

Willow & Finch – Environmental, Social & Governance (ESG) Strategy

Our Approach

At Willow & Finch, sustainability, ethics and responsible business practices are not an afterthought – they are built into how we bake, source, employ and grow. As a family-run artisan bakery, our ESG approach is deliberately **credible, proportionate and transparent**, reflecting both our scale and our ambition.

This statement outlines how we currently operate across Environmental, Social and Governance pillars, and how these practices support our customers, suppliers and wider stakeholders.

Environmental Responsibility (E)

Responsible Ingredient Sourcing

We prioritise traceability, provenance and ethical sourcing across all core ingredients:

- **Flour:** UK-milled by *Nelstrop Family Millers*, sourced through Kent Foods
- **Sugar:** UK-produced
- **Chocolate:** Belcolade Belgian Chocolate, selected for quality and ethical supply standards
- **Eggs:** Locally sourced free-range eggs from *Appledore Farm*, a registered farm and supporter of the British Hen Welfare Trust. All eggs are stamped and fully traceable
- **Butter:** Croxton Manor butter (UK), sourced through Harvey & Brockless
- **Vanilla:** Real vanilla from *Little Pod Vanilla*, a supplier recognised for strong environmental and ethical practices

Wherever possible, we support UK and local producers, strengthening domestic supply chains and reducing unnecessary transport.

Palm oil policy: Willow & Finch does not use palm oil in any product, for ethical and environmental reasons. This is a non-negotiable value for our business.

Packaging & Materials

We are committed to minimising environmental impact through thoughtful packaging choices:

- All **trade packaging** is fully recyclable and made from paper or cardboard
- We do not use plastic in trade supply
- For direct-to-consumer gifting, a protective postal bag is used where necessary to ensure product integrity

Packaging decisions are made with both sustainability and food safety in mind.

Waste Reduction & Production Efficiency

- We bake **to order**, ensuring minimal food waste
 - Any unavoidable waste is **100% repurposed for staff use**
 - Waste levels are consistently low due to careful production planning
-

Willow & Finch – Environmental, Social & Governance (ESG) Strategy

Energy Use & Operations

- Production operates from a **small, energy-efficient workspace**
 - Baking schedules are planned to ensure **full oven loads** wherever possible, reducing energy consumption per unit produced
-

Distribution & Logistics

Orders are dispatched via **FedEx**, a logistics provider with a stated goal of achieving carbon-neutral operations by 2040. We consolidate dispatches wherever possible to reduce transport impact.

Social Responsibility (S)

Our People

Willow & Finch is a family-run business built on fairness, respect and flexibility:

- All staff are paid **well above the National Minimum Wage**
 - A **four-day working week** is standard, with flexible working options
 - Food hygiene and allergen training are provided as part of employment
 - Production managers are trained to **Level 3 Food Hygiene**, with all staff trained to at least **Level 2**
 - We prioritise staff wellbeing, supported by regular team-building and wellbeing activities
-

Community & Wider Impact

While Willow & Finch does not currently operate a formal corporate charity partnership, the family behind the business actively supports community and charitable initiatives, including:

- Volunteering time with local organisations
- Donating goods to school and community fundraising events

This reflects our belief that responsible business extends beyond the bakery itself.

Customers & Transparency

- All products are **clearly labelled** with full ingredient and allergen information
 - Strict hygiene and segregation procedures are in place to minimise cross-contamination risk
 - Marketing and product descriptions are honest, accurate and never misleading
-

Governance & Ethics (G)

Business Structure & Oversight

- Willow & Finch operates as a **sole trader business**, owned by Elodie
- Family members are actively involved in management and strategic decision-making

Willow & Finch – Environmental, Social & Governance (ESG) Strategy

- We work with **external accountants, business advisors and an independent marketing manager**, ensuring appropriate professional oversight
-

Food Safety, Compliance & Risk Management

- Registered with **East Devon District Council Environmental Health Authority**
 - Comprehensive **HACCP and food safety procedures** in place
 - Daily record keeping and compliance checks
 - Allergen management procedures actively monitored and reviewed
-

Values, Ethics & Supplier Standards

Our governance is guided by a clear ethical framework:

- Quality is prioritised over cost
- We use real, natural ingredients and avoid artificial substitutes
- We work with suppliers who offer **clear traceability** and responsible sourcing
- We will not compromise on our palm oil-free commitment

These principles inform all commercial and operational decisions.

Our Commitment

Willow & Finch is committed to operating responsibly today while remaining adaptable for future growth and evolving customer expectations. Our ESG approach is designed to be:

- **Authentic** – rooted in how we already operate
- **Credible** – aligned with our size and resources
- **Future-ready** – suitable for larger corporate customers without overstatement

We believe that trust is earned through transparency, consistency and quality – values that sit at the heart of Willow & Finch.