



# The Collective

## FY19 impact report

April 2018 –  
March 2019

## introducing The Collective's impact report for FY19

Welcome to The Collective's first impact report which covers our impact from April 2018 to March 2019.

Here at The Collective, we care deeply about the community around us, from our employees, the charities we support, our lovely yoghurt fans and the farms where our ridiculously tasty dairy is created.

As we grow as a business, we know there is much more to do to drive great change for people and the planet and use our business as a force for good.

Therefore, we decided to write The Collective's first impact report so our community (of yoghurt eaters, yoghurt makers and yoghurt sellers) can be informed of the work we are doing to be better for the people, planet and our ambitions for the future.

It's been a huge team effort to make The Collective business what it is today, and we wouldn't be here without all the passion and dedication from the team, suppliers, retailers and of course our customers, so here's a big THANK YOU!

*Andia*



# our story so far

Angus

Ofer



2011  
gourmet  
yoghurt  
hit the UK  
shelves

2009

a brand started in  
NZ by two chefs  
who crafted the best  
tasting yoghurt

2010  
joined  
forces with  
Amelia + Mike

Mike

Amelia



2014  
launched  
kids yoghurts...  
and straight up



2019  
launched  
kids pods



2018  
created our  
kefir range



the pillars for the impact report



purpose

people

planet

product



purpose





we're a brand with a purpose beyond profit

we listen to yoghurt fans!

thanks for your email, really nice to find a company that takes pride in personal customer service!



we focus on health



with billions of gut-friendly cultures

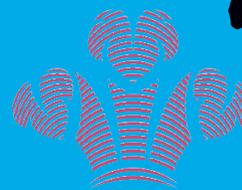
reduced sugar



tackling environmental issues head on



supporting our communities + doing good

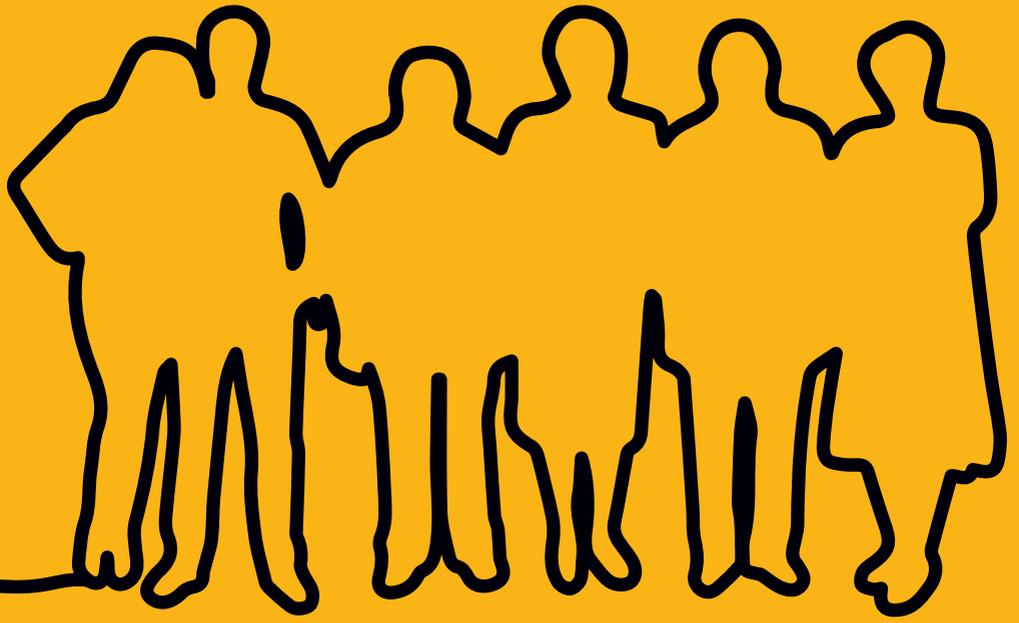


Prince's Trust



BROWNLEE FOUNDATION

people



## our stance on people

People are an important part of The Collective, from the millions of yoghurt eaters out there, to the employees in the factory making our goods and of course, our amazing team. In fact, our brand name came from being a group of collective people with great ideas to bring our ridiculously tasty yoghurt to life!

Giving back has continued to be a big part of The Collective, where we helped 5,000 kids get active through a free mini triathlon in our local community with support from The Brownlee Foundation. We committed to working with The Princes Trust to give youth a great shot in life.

Our team at The Collective are a bunch of talented, yoghurt-loving and inspiring people who love to work hard, play hard! We've got big ambitions to change the face of dairy and we've been growing and nurturing our team along the way to do this.

We've made some big changes on the people front this year and we don't plan to slow down any time soon.

Here's a big cheers to our people!



## our team

We're a true collective of like-minded souls, hell-bent on creating the dairy of tomorrow.



## our values



make things happen 

- don't wait to be told
- set the bar high, think big + bold
- be brave and take risks
- navigate the bumps
- stay focused 'til we're done

be easy to work with 

- talk honestly + openly
- make it hassle free to work with us
- nurture the relationship
- bring people into our world
- win-win all the way

knock your socks off 

- live the brand
- deliver unexpected smiles
- keep things positive
- make it personal
- care deeply

love to learn 

- become experts in our fields
- ask the difficult questions
- challenge the status quo
- listen to our consumers + partners
- give feedback + share knowledge

win together 

- look out for + after each other
- play to our strengths
- muck in when it's needed
- be slick in how we work together
- don't take ourselves too seriously

## helping our community

### team volunteering

74% of our team volunteered last year! The Collective offered a paid day to all employees to do their bit for our local community.

### getting active

We've donated £40k to The Brownlee Foundation since 2015 to help kids nationwide get active through a free mini triathlon in our local community centre in Willesden. Since partnering with The Brownlee Foundation back in 2015, we've helped over 25,000 kids get active all over the UK.

### 530 love letters

We love chatten' to all you lovely yoghurt eaters out there through email, social media and even the trusty snail mail. Our Customer Happiness Manager is one of our most important roles here at The Collective and in the last year, she wrote back to every single one of our customers and shared the love back!

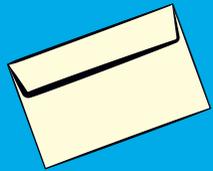
### the gut stuff

To celebrate the launch of The Collective Kefir drinks, we partnered with The Gut Stuff, a not for profit on a mission to educate everyday people on the benefits of having a healthy gut. Together we created a London tube pop up store to spread the word about the importance of gut health for everyone reaching over 5,000 people throughout the week... now that's a load of cultures \*grin\*

### 8,300+ yoghurts donated

We've donated 8,300 units of products to worthy causes in the last year including Fair Share.

## some of the love letters this year



+

I went on a moaning mooch around the store, and stumbled upon your mango live yogurt. it called out my name.....matt.....come here and try me! I did, i felt obliged to. several more trips to Sainsbury's later and im still buying it. it tastes nice and looks nice. it's like im having an affair, and my old yogurts keep looking at me funny.

+

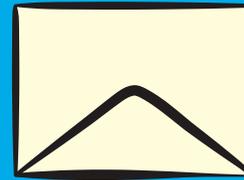
your raspberry gourmet live yoghurt is better than ice cream.

I've just come across this wonderful yoghurt of yours. I'm a huge yoghurt fan and I can tell you that I've not come across anything like this. the creaminess of passion fruit is out of this world!!

I have been eating Yogurt for years and since I found yours about a month ago I can not eat any other. It is the best I have ever had! Thanks



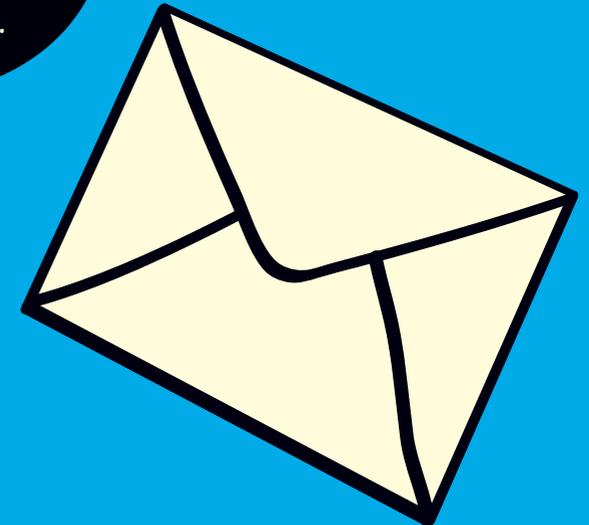
+



well I don't normally write to companies about their food but OMG as a lover of raspberry yoghurt this was bloody lovely!! thick, creamy, tasty, just lush!! so good I ate the whole tub in one go I couldn't stop!! good job I didn't buy two tubs!

my fiancé and I are well and truly addicted to your yoghurt tubs. raspberry is my fave, passionfruit his.

+



## looking after our staff

### private health care, pension + life insurance

From day one, our staff members are eligible to private health care, pension & life insurance. Our private health care also offers loads of great benefits like half price sneakers & bikes!

### bonus scheme

Every person at The Collective does their bit to helping us create the dairy of tomorrow, so that's why each member is on an annual bonus scheme.

### 360 feedback + appraisals

This year, we developed and implemented an appraisal process including 360 feedback which ties in our company values and mission.

### maternity leave

This year, we established our enhanced maternity scheme where we now offer enhanced packages to employees who have been at The Collective for two years.

## our values: wheel of praise



Ciaran  
informative  
presentation  
recycling

## work perks

### **birthday's off + Friday 4pm's!**

We love to reward our people for workin' hard at The Collective, so we give every staff member their birthday off to celebrate with family & friends. And after a long week of creating the dairy of tomorrow, all our staff can leave at 4pm on a Friday!

### **learn a hobby**

Every year, each staff member receives £100 to spend with our friends at 'Obby' ([www.obby.co.uk](http://www.obby.co.uk)) which they can use to learn a new skill, whether it be the weekly yoga in house sessions or going on a cookery course.

### **weekly vibes, summer + xmas parties**

Every year, we have a Christmas and Summer party to let off some steam after all the hard work our team has done, which usually results in a few sore heads \*wink\* You'll also find us having weekly drinks on a Thursday to celebrate the weekend arriving!

### **wheel of praise**

To celebrate our team values, we have a wheel of praise board which you can slap a post it note on to shout out anyone who you think has done a good job. Every month we reward one employee who stands out the most for going the extra mile with a delicious meal to the value of £200.

## we're always looking to improve

FY20 plans for improvement on people

### **implementing an official volunteering program**

We want to make it official and introduce a volunteering program for our staff where they can take two days of business time to do good for causes close to our hearts.

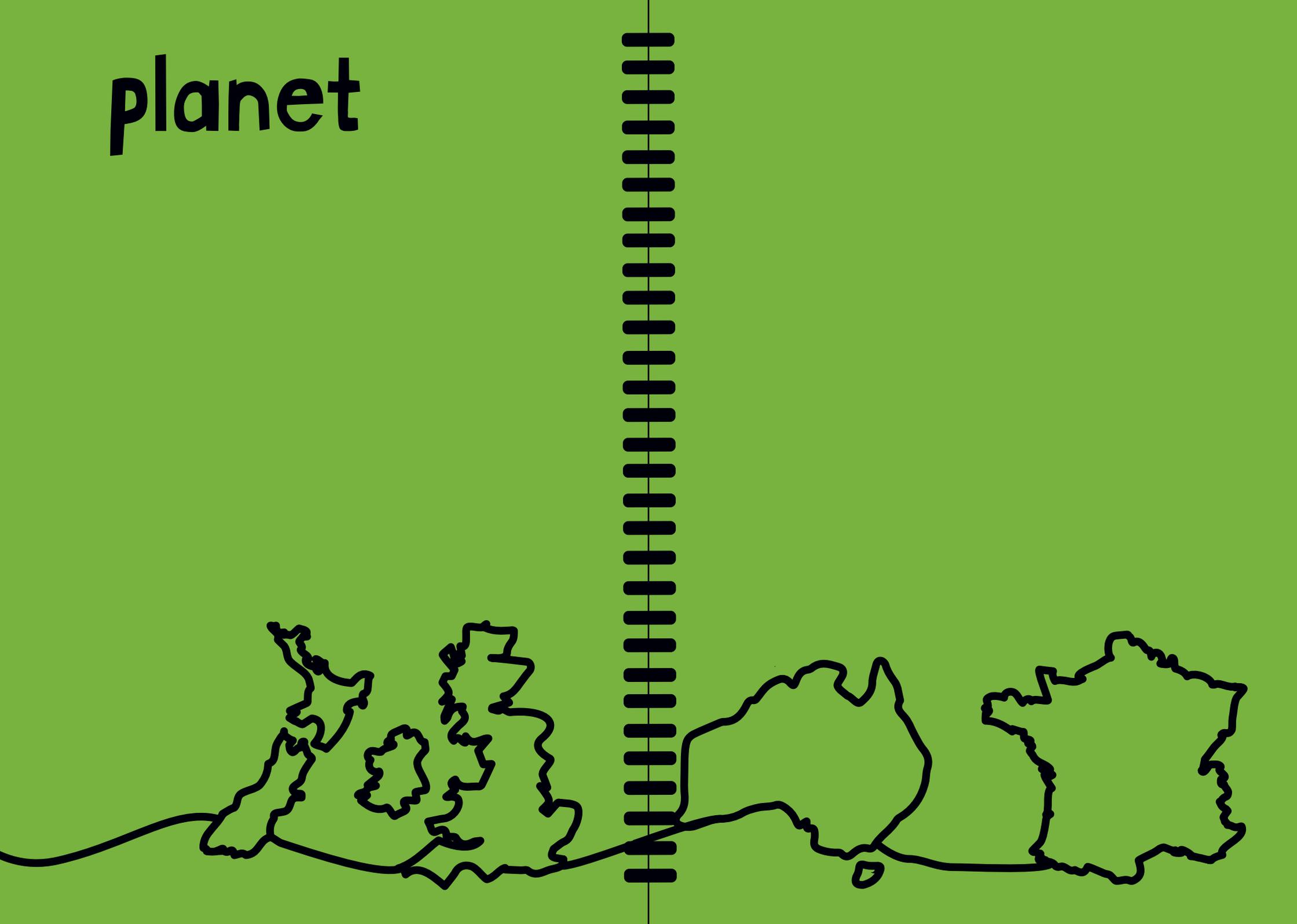
### **improving maternity, paternity + adoption leave**

We want to make it even better to work here if you are a 'soon to be parent' so we want to continue to improve our parent scheme including opening up the scheme to all permanent employees.

### **introduce income protection cover**

We want to protect and support our employees in case they were unable to work due to an injury, illness or receive a diagnosis of a serious condition by introducing an income protection cover scheme.

planet



## our stance on planet

We have big ambitions to become the most sustainable dairy company in the world. This means being able to create our ridiculously tasty dairy with the lowest possible impact on the planet from the dairy we create, to the yoghurt packaging to our office impact.

We know we're not there yet, but we're excited to be on the journey and to be learning more every day about where our impact lies and setting goals for the future.

This year was our first step into making better choices for the planet, with an initial focus on our packaging. We pioneered the launch of our new recyclable 'green' lids on our Gourmet & Kefir 450g pots, which increases its chances of getting recycled, as well as choosing to remove the lids and spoons from our small pots of gourmet yoghurt. We were also conscious during the development of our Kefir yoghurts and chose a pot that uses 33% less plastic than our current gourmet tubs! These are small steps in the right direction but watch this space...



### **79% of our dairy is made in the UK**

Our aim is to produce amazing dairy of the highest quality with that little bit of something special about it. 79% of our dairy is made in the UK with our UK dairies supporting local farmers in the West Country, Yorkshire, Wales and Scotland. Suckies are made for us in the beautiful Savoie Region of France, at the foot of the French Alps, renowned for its milk and cheese production. We searched high and low to find a dairy that could put our tasty yoghurt into pouches but there was not one in the UK at the time.

### **79% of our dairy is under the red tractor scheme**

The Red Tractor scheme ensures the welfare of the herd and the protection of the environment to nationally agreed levels of best agricultural practice, as well as the quality of our milk. After all it is our number one ingredient!

### **75% tonnes of packaging produced is recyclable**

We strive to use only packaging which can be easily recycled. We know we have a long way to go to improve our plastic impact but for now it is the best option to get our tasty yoghurts to your fridges at home. It is lightweight and easy to transport (meaning less trucks on the road), easy to recycle (over 79% of local councils are able to recycle the polypropylene that our pots are made of) and keeps our product fresher for longer, resulting in less food waste.



## our planet initiatives

### our new green lid

Black plastic has become a prominent feature across mainstream media in the past year due to the issues with its recyclability. This is because the majority of black plastic contains a carbon black pigment to give it a black colour. During the sorting of mixed plastics black plastic isn't currently detected by the infrared sensors in the recycling plants and therefore sadly black plastic is usually sent to landfill or incineration. Not wanting to accept the status quo, our Wombles approached the problem from multiple angles, working with leading industry experts to find a solution to this issue. As our big tubs can be enjoyed over 3 days and contain multiple servings, we didn't want to remove our handy and functional lids completely.

We were officially the first food and drink brand to add a special detectable pigment to our black lids, which means all the lids across our Gourmet, Straight Up and Kefir yoghurt ranges are now fully recyclable in your standard household recycling bin \*whoop\*. Currently over 80% of councils in the UK recycle our plastic tubs as part of their pots, tubs & trays mixed plastics recycling, with an additional 12 councils including pots, tubs & trays in their household recycling this year alone! We are very proud to be at the forefront of leading change as a business.



## our planet initiatives

### lids off!

As part of our mission to reduce single use plastic, we are pleased to announce that all our wee gourmet 150g tubs no longer contain a lid or spoon. This not only saves over 35 tonnes of plastic per year (the same as 80 grand piano's), but also halves the number of plastic components used to make this product.



### team wombles

We have been very busy at HQ investigating how we can improve our environmental footprint, setting up our very own in-house 'Project Womble' team. From challenging our suppliers through to working with leading non-governmental organisations like WRAP, we have been on a mission over the past year to improve our sustainability across all ranges.

### OPRL

This year we've been working with OPRL, a not for profit organisation committed to creating simple, consistent and UK-wide recycling messages for consumers.

We're adding standardised recycling labels (OPRL) to all our products, making it easier for our customers to know what they can and can't recycle.



## we're always looking to improve

FY20 plans for improvement on planet

### committed to becoming a B Corp by early 2020

We commit to achieving B Corp certification and use our business as a force for good for people & planet.

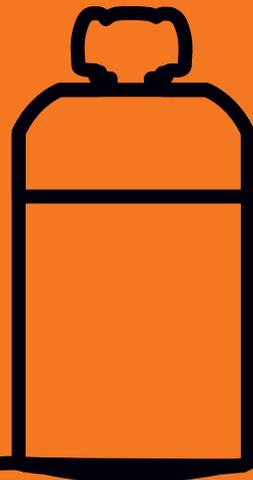
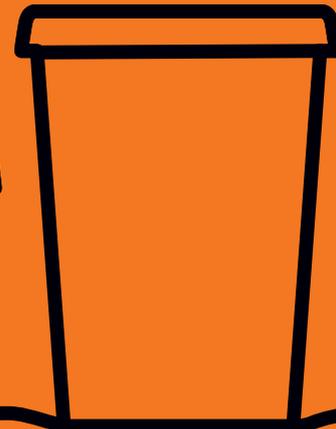
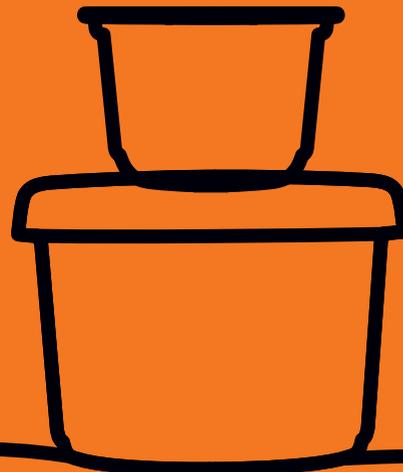
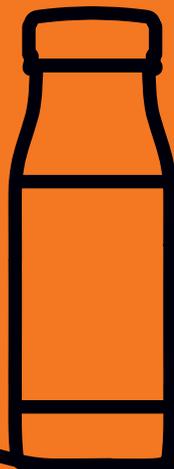
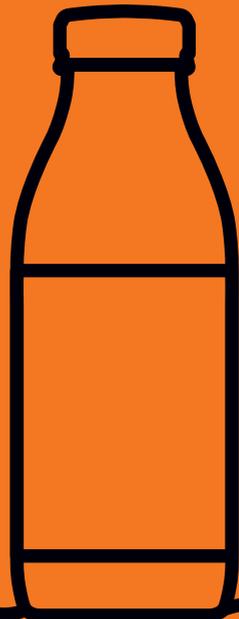
### measuring our carbon impact

We will measure our carbon impact as a business for the full cycle of our product and look for solutions to improve our carbon footprint.

### finding the most sustainable packaging for our yoghurts

We will focus on finding the best sustainable packaging of our yoghurts. This includes our pouches which although super convenient for parents and kids, easy to transport & store yoghurt - they are not currently recyclable in the current recycling UK infrastructure.

**product**



## our approach to makin' yoghurts

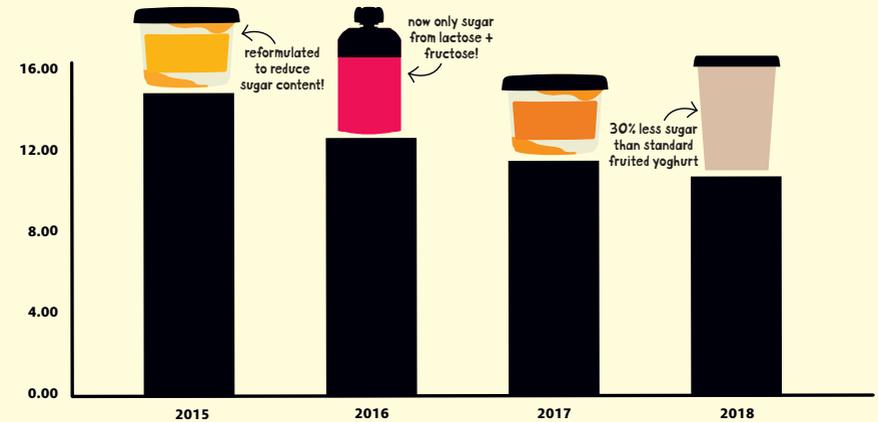
Here at The Collective, we're a bunch of foodies obsessed with delivering ridiculously tasty yoghurts. The Collective was started by two chefs wanting to shake up the yoghurt world so great food has always been our passion.

When our product team develop yoghurts, we use only the highest quality ingredients all of which you can usually find in your own kitchen at home. You'll never find any artificial or hard to pronounce ingredients in our goods!

Through our yoghurt-y journey, we've snapped up 8 Great Taste awards (two Great Taste awards this year!) and have even been named a 'Great Taste Producer'. We're mighty chuffed to be recognized for delivering ridiculously tasty yoghurts and promise to continue doing so for the future!



## we continue to reduce the sugar in our goods



30% reduction! (SWA sugar per 100g)

product	average sugar (g) per 100g	20% reduction target (11g/100g)
gourmet 450g	13.05	on track – already reduced since 2014 + more to be done
gourmet 150g	13.17	
suckies	8.03	19 reduced sugar SKU offerings in our range!
straight up	6.8	
kefir yoghurts 450g	5.58	
kefir drinks 500ml	5.53	
kefir drinks 220ml	5.53	

All achieved without the use of any artificial sweeteners and without compromising on taste!

# FY19 launches: kefir has landed!

Following the success of our sister company in New Zealand who launched Kefir drinks back in 2013, we launched our very own range of Kefir drinks and yoghurts in April 2019 here in the UK.

Our clever product team, Ciaran, Holly & Mark spent countless hours researching the origins of kefir and gut health to help craft the best kefir on the market and we're pleased as punch with our range.



- natural ingredients
- \*13 culture\* strains
- source of calcium
- \*\*pack'd full of live cultures
- ++ source of protein
- source of vitamins B2 + B12
- NO added cane sugar

# FY19 launches

Our product team are always whipping up the next big thing in delicious dairy. As well as bringing 10 kefir products to your fridges, they've also been launching a range of new limited editions, new flavours in suckies fridge packs, our super kefir yoghurts for kids and a nifty new multi pack in our gourmet yoghurts!

And to top it all off, we won 2 stars for our Straight Up culinary yoghurt with The Great Taste awards \*chuffed\*



## we're always looking to improve

FY20 plans for improvement on product

### continue to reduce sugar in our yoghurts

We want to continue to reduce the sugar in our yoghurts without compromising on taste, to help our consumers have a healthy & balanced lifestyle for all occasions. This is something we are mindful of when creating new products as well as when reviewing our current recipes and never compromising on taste.

### partner with nutritionists for our kids yoghurts

We want to continue to produce the healthiest yoghurt for kids and work closely with nutritionists who specialise in kids' growth & development.

### ingredient planet impact

We want to understand the impact of our ingredients on the planet and source the most sustainable ingredients & packaging possible - both for people and planet.

in summary...  
we do it our way





that's all  
folks