



# Jude's

## IMPACT REPORT

2024 · 2025



BETTER ICE CREAM



BETTER BUSINESS



BETTER PLANET

# HIGHLIGHTS

OF THE YEAR

**B**  
CORPORATION

RECERTIFICATION

**31%**  
REDUCTION  
IN CARBON  
INTENSITY

vs. 2020 baseline

**NEW**  
PAPER LIDS

REMOVE

**20+**

TONNES

OF PLASTIC!

**88%**

of relevant  
products using

**RAINFOREST  
ALLIANCE  
CERTIFIED**

INGREDIENTS

**SOLAR PANELS**  
POWER

**36%**

of our Twyford  
ice cream factory

Our plant based  
ice cream has up to

**80%**

LOWER  
LAND USE

**AND 47%**

LOWER  
CARBON  
emissions

WE WON OUR

**118<sup>TH</sup>**

**GREAT TASTE  
AWARD!**



**2023 CoolBrands<sup>®</sup>**  
Britain's Choice



# CONTENTS

## WELCOME

PAGE 5

## THE HEART OF JUDE'S

PAGE 7

## BETTER ICE CREAM

PAGE 11

## BETTER BUSINESS

PAGE 17

## BETTER PLANET

PAGE 27

## FINAL THOUGHTS

PAGE 38



# WELCOME

It all began over 20 years ago when our founder started making craft ice cream in his barn at home in Hampshire. He wanted to build a great British ice cream company that supplied the best chefs in the land and was loved by all who tasted its creations. He lovingly named the new ice cream company **Jude's in honour of his wife**. Since then our incredible team of ice cream makers have developed over a hundred Great Taste award winning flavours that are served at the best restaurants, venues and grocers. ♡

Our driving purpose is to bring life to people and the planet by growing a business that is a force for good. This shapes what we do, how we want to be remembered and why we get out of bed every morning!

We are excited to share our progress from the past twelve months. We've made significant strides across the whole business which resulted in us re-certifying as a B Corp; a rigorous standard for social and environmental performance.

Our real hope is that our products will continue to bring friends and family together and joy to everyone who tastes them.

This year, we've put in place actions to reduce our plastic use by over 20 tonnes per annum. We have worked with the rainforest alliance to introduce more certified ingredients that will protect the rainforests for future generations. We've generated 36% of our total electricity demand through solar panels on our factory.

## THE JUDE'S TEAM



# THE HEART OF JUDE'S

OUR  
PURPOSE

# PURPOSE

Our reason for being



# BRINGING LIFE

to all our stakeholders



# **BETTER ICE CREAM**

**BRING  
JOY**

# BRING JOY



We're passionate about creating delicious, indulgent, creamy, colourful and vibrant products... because joy is at the heart of everything we do.

## CHEFS' RANGE CLASSIC + PLANT BASED



## MINI TUBS



CLASSIC



PLANT BASED



LOWER SUGAR



PROTEIN



MINIS



# **BETTER BUSINESS**

**BUSINESS AS  
A FORCE FOR GOOD**

WE'RE A **CERTIFIED** YAY!  
**B CORP**



We've always believed that business should be a force for good in the world. In 2020 Jude's first became a BCorp and last year we recertified. We are part of a global movement of businesses, who are using their influence to make the world a better place.

We are committed to continually getting better across the five BCorp pillars.



PILLAR 1  
**GOVERNANCE**

When Jude's became a BCorp, we made a commitment to always consider the interests of all our stakeholders - including our team, suppliers, shareholders, society and the environment.

Our 'mission lock' is that we will value people and the planet above profit, as an ongoing commitment.

We support the Better Business Act. This strives to change the UK law to ensure that every company in the UK aligns their interests with those of wider society and the environment through amending Section 172 of the Companies Act.

Together we will ask for the government's leadership to help deliver this new contract between business and society.





PILLAR 2  
**WORKERS**

At Jude's we know that to craft brilliant ice cream you need brilliant people. We've developed our craft over 20 years and have an incredibly talented team of ice cream makers. Our people are, without question, our most important ingredient.

We believe in a company culture where we serve and look out for one another. The University of Oxford's Character Project said that Jude's employees were very positive about the culture, and often described it as "healthy, happy and very open."

We prioritise safety for our team and customers above everything else and are proud to have achieved BRC AA\* status. We make sure that Jude's is a fair, inclusive and flexible place to work. Jude's pays a living wage as minimum, 20% of our team work part time and 70% of our management team are women.

**We will always look to continuously improve to make Jude's the best place to work.**



PILLAR 3  
**CUSTOMERS**

To our wonderful customers, thank you. Thank you for every tub, scoop, lolly and stick purchased. We hope it brought you joy.

Our team of ice cream makers is committed to creating delicious products that meet your needs and bring you flavour, colour and life!

Whether it is creating award winning ice cream in iconic stripey tubs or delivering the best customer service, we work tirelessly every day to knock your socks off.

**We're particularly proud of our Little Jude's range in pioneering lower sugar products for kids, and we hope to see more reformulation of kid's products with less sugar across the market.**

As our customers are increasingly concerned about protecting the planet, we are continuing to expand our plant based range, that has a lighter environmental footprint.





PILLAR 4  
**COMMUNITY**

We want to bring joy to our local and wider community.

We support several charities working with children and young people to raise funds and awareness of their invaluable work (see [page 24](#) for more).

We continue to work with The Sanctuary Foundation to provide support for refugees from Ukraine. We now have two wonderful Ukrainians in our team, and the door is open to others.

Since 2020 we've given over 290,000 portions of products to food banks, churches and other local charities. At Christmas we gave donations to our local food bank in place of Secret Santa.

We also support several environmental charities including tree planting and biodiversity projects. You can read more from [page 36](#).

Our community extends to those people and places where we source our high-quality ingredients.

We have ethical sourcing and modern slavery policies in place to ensure we only work with responsible partners throughout the world.



PILLAR 5  
**ENVIRONMENT**

*“In a world full of greenwash, Jude’s stand out as thoughtful and honest.”*

PROFESSOR MIKE BERNERS-LEE

Our mission is to pioneer radical change in our industry by making the most delicious ice cream and treading lightly on the planet. This dual mission impacts every decision we take as a business.

We continue to work with Professor Mike Berners-Lee and the climate experts at Small World Consulting to measure our carbon footprint and identify ways to cut it. Our target is a 43% reduction in carbon intensity by 2030 from our 2020 baseline.



We measure and are actively working to reduce the intensity of our consumption of utilities such as energy and water. This includes generating electricity from solar panels on our factory roof. We are actively working to reduce packaging as well as change packaging to more environmentally friendly alternatives where possible. This year we have transitioned to paper lids in our small tubs, which will reduce plastic use by over 20 tonnes!

We have worked with the Rainforest Alliance so that now 88% of our chocolate and coffee products only use certified ingredients – protecting these precious ecosystems for future generations.

We work with environmental charities on biodiversity projects and have to date purchased over 22,000 tonnes of carbon removal credits which is the equivalent of planting approximately 140,000 trees.

# OUR CHARITY PARTNERS

We work with our charity partners, Home for Good and Resurgo Spear Programme, by raising funds and awareness of their work with children and young people. In the last year we've also been working with the Sanctuary Foundation to support Ukrainian refugees.



## HOME FOR GOOD

Every 15 minutes a child enters the UK care system. Home for Good exists to find a family for every child and young person who needs one and believes we all have our part to play in ensuring every child and young person experiences the welcome, stability and care they need to thrive. Whether that's by fostering, adopting or providing supported lodgings, or by supporting those who do. Find out more at [homeforgood.org.uk](http://homeforgood.org.uk)



## RESURGO SPEAR PROGRAMME

Just like the team at Resurgo Spear, we believe every young person has huge potential, no matter what barriers to employment they face. The Spear Programme helps their 16-24 year old trainees realise their potential, by coaching them with the mindset and skills they need to both get into work, and thrive once they're there. Find out more at [resurgo.org.uk/spear-programme](http://resurgo.org.uk/spear-programme)



## SANCTUARY FOUNDATION

The Sanctuary Foundation is a rapid response initiative set up in response to the unfolding humanitarian crisis in Ukraine. We began working with them immediately when the conflict started. So far we've welcomed 2 Ukrainians to our team and we're continuing to work with the Sanctuary Foundation to support refugees. Find out more at [sanctuaryfoundation.org.uk](http://sanctuaryfoundation.org.uk)

# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

As a BCorp we want to use our business to bring about a better society and planet, in-line with the UN's sustainable development goals. We hope that in our own small way, through our direct and indirect actions, we help bring the world closer to achieving these goals. Here are some examples:

## GOAL 3: GOOD HEALTH AND WELLBEING

Building a great place to work  
Supporting the charity Home for Good

## GOAL 4: QUALITY EDUCATION

Supporting the charity Spear

## GOAL 5: GENDER EQUALITY

Fair employment practices  
70% of managers are women

## GOAL 7: AFFORDABLE AND CLEAN ENERGY

Solar panels and renewable electric energy  
Reducing energy consumption

## GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Creating jobs at a living wage,  
growing a business

## GOAL 9: INDUSTRY, INNOVATION, INFRASTRUCTURE

Innovating and developing local industry

## GOAL 10: REDUCED INEQUALITIES

Equality policies and ethical trading practices

## GOAL 12: RESPONSIBLE CONSUMPTION & PRODUCTION

Reducing waste through our entire supply chain and within our production

## GOAL 13: CLIMATE ACTION

Rapid carbon reduction plan

## GOAL 14: LIFE BELOW WATER

Plastics reduction plan

## GOAL 15: LIFE ON LAND

Rewilding plan



# **BETTER PLANET**

**FOR FUTURE  
GENERATIONS**



Professor Mike Berners-Lee is the founder of Small World Consulting and a fellow of the Institute for Social Futures at Lancaster University. He is a leading expert in carbon footprinting and his books include *How Bad are Bananas* and *There is No Planet B*.



**31%**  
**REDUCTION  
IN CARBON  
INTENSITY**



## CARBON CUTTING FOR A BETTER PLANET

We work with Professor Mike Berners-Lee and his team at Small World Consulting to measure our scopes 1,2 and 3 upstream carbon emissions and identify carbon cutting measures.

*Cutting carbon emissions is a central focus of our sustainability program.*

We are very proud that last year we completed a review of every single recipe to cut the carbon footprint

of each of our individual products. Across our top 3 dairy flavours we have reduced the carbon footprint of the ingredients alone by an estimated 10.7%. Where we have transitioned a recipe from dairy to fully plant based we estimate that we can reduce the carbon by up to 47%.

Since our 2020 baseline our carbon footprint per litre of ice cream has now fallen by 31%. There will no doubt continue to be challenges, but we are incredibly proud of this achievement and is testament to the hard work of the team.

Our Twyford factory is powered by green, renewable energy from sources certified by Renewable Energy Guarantees of Origins (REGO) certificate. We are aware this system is flawed, because REGOs do not always guarantee the energy is purchased from 100% renewable sources or encourage the expansion on the renewables sector, but it's the best we can do right now. So, we still count the CO2e from our energy use in our Carbon Footprint calculations and have invested in Solar energy on site.

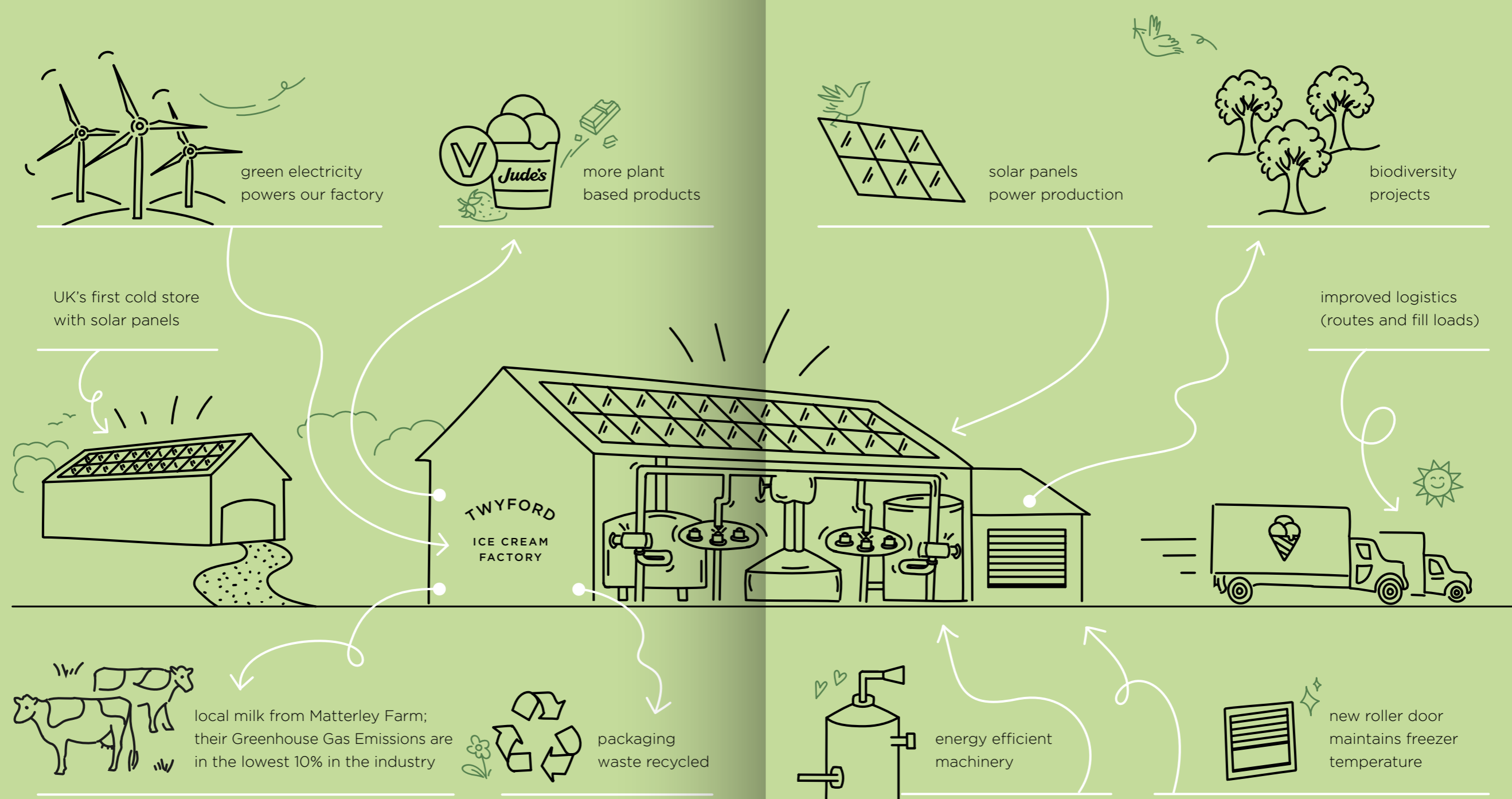
- The global food system is responsible for an estimated 21-37% of total greenhouse gas emissions.<sup>1</sup>
- More than 85% of UK farmland is for animals, even though meat, dairy and eggs only provide 32% of calories. By contrast 15% of the farmland used for plant crops for human consumption provide 68% of the calories.<sup>2</sup>
- Over a quarter of all the food grown in the UK is never eaten, accounting for 6-7% of total UK greenhouse gas emissions.<sup>2</sup>

The statistics above clearly demonstrate that every person and organisation in the food chain needs to change their behaviour to protect our beautiful planet. That's everyone, from farmers to food manufactures to each of us sitting around our tables at home. For starters we must collectively reduce carbon emissions to limit global warming and reduce land use to protect biodiversity.

1. IPCC: [www.ipcc.ch](http://www.ipcc.ch)

2. National Food Strategy: [www.nationalfoodstrategy.org](http://www.nationalfoodstrategy.org)

# CARBON CUTTING IN ACTION




# OUR CARBON FOOTPRINT

Professor Mike Berners-Lee and his team at Small World Consulting have again conducted a rigorous and detailed analysis of our business to estimate our emissions.


They calculated that Jude's greenhouse gas footprint was 6,779 tonnes. Our carbon footprint calculation includes Scope 1, 2 and 3 (upstream) emissions. More below:



**SCOPE 1**  
Direct emissions from our operations



**SCOPE 2**  
Indirect emissions from the production of the energy we use



**SCOPE 3**  
Upstream emissions: Indirect emissions from our supply chain associated with the production and distribution of our products.

This includes the emissions from the farms producing our ingredients, from transport, from packaging, from refrigeration and from running every aspect of the Jude's business.

**How Small World Consulting have calculated our Scope 3 emissions**

Supply chain (Scope 3) emissions are difficult to quantify, as there is mathematically no limit to the number of pathways that can contribute to total supply chain green house gas (GHG) emissions. Increased complexity as the supply chain grows leads to a level of uncertainty associated with emissions metrics, which has been used as justification by many organisations to pay little attention or ignore supply chain emissions.

Achieving 'good enough' and incorporating sufficiently meaningful information into emissions calculations is essential for effective and targeted emissions management.

We employ a hybrid methodology, incorporating elements of Process-Based Life Cycle Analysis (PBLCA) and Environmentally-Extended Input-Output Analysis (EEIO). Great care is taken with hybrid modelling to ensure system completeness, without double-counting. We aim to ameliorate some of the limitations of using either methodology in isolation.

## WHAT MAKES UP OUR 7,896 TONNE CARBON FOOTPRINT?



Note: Our Twyford home is also powered by green, renewable energy, from sources certified by Renewable Energy Guarantees of Origins (REGO) certificate. We are aware this system is flawed, because REGOs do not always guarantee the energy is purchased from 100% renewable sources or encourage the expansion of the renewables sector, but it's the best we can do right now. So, we still count our renewable energy use in our Carbon Footprint calculations.

# OUR PROGRESS

We want to tread as lightly as possible on our beautiful planet every day. See below our ambitious targets for the years ahead and our progress against them. All targets have a baseline year of 2020.

TARGETS	PROGRESS	EXAMPLES OF ACTIONS
Reduce carbon intensity by 43% by 2030	31% reduction versus 2020 baseline.	Installed air curtains to help reduce freezer energy use..  Careful selection of lower carbon ingredients. We have reduced our ingredient emissions by 28% since 2020.
Generate approx. 15% of electricity using solar by 2023	36% of electricity generated by solar	Solar panels on the roof of our Twyford Ice Cream factory.
Rainforest Alliance certification for relevant products	88% of relevant products are Rainforest Alliance	Introducing Rainforest Alliance certified cocoa and coffee into recipes.
OPRL labelling on packs to aid recycling	76% of products have OPRL labelling.	OPRL information for all our products is now available on our website, <a href="#">here</a> .
Reduce plastic intensity of each format by 25% by 2030	Mini tubs: 72% reduction	Reduced plastic consumption by over 20 tonnes by removing plastic lids & spoons on mini tubs.

KEEP AT IT!

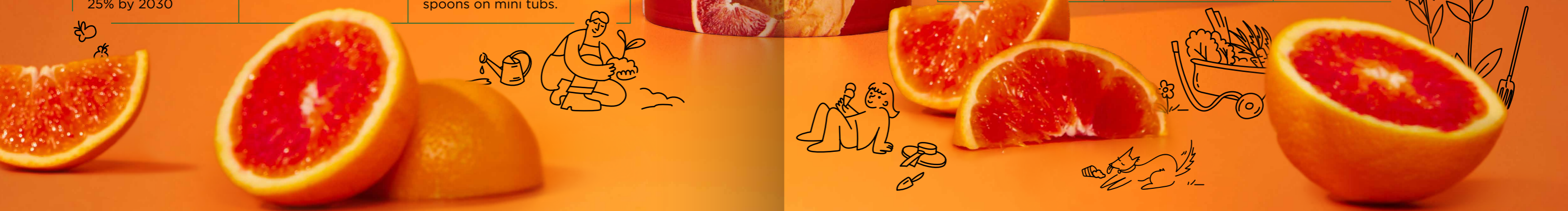
WOW & YUM!

WOOHOO!



TARGETS	PROGRESS	EXAMPLES OF ACTIONS
Plastic to have a minimum 30% recycled content by 2030	Shrink wrap: 30-50% recycled	Working with suppliers to encourage introduction or more recycled plastic into raw materials
Reduce our processing water consumption per litre of ice cream by 3% by 2030	Monitoring	Integrity of cleaning is continually improved and validated.  More efficient production planning leads to fewer clean downs between flavours.
Cardboard, paper, wooden spoons and tubs to be 100% responsibly sourced	100% of the virgin paper and board we use is from certified renewable sources.  46% of paper and board is from recycled sources.  100% wooden spoons are FSC certified.	Working with suppliers to increase recycled content and use FSC and PEFC board in packaging where virgin board is required.

YAY!



# BIODIVERSITY & LAND USE

Jude's continue to support rewilding projects aimed at improving biodiversity and providing habitats for wildlife.

We've been working closely with our local South Downs National Park for the last 3 years supporting tree planting and biodiversity projects. Our most recent project is supporting the restoration of what

was once ancient woodland at Lavington Park. The project will create 5.5 hectares of highly accessible woodland and provide a home for wildlife, improve the soil, provide oxygen and help fight climate change.

We're supporting the project to go plastic free through the application of Trico, a naturally biodegradable deer repellent which saves the need for thousands of plastic tree guards.

**YOU CAN DONATE**  
to Trees for the Downs here!



Professor Mike Berners-Lee and his team estimate that **plant based ice cream uses up to 80% less land than dairy to produce**. This is a significant reduction and means that a transition to plant based ice cream results in protecting more habitats and supporting biodiversity globally.

**The UK National Food Strategy (2021) calls for a 30% reduction in meat and dairy consumption in the UK over the next 10 years, and we can assure you ice cream is a great place to start!**

## 6 INCHES OF SOIL

ALSO!

We supported a new documentary film, 6 Inches of Soil, which explores regenerative farming here in the UK. The film tells the story of British farmers standing up against the industrial food system and transforming the way they produce food - to heal the soil, benefit our health and provide for local communities. Watch it [here](#).

# FINAL THOUGHTS

We're based in the beautiful rolling hills of the South Downs national park where we experience the wonder of our planet every day. From here we hope to create a little moment of joy in everyone's day, and pass on our planet in the best possible shape to the next generation.

We are so proud of our progress this year. Our ice creams are tastier than ever, each with a lower carbon footprint and reduced land use. We have reduced our plastic use, generated more solar electricity than ever and introduced more lower sugar products for children to enjoy.

However...there is still so much to do on all fronts. We'll keep pressing on and our ice cream will taste all the better for it!

## Jude's

LET'S DO THIS TOGETHER



