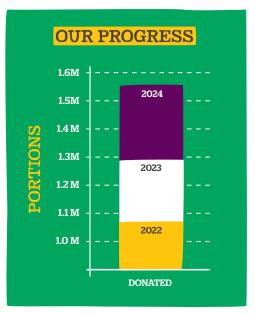
SCHOOL FOOD MATTERS

This charity's mission is to teach children about food and improve access to healthy. sustainable food in schools. Our donations help secondary school children at Bacon's College access nutritious, organic fruit at breakfast time.

MORE PARTNERS

Andover Food Bank Oxford Food Hub Sutton Community Kitchen 'Free cupboards' across the UK (e.g. Riverside Little Free Cupboard in Hackbridge, run by volunteer local residents) Wild Salt Cookery School







CHILDREN'S BOOK COLLECTION

By delivering to our customers' homes weekly, we've helped them support our charity partners with donations of their own. In 2024, with the help of our incredible drivers, we continued to collect children's books from our customers' doors. Together, we collected over 8,000 books to be shared out.



Once again, Abel & Cole families have amazed us by donating thousands of pre-loved children's books for the Children's Book Project. They're now on their way to give new stories and adventures to children, many of whom may not own a book of their own. Families can continue to donate books all year round, by visiting childrensbookproject.co.uk and either leaving collections at drop points or with free doorstep collections.

KIRSTIN KNELL, Children's Book Project

VOLUNTEERING IN OUR COMMUNITY

Giving back by volunteering our time has always been important to us. So we make sure that everyone who works for us has at least one day a year to volunteer with an organisation or cause that's close to their heart.

OUR TARGET

115 days

HOW DID WE DO?

We volunteered for 97 days. Although we didn't reach our target, we're still incredibly proud of our colleagues for devoting their time to many incredible causes.

THE FELIX PROJECT

Our food donations contributed to the 1.3 million meals they made in 2024, helping the most vulnerable in our communities.

MARINE CONSERVATION SOCIETY

Our volunteers took part in the MCS Beach Clean surveys in Brighton and Bournemouth, spending two days collecting litter.

ANDOVER TREES

We helped at the Harmony Woods site, which welcomes 1,000 children every year to plant trees and wildflowers.

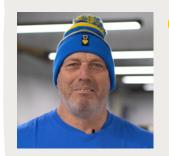
DONS LOCAL ACTION GROUP

We helped sort and pack food donations for families experiencing food poverty or insecurity in South London.



MENSTRUAL HYGIENE DONATION

As a B Corp, we also understand the importance of using our business to support people in our community. That's why, for Menstrual Hygiene Day in May 2024, we pledged to tackle the wider issue of period poverty by donating Natracare period care products to our friends at local charity, Dons Local Action Group.



Dons Local Action Group's partnership with Abel & Cole is about a lot more than just fresh fruit & veg. It's about helping each other with everything we do. The latest donation of thousands of period products has made a big difference to many of the families we help. Especially those that can't always afford decent period care.

CRAIG WELLSTEAD, Dons Local Action Group

TACKLING INDUSTRY ACCESSIBILITY

Without previous experience or established contacts, it's not always easy to break into the world of work.

Our Head of Marketing, Georgina Holland, recognised these challenges presented a real obstacle, especially for those trying to enter the creative industry. So we worked with our charity partner, Blueprint for All, to create our 'Foot in the Door' paid placement. And in 2024, we welcomed Vanesia, our second intern to the programme.



OUR GENDER PAY GAP

At Abel & Cole, we strongly believe in job opportunities for everyone, regardless of their gender. We're committed to balancing our gender representation and supporting all colleagues in the workplace.

	2024
Mean hourly pay gap	-6.11% [*]
Median hourly pay gap	5.24 %*
Males receiving bonus pay	94.51%
Females receiving bonus pay	100%

*compared to 2023 data

Surrounded by such a talented (and busy) team of Creatives at Abel & Cole, it struck me that our team could play a role in making the industry more accessible. A common experience is that your first foot on the ladder is about working for free or knowing the right people. So, we worked closely with Blueprint for All to set up an inclusive and accessible placement. Challenging assumptions like needing a CV, when really it's someone's passion that you need to know.



GEORGINA HOLLAND, Head of Brand & Creative

PROTECTING WORKERS IN OUR SUPPLY CHAINS

The wellbeing of everyone who works for Abel & Cole is incredibly important to us. That includes the workers in our supply chains too.

By assessing the risk of labour issues like child workers or modern slavery, we can get a snapshot of where the hotspots might be. This then makes it easier for us and our suppliers to mitigate any risks.

For 2023, we aimed to have 70% of our active suppliers complete a Sedex risk assessment (or equivalent). By the end of the year, we met that target with 71% of active suppliers completing their assessments.

For 2024, we decided to dive deeper into all of our supply chains. We used the information provided on Sedex to focus on suppliers that we buy the most products from. We set a target of putting all our highest-spend suppliers (top 80% of spend) through Sedex. This would give us access to crucial information, for our human rights due diligence. Unfortunately we didn't reach this target, with 82% of our highest-spend suppliers registering.

The risk of modern slavery in UK businesses has increased dramatically in recent years. So, it's crucial that we continue to work closer with our suppliers to keep everyone working for us safe. Risk assessments like these are just our first step, but a vital one, and the information we get is invaluable.





WHAT'S NEXT?

For 2025, we're changing strategy. We'll now be assessing all suppliers, regardless of spend, and establishing better communication with them and our Buying team on risks to our business. Most of our suppliers will be registered with Sedex, making their risk assessments easier. But we're also preparing to look at other risk assessments and accreditations, engaging with suppliers personally instead of relying on questionnaires.





CHAPTER 3

PRODUCT



CHAMPIONING SUSTAINABLE PACKAGING

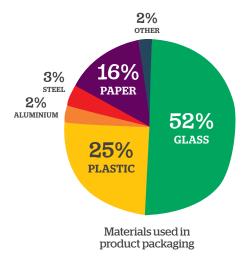
As part of our mission to keep doing food right, we're always challenging ourselves to make packaging choices that are better for the environment - without compromising on quality or cost.

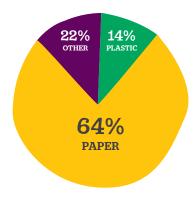
OUR PACKAGING POLICY

- **REFUSE.** Firstly, we consider whether packaging is necessary at all, where quality or safety won't be affected.
- **REUSE.** Then, where packaging is required, we work with our suppliers to move their products into refillable packaging like with our Club Zero range.
- **RECYCLE.** Finally, we use materials that can be easily recycled. And if there's something our customers can't recycle at home, we collect it from them and take care of it responsibly.

OUR 2024 RESULTS

By measuring and reporting on the materials we're using - both to package and to distribute our products - we can see how well our Packaging Policy is being applied.





Materials used in tertiary packaging

TACKLING PLASTIC POLLUTION

In 2021, we committed to the UK Plastics Pact - a pledge taken by British manufacturers and retailers to help solve the UK's plastic pollution problem. We publicly pledged to achieve four ambitious targets.

OUR TARGETS

100% of the plastic we use will be reusable or recyclable by 2025

Progress in 2024: 76%

2 70% of our plastic packaging waste will be recycled or composted by 2025

Progress in 2024: 74%

Problematic or unnecessary single-use packaging will be eliminated, through redesign, innovation or refills by 2025

Progress in 2024: Ongoing - we moved our meat products into more recyclable mono-material film packaging instead of multilayer laminates, and we've expanded our refillables range.

We will achieve an average of 40% recycled content in all of our plastic packaging by 2025 (increased from our original target of 30%, then 36% in 2023)

Progress in 2024: 30%

In early 2024, we made significant progress by standardising the packaging for our meat, fish and dairy. Across the year, we've seen further success thanks to the introduction of our Club Zero refillable milk bottle, which makes up the bulk of the plastic we sell. However, we've faced challenges too, especially with losing our main partner for Club Zero.



Switching our meat packaging away from multito single-material plastics is crucial to ensure their recyclability. The progress we've made against this will lead to a significant reduction in plastic wastage and we continue to work with our suppliers to make further improvements.

HUGO LYNCH, Sustainability Lead

WHAT'S NEXT?

Our current focus is ensuring our information is as up-to-date as possible. This is so we can provide the reporting required for long-anticipated regulatory changes, particularly the new Extended Producer Responsibility regulations.



CUTTING BACK ON PLASTIC IN OUR FRUIT & VEG BOXES

We're committed to cutting back on packaging wherever we can - to keep 'refuse' as the main focus of our Packaging Policy. To ensure this applies to our most popular products, we work with plastic campaign group, Everyday Plastic, to compare the amount of plastic used in our organic Medium Fruit & Veg Box. We compare it against the packaging used

for the same organic produce from Tesco, Sainsbury's, Ocado and Waitrose. We're still well ahead of our target of having at least 77% less plastic in our organic Fruit & Veg Boxes, compared to our supermarket peers. In fact, in 2023, we used over 90% less plastic than our competitors, with only a slight 1% dip in plastic-cutting for 2024.



Billions of pieces of fruit & veg packaging are thrown away every year, which makes fresh produce one of the leading causes of plastic waste. By switching to Abel & Cole for your fruit & veg shopping, you could save nearly 350 pieces of plastic from being thrown away per year. This just demonstrates that seemingly small, everyday swaps, when taken together, can be a huge help in the tackling of plastic waste.

DAN WEBB, Founder of Everyday Plastic

OUR NEW BOX DESIGN

IMPROVING RETURN RATES WITH BETTER PACKAGING

After refusing unnecessary packaging, 'reuse' is the second priority of our Packaging Policy. It's a method we've encouraged our customers to adopt for a long time. Having shoppers leave out our returnable boxes for our drivers to pick up is a great example of this.

We're always looking to increase the amount of boxes that get returned to us in good condition, to help our 'reuse' score. Our boxes' redesign has played a big part in that.

Our new box designs are already having a positive impact, increasing not just the return rate but also the number of times we can reuse boxes and packaging materials. The stats are already impressive, but we want to see how this plays out across the year, so expect more on this in 2025.





ULTRA-PROCESSED FOODS

AT ABEL & COLE

Ultra-Processed Foods (UPFs) have hit the headlines in recent years. Their increasing consumption is being linked to the rise of a variety of health conditions. However, like 'junk food' before it, UPF is actually a very subjective term, with no agreed definition or policy.

We're all about doing food right and that means helping our customers make the right decisions for their health as well as the environment. Our products typically don't contain the artificial additives or level of processing found in most UPFs, but with growing concern about their health impacts, we wanted to dig into the detail.

We established an internal working group, to identify products that might be classed as UPFs, and set criteria for their inclusion in our shop. In most cases, we found very good reasons to keep these products in the range. Some provided an option for food intolerances, or offered a healthier, more sustainable alternative to widely available brands.

We've also created a list of prohibited additives for our new product selection process. This means artificial colours, aspartame, MSG, titanium dioxide and trans fats won't be found in anything we sell.

CALCULATING THE IMPACT OF OUR PRODUCTS

WITH MONDRA

In 2024, we worked even closer with our environmental data partner, Mondra. We looked into how their platform can help measure and project the emissions from all of our fruit & veg, meat and dairy products.

Being committed to the SBTi (Science-Based Targets initiative) requires a target to reduce Scope 3 emissions (greenhouse gases from producing the products we sell - see page 11). The first step to achieving that is to get accurate measurements and that requires data. Thanks to the cooperation of our amazing suppliers, we're now undertaking Life Cycle Assessments (LCAs) on more of our products than ever.

Given we sell thousands of products, the scale of this work is huge. Partnering with the best-in-class Mondra is a huge help but we're also looking at improving our own systems. We'll be checking what we need in order to automate the handling of this much data as reliably as possible.



FUNDING THE FUTURE OF FARMING

In 2024, we started work with the Soil Association Exchange, a new platform designed to offer farmers insight into a range of impacts measured on their farms, like biodiversity, soil health and carbon emissions. When the weather warms in 2025, the Soil Association will send their experts to analyse the environmental and social impact of two of our farms.

For any suggested improvements, we're launching the pilot of our Future Farming Fund in 2025. These improvements could include reed beds to reduce the risk of pollution, ponds to improve water retention, or wildflower margins to help local insect and bird populations.







A FINAL MESSAGE FROM HANNAH

A huge amount of work has gone into our 2024 Sustainability Report and I want to thank you for taking the time to read it.

I also want to take a moment to thank all the teams behind Abel & Cole who've made this possible: our innovative and passionate Sustainability team who drive us to make a difference; our hardworking and committed suppliers who produce the very best, planet-friendly food, and our loyal customers - who continue to choose food done right.

We couldn't do any of this without you.

I'm so proud of what we achieved this year but our work on sustainability is never done. I'm confident that, with our ambitious targets for the future, we can push ourselves to do even better next year.

Warmest wishes.

Hannah Shipton **Managing Director**



THANKS TO OUR TRUSTED PARTNERS





MODIUS 🔓 REGENTHILL



EVERYDAY Green Element



Sedex mondra

Abelæcole









Officially certified by the UK's leading organic accreditation body, The Soil Association. Abel & Cole is a certified B Corp, dedicated to making business a force for good. Rated 4.5 by our customers on Trustpilot. Our zero air miles policy means we never air freight a thing.