



SUSTAINABILITY STRATEGY



A LETTER FROM THE **MANAGING DIRECTOR**

When I think about what makes Isle of Wight Tomatoes special, it always comes back to how we do things. The care we put into growing. The pride we take in quality. The way we look after our people and the land that sustains us.

For years, that way of working came naturally. But as the world changes, we know instinct alone is not enough. It is time to be more deliberate, more transparent, and more accountable. This strategy is a big step in that direction. It captures where we are now and where we are heading, with clear goals and actions to guide us through the years ahead.

Becoming a certified B Corporation in 2024 was a real moment for us. It was a recognition of the work we have put in and a reminder that we can always do more. It gave us a framework to improve, and a community to grow with.

This strategy focuses on four key pillars (Planet, People, Product and Purpose) that ensure we focus on creating a regenerative, sustainable and more equitable future for all. At its heart, we're trying to do what is right and doing it well. It is about making sure every decision we make, big or small, supports the kind of future we want to create.

We certainly do not have all the answers, but we are committed to learning, evolving, and doing the work. I am proud of how far we have come, and even more excited for what comes next.

Paul Thomas

MANAGING DIRECTOR





**THE WORLD IS CHANGING
FAST. SO MUST WE.**

CLIMATE CHANGE ISN'T A DISTANT PROBLEM. IT'S HAPPENING NOW, AND IT'S CHANGING EVERYTHING.

At the heart of it all is a food system built for profit, not resilience – one that wastes 40% of all food grown for human consumption and accounts for nearly 30% of global greenhouse gas emissions. Behind every uneaten meal is wasted land, water, energy and labour. Meanwhile, agriculture drives around 80% of deforestation, biodiversity is shrinking, and millions of people still go hungry while perfectly good food is thrown away. We're feeding people at the expense of the planet – and we simply can't afford to keep doing that.



WE BELIEVE THERE'S A BETTER WAY. AND WE THINK YOU DO TOO.

More and more people are asking harder questions about how their food is grown, packaged and wasted. Nearly three-quarters of UK consumers now say they prefer brands that take sustainability seriously. Governments are acting too, setting Net Zero targets and tightening the rules on how food is grown, packaged, and sold.

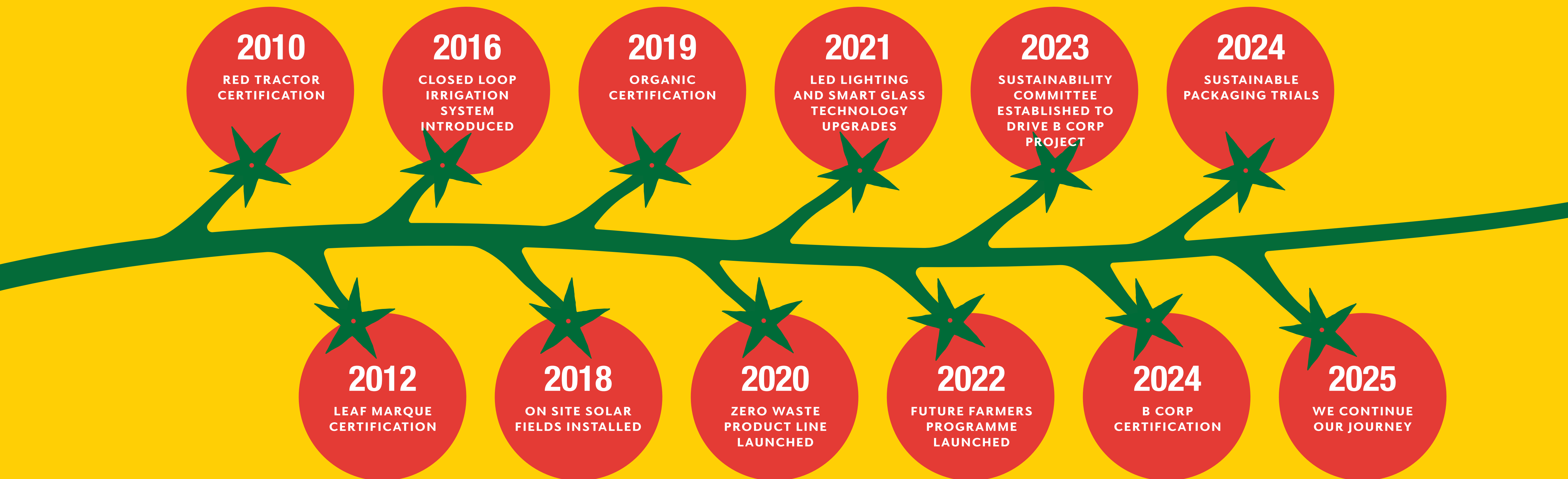
At The Isle of Wight Tomatoes, this is the direction we've always been heading. It's who we are. We grow with nature, not against it – making the most of natural sunlight, reducing waste at every step, giving back to our community, and always finding better ways to work. In 2024, we became a B Corp because we believe in being held accountable to the highest possible standards. But that was just one step. This strategy is our next.

It's our commitment to growing with purpose. To measuring what matters. And to rethinking what good food really means – for people, for nature, and for the future we all share.



OUR JOURNEY SO FAR:

MILESTONES IN SUSTAINABLE GROWING



FOOD FOR THOUGHT

It's easy to overlook the scale of the problem - until you see it laid out like this. These aren't just stats, they're signals. They show us where the food system is failing and why we can't afford to ignore it.

The good news? Every meal saved, every smarter choice, is a step toward fixing it.



FOOD FOR THOUGHT: STATS FOR IMPACT

2.5 BILLION

tonnes of food goes uneaten globally each year. (WWF Living Planet Report)

40%

of food grown for human consumption is wasted. (WWF Living Planet Report)

74%

of UK shoppers say they prefer brands that prioritise sustainability. (iWeb)

1/3

of the world's freshwater used in farming is spent on food that's never eaten. (WWF Living Planet)

1/3

of all food is lost before it even leaves the farm. (UK CCC)

EVERY SECOND

land the size of a football pitch is cleared to grow food that ends up in the bin. (Medium)

89%

of people globally want Governments to take stronger action on Climate (UNDP)

BY 2050

feeding a growing global population will require 50% more food, unless we cut waste and improve farming practices (Oxford).

Food waste alone is responsible for nearly **10%** of global greenhouse gas emissions. (WRAP)

Agriculture is responsible for **80%** of global deforestation. (WWF Living Planet)

The entire food system produces **26%** of global GHG emissions. (WWF Living Planet)

The average household loses or wastes **1.5 TONNES** of food per year—the same weight as a car, 1.5 grand pianos, or one black rhinoceros (Eco experts).

If food waste were a country, it would be the **THIRD-LARGEST** emitter of greenhouse gases, after China and the United States (WRAP).

According to the UN World Food Programme, we produce enough food to feed everyone on the planet, yet **1/5** is squandered before it can be consumed. (UNWFP)



A person wearing a dark hoodie, dark pants, and a cap is standing on a green metal ladder in a greenhouse. They are surrounded by tall tomato plants with many green, unripe tomatoes. The person is holding a small tool and appears to be tending to the plants. The background shows the structure of the greenhouse with its metal frame and translucent panels.

OUR MISSION & VALUES

We're on a mission to make great flavour sustainable, building a better food system where people and planet come first.

WE CALL IT

FOREVER FLAVOUR

OUR VISION

We're on a mission to make great flavour sustainable, building a better food system where people and planet come first.

We call it forever flavour.

Our five bright ideas to fix the food system, prioritise flavour, nutrition, and the health of the planet.



03 SMART ENERGY

Our farm is powered sustainably, harnessing the waste heat and carbon dioxide generated by the Isle of Wight's power supply, plus renewable solar energy from our adjacent solar field. We irrigate our crop with harvested rainwater, stored in our on-site reservoirs, and we use focused LEDs to encourage photosynthesis without wasting light energy.



01 ZERO WASTE

We're working to become a zero waste business, incorporating sustainable energy, recyclable packaging and zero produce to landfill. Through culinary craft and manufacturing innovation, we're creating a host of new chilled and ambient products to take care of every tomato.



04 TOMORROW'S TASTE

We believe food security relies on fast, local supply, and are proud that our tomatoes are enjoyed across the UK just hours after picking. We grow and trial more varieties than anyone else, continually creating produce that can meet a whole host of culinary needs, while delivering great taste and strong yields.

02 SOIL HEALTH

We grow both organically and conventionally, a twin strategy in which our conventional coconut-based growing substrate is composted to feed our organic soil. This perfectly circular and sustainable system results in zero waste to landfill, no requirement for bought-in compost, and soil that gets healthier every year.



05 FUTURE FARMERS

We're working with the IOW Youth Trust to find the farmers and food entrepreneurs of tomorrow. By nurturing young Islanders through education and work experience, we hope to build a legacy of talented growers, ambitious managers and sustainability experts, all committed to the future of great tasting tomatoes.



THE SDGS AND ISLE OF WIGHT TOMATOES

THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) ARE A GLOBAL BLUEPRINT FOR A BETTER WORLD

Set by the United Nations in 2015, they define 17 urgent challenges, from protecting the planet and tackling inequality to ending hunger and protecting resources. They serve as both a guide and a call to action, urging businesses, governments, and individuals to step up and address these pressing global concerns before it's too late.

At the Isle of Wight Tomatoes, sustainability runs through everything we do, from the way we nurture our crops to how we care for our land and community. From seed to plate, we are constantly striving to leave the lightest footprint while producing the finest flavour. While all 17 SDGs matter, we've put our energy into the ones where we can sow the greatest change. These key goals are woven into our strategy, guiding our decisions and shaping our future.

As you journey through this strategy, you'll see how our goals align with the SDGs, whether it's reducing food waste, cutting carbon, or cultivating biodiversity on our farms. Each commitment we make is more than a step forward for our business; it's a step towards a greener, fairer, more resilient world.



OUR SUSTAINABILITY STRATEGY:

ROOTED IN WHAT MATTERS

We believe in doing what truly matters and our sustainability strategy is shaped by the people who know us best. When developing this strategy, we asked our team, customers, suppliers, and community partners what they care about most when it comes to our impact on the world. Their insights helped us identify the most important sustainability challenges we face as a business; our material topics (see our materiality map in the appendix).

From there, we built a strategy structured around four pillars that drive everything we do: Empowering our people, protecting our planet, better products for a better future, and our purpose. Each one reflects a different area of impact, from how we support our team to how we grow, package, and distribute our tomatoes responsibly. **This strategy is our commitment to growing better, not just more.**

EMPOWERING OUR PEOPLE AND PARTNERSHIPS

We back fair pay, wellbeing and equity for our teams and give back to our communities

PROTECTING OUR PLANET

From packaging to food waste, we're cutting emissions and caring for nature

BETTER PRODUCTS FOR A BETTER FUTURE

We're making our products more sustainable from source to shelf — and beyond.

DRIVING PROGRESS AND PURPOSE

We lead with transparency, track our impact and innovate for better





EMPOWERING OUR PEOPLE & PARTNERSHIPS

EMPOWERING OUR PEOPLE & PARTNERSHIPS

Sustainability starts with people. It's our team, partners, and community that turn good intentions into real progress. From the way we show up for our team to the way we give back locally, we're building a culture rooted in care, equity, and long-term support.

This pillar is about doing right by the people who make the Isle of Wight Tomatoes what it is.

IT FOCUSES ON THESE KEY AREAS:

INVESTING IN WELLBEING - Supporting physical and mental health through access to tools, training and structured support.

TRAINING - Offering development and career progression for every team member.

DIVERSITY, EQUITY AND INCLUSION - Creating a fair, inclusive workplace where everyone feels they belong.

CHAMPIONING RESPONSIBLE SOURCING - Setting clear expectations for ethical, people-first supply chains

PROVIDING SKILLS AND EDUCATION - Providing apprenticeships and training for young people and underrepresented groups.

STRENGTHENING OUR CHARITABLE PARTNERSHIPS - Building long-term relationships that deliver real community impact.



PEOPLE & PARTNERSHIPS

GROWING A THRIVING WORKPLACE

Investing in people isn't just the right thing to do – it's smart business. Happy employees are up to 13% more productive, and businesses that prioritise wellbeing outperform on innovation, loyalty, and customer satisfaction.

But this is about more than performance – it's about people. In the UK, poor mental health costs employers £56 billion a year, but the real impact is human: stress, burnout, and lost potential. We believe work should be part of the solution.

These goals are about creating a culture of care, equity, and growth. One where wellbeing and opportunity go hand in hand. Where people feel safe, supported, and excited to build their future.

And that future reaches beyond our own team. Through apprenticeships, volunteering, and skills training, we're helping shape a more inclusive, resilient local economy – one that grows with people at its heart.





OUR 2030 GOALS



GROWING A
THRIVING WORKPLACE



- ★ Become a Certified Living Wage Employer.
- ★ Empower employees to manage their personal finances effectively through education and access to tools.
- ★ Foster a workplace culture that prioritizes both physical and mental health for all employees.
- ★ Implement an Employee Assistance Programme and have two mental health first aiders.
- ★ Improve employee engagement and satisfaction through career development and ongoing feedback.
- ★ Build a culture that prioritise equity and creates a safe environment where everyone belongs.
- ★ Increase opportunities for young people and employment through apprenticeships.
- ★ Provide apprenticeship opportunities for upskilling current employees.
- ★ Enrichment day- volunteer day.

PEOPLE & PARTNERSHIPS

GROWING A THRIVING COMMUNITY

The same principles that guide how we care for our team shape how we show up in our local community on the Isle of Wight, and across our supply chain.

We're formalising how we give, who we work with, and how we hold ourselves and our suppliers to account: clearer standards on social and environmental performance, wider access to training for underrepresented groups, and equity built into how we operate.

In practice, that means food donation programmes that tackle waste and hunger at the same time, and supplier screening and codes of conduct that raise the bar for ethical business..



OUR 2030 GOALS

GROWING A
THRIVING COMMUNITY

- ★ Establish a structured and impactful community and charitable giving program, ensuring long-term support and measurable social benefits.
- ★ Improve social mobility opportunities for individuals from underrepresented communities through structured training and apprenticeships.
- ★ Ensure all key suppliers adhere to high sustainability and ethical standards, including ESG commitments and transparency.
- ★ Implement a robust supplier screening framework covering governance, labour standards, sustainability, and third-party certifications.
- ★ Establish and enforce an IOWT-centric Supplier Code of Conduct, ensuring full compliance with sustainability and ethical business standards.
- ★ Build meaningful sustainability partnerships with B2B customers and logistics providers.

A large, long glass greenhouse structure with a peaked roof, situated in a field of tall, green, spiky plants. The sky is a clear, pale blue. The text "PROTECTING OUR PLANET" is overlaid in large, bold, yellow capital letters.

PROTECTING OUR PLANET



PROTECTING OUR PLANET



The planet is our home, and our food system has a huge role to play in protecting it. From the way we source ingredients to how we package and distribute them. Every decision we make has an impact. With climate change, biodiversity loss, and resource depletion accelerating, it's no longer just about doing less harm, it's about actively creating a food system that regenerates, restores, and respects the natural world.

OUR PLANET PILLAR FOCUSES ON FOUR KEY AREAS:

CLIMATE ACTION - Cutting emissions & transitioning to net zero.

BIODIVERSITY - Protecting biodiversity & healthy soils.

SUSTAINABLE AGRICULTURE - Transitioning to 100% organic farming.

WATER MANAGEMENT - Tracking, measuring and using every drop responsibly.

PROTECTING OUR PLANET *CLIMATE ACTION*

Food businesses are on the front line of the climate crisis –not just as contributors to the problem, but also as those also most vulnerable to its impacts.

Supply chains in food are more exposed than ever: in 2023, 52% of UK businesses said extreme weather was already disrupting their operations. Globally, climate-related crop losses have tripled in the past 50 years (FAO), and the risks are only accelerating.

For us, climate action isn't optional. It's about protecting the future of our crops, our customers, and the communities we serve.

We've already taken big steps like building solar panels across the farm, but we know that's just the start. To drive real impact, we need to cut emissions across our whole operations and supply chain.

Achieving this will require a fundamental shift in the way we grow, transport, and distribute our tomatoes and this is how we plan to get there.





PROTECTING OUR PLANET



OUR 2030 GOALS



CLIMATE ACTION



- ★ Create a Net Zero Plan and reduction strategy that reduces carbon emissions by 42% from the 2026 baseline year, in line with Science Based Target Initiatives (SBTi) and the UK's Net Zero Strategy
- ★ Increase Solar Generation to provide a majority of energy for greenhouses and own operation
- ★ Work with local third-party Combined Heat & Power Engines providers to recover heat and CO₂ from the process and utilise them for greenhouse use. Look for opportunities to increase recovery year on year.
- ★ Develop an environmental policy and commitment to formalise regular tracking and measuring of GHG emissions.
- ★ Develop Environmental management plan and achieve ISO14001.
- ★ Convert fleet of delivery vans to electric vehicles.
- ★ Convert HGVs to low-emission alternatives.

PROTECTING OUR PLANET

BIODIVERSITY, WATER MANAGEMENT & SUSTAINABLE AGRICULTURE

Water and soil are two of the most vital resources in food production and both are under serious strain. Globally, agriculture accounts for around 70% of all freshwater use (FAO), and in the UK, intensive farming has degraded nearly 40% of soils to the point of reduced fertility (DEFRA). As growers, we have a responsibility to reverse that trend: using resources wisely, regenerating what we can, and staying within the planet's limits.

We've already made big strides; from closed-loop irrigation to circular composting and low-impact greenhouse design. Now we're scaling up: aiming to track our footprint more closely, growing more organic, and making sure every season supports a more resilient food system.





PROTECTING OUR PLANET



OUR 2030 GOALS

BIODIVERSITY, WATER MANAGEMENT
& SUSTAINABLE AGRICULTURE



- ★ Increase Biodiversity on the Isle of Wight Develop a biodiversity action plan for the farm Hedgerows, wildlife corridor between farms, soil health, pollinators.
- ★ Introduce honey bees/bee keeping.
- ★ Develop plan for water management and reduction.
- ★ Increase total amount of organic produce to at least 30% of the farm by 2030.
- ★ Boost communications around existing practices in organic growing -highlight greenhouse design, closed loop irrigation systems, organic sustainable inputs.

BETTER PRODUCTS FOR A BETTER FUTURE



BETTER PRODUCTS FOR A BETTER FUTURE



What we grow is only half the story – how it’s packaged, moved and consumed matters just as much. The Product pillar is where circularity meets quality. It’s about reducing waste across the value chain, using resources responsibly, and making sure every tomato reaches people in the most sustainable way possible.

WE'RE FOCUSING ON THREE KEY AREAS:

SUSTAINABLE PACKAGING – Trialing lower-impact materials and reducing plastic across our range, while keeping quality and freshness front and centre.

FOOD WASTE REDUCTION – Scaling up our zero-waste product range and finding new routes for surplus produce to reach people, not landfill.

CUSTOMER EDUCATION – Using clear labelling and storytelling to help shoppers make more sustainable choices, from pack to plate.

BETTER PRODUCTS

SUSTAINABLE PACKAGING

Packaging is one of the food industry's most visible environmental issues and also one of its most urgent to address. In the UK, we generate around 2.4 million tonnes of plastic packaging waste every year, but only 44% is actually recycled (WRAP, 2023). Much of it is unnecessary. Studies show that over half of plastic packaging on grocery items could be removed or replaced with more sustainable alternatives. This excess not only contributes to plastic pollution but also drives food waste, with poorly designed packaging leading to spoilage and overbuying.

As regulation tightens like the UK's Plastic Packaging Tax - businesses have a clear incentive to shift to low-impact, circular packaging systems. For us, it's about using better materials, and making it easier for customers to recycle or compost packaging at home.



BETTER PRODUCTS

OUR 2030 GOALS

SUSTAINABLE
PACKAGING

- ★ 100% recyclable packaging and 70% recycled content in packaging against our baseline year of 2025.
- ★ Reduce the use of plastic in packing and fullfillment by 90%.
- ★ Transition all remaining plastic to compostable plastic by 2030 (no microplastics, and can be composted at home).
- ★ Implement reusable and sustainable delivery materials.



BETTER PRODUCTS

FOOD WASTE REDUCTION

Food waste is one of the biggest climate and resource challenges we face. In the UK, over 6.4 million tonnes of edible food is wasted every year – more than half of it in homes (WRAP, 2023). Across the food chain, every wasted tomato also wastes the water, energy, and effort that went into growing it. And when food ends up in landfill, it releases methane, a greenhouse gas more than 80 times more potent than CO₂ over 20 years.

At Isle of Wight Tomatoes, we've already taken action, we've set a Zero Waste Target and are already bottling our overripe or surplus tomatoes into sauces, chutneys and other ambient products. But now it's time to do more. From expanding our range to using even more of our harvest, to helping customers store and use tomatoes better at home, we want to design a system where no good food goes to waste.



BETTER PRODUCTS

OUR 2030 GOALS

FOOD WASTE
REDUCTION

- ★ By 2040, every stream of food waste, landfill, donation and composting, is tracked and measured, with 100% either donated or diverted, achieving zero food waste to landfill.
- ★ By 2040, the whole tomato crop is put to use: surplus and out-of-specification fruit becomes product rather than waste, achieving zero food waste from crop production.
- ★ Educate customers on how to reduce food waste post purchase.



BETTER PRODUCTS

SUSTAINABILITY EDUCATION

Sustainability isn't just about systems –it's about shifting mindsets. According to a 2024 UNDP survey across 50 countries, 89% of people say they want stronger action on climate change from governments.

But that desire needs fuel: clear, everyday stories that show people what change looks like, and how they can be part of it. The same goes for food. From how we grow to how we store, cook and dispose of it, we need a fundamental rethink of the way we engage with food –and that starts with better communication.

At the Isle of Wight Tomatoes, we're using our platform to make sustainability more visible, relatable and doable. Whether it's scrappy cooking tips, facts on packaging, or stories from the farm, we want to help customers feel confident in making lower-impact choices, one tomato at a time.



BETTER PRODUCTS

OUR 2030 GOALS

SUSTAINABILITY
EDUCATION

- ★ Increase consumer awareness of the nutritional value of locally grown and organic products.
- ★ Develop sustainability data and facts on packaging labels (e.g., waste diversion, saved electricity).



A large glass greenhouse with a metal frame. The interior is filled with rows of tomato plants, many of which have green tomatoes. The glass reflects the sky and the surrounding environment.

DRIVING PROGRESS AND PURPOSE

HOW WE KEEP OURSELVES ACCOUNTABLE

This pillar is about how we govern our impact, make decisions with purpose, and stay transparent as we grow.

In 2024, we became a certified B Corporation, meeting high standards across governance, workers, community, environment and customers. But for us, it's not just a certification, it's a framework for building a better business.

From aligning leadership incentives with sustainability targets to publishing our ethics policies and tracking progress over time, the goals in this pillar are designed to keep us focused, honest, and always moving forward.



OUR DELIVERY STRUCTURE

Sustainability at the Isle of Wight Tomatoes is owned across two levels within the business. At board level, Paul Thomas, our Director, holds ultimate accountability for our sustainability strategy and its delivery.

Day to day, this sits with our New Business Development Manager, who acts as sustainability lead, supported by an external sustainability consultancy, Cyd Connects, that helps progress our goals and deliver specific projects, including our B Corp certification and a 2026 packaging analysis.



OUR PURPOSE

WE ARE A B CORP

WHAT IS B CORP?

Certified B Corporations are businesses that meet high standards of verified social and environmental performance, transparency, and accountability. The B Corp movement is about using business as a force for good, creating benefit for people, communities, and the planet.

We certified on the B Impact Assessment framework in 2024 on the B Corp 1.6 standards. This framework measured the entire company across five key areas: Governance, Workers, Community, Environment, and Customers. To keep certification, companies are rigorously assessed every three years, and in 2027 we will be recertifying on the new B Corp 2.1 Standards.



MISSION LOCK: WHY IT MATTERS

Here's what makes B Corps different from other sustainability certifications: Mission Lock.

While other certifications might focus on our packaging or processes, Mission Lock goes deeper. It legally commits our entire business to putting people and planet first, no matter what.

This means we're legally required to consider people and planet in every business decision, not just profit. This is permanent accountability you can trust, written into our company's legal documents so it can't be undone when ownership changes or market pressures mount.

WHY WE CHOSE TO CERTIFY

At Isle of Wight Tomatoes, we champion a food system that's fairer, less wasteful, and better for the planet. That's why becoming a B Corp felt like the right step.

B Corp gave us a clear, rigorous framework to track what we're doing well, and where we can improve. It holds us accountable and helps align our business with our values. And it connects us with others who believe business shouldn't cost the Earth.

We certified to show our customers, suppliers, and team that we take sustainability seriously and we're legally committed to proving it.



PROGRESSING OUR PURPOSE

OUR 2030 GOALS



OUR PURPOSE



- ★ We have a deep understanding of our material sustainability issues to drive long-term business strategy.
- ★ Progress on the sustainability goals are managed and progressed at the highest level of management.
- ★ We are industry leaders in sustainable agriculture and food systems.
- ★ Ethics and Transparency are core company value, with policies published publicly for accountability.
- ★ Maintain B Corp Certification