

Willow & Finch – Carbon Reduction (Decarbonisation) Strategy

1. Statement of Intent

Willow & Finch is committed to operating responsibly and reducing its environmental impact in a way that is credible, proportionate and appropriate to an artisan food business. This Carbon Reduction Strategy sets out how we understand, manage and seek to reduce carbon emissions across our operations, while remaining transparent about the limits of our control and scale. Our approach focuses on practical reduction measures, responsible supplier choices and operational efficiency, rather than headline targets or offset-based claims.

2. Scope and Boundaries

As a small, family-run bakery, Willow & Finch has adopted a proportionate carbon management approach.

This strategy covers:

- Direct operational activities under our control
- Key areas where we can reasonably influence emissions through supplier and logistics choices

At this stage, we do not undertake full carbon footprint modelling or lifecycle assessments, and we do not make claims of carbon neutrality or net-zero alignment. This ensures our reporting remains accurate, defensible and transparent.

3. Key Sources of Carbon Emissions

Our primary sources of carbon emissions are understood to fall within the following areas:

Direct and Purchased Energy (Scope 1 & 2)

- Energy used for baking and food production
- Electricity used for lighting, refrigeration and general operations

Indirect Emissions (Scope 3)

- Ingredient sourcing (flour, dairy, chocolate, eggs and other raw materials)
- Packaging materials
- Courier distribution and logistics
- Waste management and business services

As is typical for food producers, Scope 3 emissions represent the largest proportion of our overall carbon impact.

4. Current Carbon Reduction Measures

Operational Efficiency

- Production takes place in a small, energy-efficient workspace
- Baking is carefully scheduled to ensure full oven loads wherever possible, reducing energy consumption per unit
- We bake to order, avoiding overproduction and unnecessary waste

Waste Reduction

- Food waste is consistently minimal due to controlled production planning
- Any unavoidable waste is 100% repurposed for staff use, preventing disposal

Responsible Ingredient Sourcing

- All flour and sugar are UK-produced, supporting domestic supply chains
- Eggs are locally sourced from a registered free-range farm
- Core dairy and chocolate ingredients are sourced from established suppliers with clear traceability
- We actively prioritise UK and local suppliers where viable to reduce transport impact
- Palm oil is not used in any product, as part of our ethical sourcing policy

Packaging Choices

- All trade packaging is fully recyclable and made from paper or cardboard

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- Plastic is avoided wherever possible, with limited use only where required for direct-to-consumer postal protection

Distribution & Logistics

- Orders are dispatched via FedEx, a global logistics provider with a publicly stated ambition to achieve carbon-neutral operations by 2040
 - Dispatches are consolidated where possible to reduce transport emissions per order
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5. Future Focus Areas

As Willow & Finch grows, our carbon reduction efforts will continue to focus on areas where we have direct control or meaningful influence, including:

- Ongoing review of energy efficiency within production operations
- Continued preference for UK-based and traceable suppliers where commercially viable
- Monitoring developments in lower-impact packaging solutions that meet food safety requirements
- Working with logistics partners that demonstrate credible environmental commitments

Any future initiatives will be assessed carefully to ensure they align with our scale, resources and commitment to accuracy.

6. Governance and Review

Responsibility for environmental and carbon-related decisions sits with the business owner, supported by family management and external professional advisors.

This Carbon Reduction Strategy will be:

- Reviewed periodically
- Updated as the business evolves or as practical reduction opportunities arise

We believe that measured progress, transparency and integrity are more meaningful than aspirational claims unsupported by evidence.

7. Our Position

Willow & Finch's approach to carbon reduction is rooted in how we already operate:

- Efficient production
- Low waste
- Responsible sourcing
- Honest communication

This strategy is designed to support customers, including larger corporate partners, by providing a clear and realistic understanding of how carbon considerations are embedded within our business today, while remaining adaptable for the future.