

THE SUSTAINABILITY ISSUE

brakes
a Sysco company

BRANDNEWS

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HOW TO ORDER

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National Account Customers

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Customer Service **0345 606 9090**

F (product code) – frozen food C (product code) – chilled food
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NB: You do not have to use the F, C or A prefix when ordering. The product names and descriptions within this publication are not intended to constitute the full legal description of the product. For full details please refer to the product packaging or alternatively please contact Brakes Customer Service on 0345 606 9090. All products are shown as serving suggestions.

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Pete Statham, Head of Sustainability and Government Relations, Sysco GB
Emily Pinkney, Senior Sustainability Manager, Sysco GB

Working together

We're determined to play our part in changing the food system for the better. And change comes not just from our 8,500 colleagues across Sysco GB, but through how we work with our 800+ suppliers and 20,000+ customers.

This year we've launched our Sustainability Council, formed of representatives across the Sysco businesses with the target to drive sustainability integration to everything we do.

Our sales teams are working to support you, our customers, in developing more sustainable and healthier menus. Our merchandising teams are building sustainability criteria into how we work with our suppliers, many of whom are featured in this magazine. And our operations teams are constantly working to save energy, reduce waste and improve the efficiency of our operations.

This is more important than ever, as we see the impacts of climate change and unpredictable weather patterns impacting food supply globally. It's our role, together, to mitigate the impacts of climate change. And the biggest impact we can have is through what ends up on the plate.

In this magazine, we're sharing insight from experts across our business and from our trusted partners, with advice, tips and updates on what we're doing. If you've got more questions and you're looking for support in transforming your menus and offer, then speak to your sales contact. Because we'll make a much greater impact when we work together.



Enterprise House, Eureka Business Park,
Ashford, Kent TN25 4AG • 01233 206000

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Welcome to this special Sustainability edition of Brand News



Paul Nieduszynski
Chief Executive Officer,
Sysco GB

Welcome to this special Sustainability edition of Brand News.

Our ambition in Great Britain is to be the undisputed leader in the foodservice market and to do this, we need to deliver our Recipe for Success, focusing on how we serve customers efficiently and consistently with the products they need, when and how they need them. A key part of that is how we embrace sustainability.

Sustainability at Brakes, and across Sysco, is moving quickly, and the pace of change is accelerating. With food contributing almost a third of all global carbon emissions, we recognise that we have a pivotal role to play not only in reducing our own carbon footprint, but also in helping customers to reduce theirs.

That's the reason we embarked on an ambitious programme to offer sustainability training to all colleagues, starting with our customer-facing sales colleagues. We want to give them the training, understanding and tools to help you create more sustainable menus.

One of those tools is Foodprint, which is designed to provide customers with product level carbon data that, alongside

water, allergen and calorie details, helps to provide the building blocks for more robust and sustainable menus.

Throughout this magazine, you'll see a selection of the initiatives that are helping Brakes set new benchmarks for sustainability across our industry. We are driving constant improvement every day, whether that's reducing or removing packaging or undertaking major infrastructure projects such as the three new solar installations that are planned for this year.

With transport a major contributor to carbon emissions, we're also continuing to build and invest in the future of sustainable foodservice deliveries. We have already made the commitment that we will not purchase any new diesel vehicles after 2030, so the work is continuing at pace. We are seeking long term, practical solutions while calling on Government to play its part in delivering the infrastructure to support the industry.

There are many challenges facing us, but colleagues across the business are committed to delivering a better future, and we hope that you will be part of that journey with us.

Cutting Waste in the Kitchen

Food waste is the nemesis of every professional kitchen. As well as the obvious sustainability issues, it's like throwing money straight into the bin.

If that sounds like you, don't worry you're not alone, we talk to thousands of chefs across the country, and many are facing similar problems. To help them to reduce food waste, we've shared some practical solutions.

The first step is to understand your challenge. Target the bin, so that you can identify the main issues. What are the most wasted food items in your kitchen? If they are edible, can you find creative ways to include it on your menu or preserve it?

Look at the menu to try to maximise the use of ingredients or products across different dishes. This gives more options to use a particular product, but also has the added benefit that it will simplify storage.

When creating new dishes or menus it's worth thinking carefully about waste prevention. Can you use more of the product? For example, are there ways to use by-products creatively across the menu?

Think about portion size – if food keeps coming back uneaten, are sizes too big?

Get all chefs involved – we're generally quite a creative bunch when it comes to food, so providing a small incentive to your team to come up with the most efficient ideas to repurpose surplus

food across your menu will deliver some fantastic results.

There are some great tools available to help chefs understand kitchen food waste, which is the first, important step to preventing waste and saving money. A great starting place is the Guardians of Grub website, which provides free resources to help. I would highly recommend the Cost Saving Skills Course and seven-day tracking sheet / Food Tracking Calculator.



Mark Irish, Head of
Food Development at
Sysco GB



Making menus more sustainable

It's pretty common to hear the term menu sustainability these days. But what does it actually mean and how can hospitality businesses use it to reduce their impact on the environment?

Sustainable menus consider the entire journey of the food you serve, from the field to the fork. It includes how and where you buy from, how you prepare your food and even how much goes on your guests' plates.

As well as helping to reduce your impact on the environment, according to a recent PWC survey more than 80% of consumers are willing to pay more for sustainably produced or sourced goods, so it could also make financial sense. It's definitely a great way to bring more customers through the door and to give your regular guests new and exciting choices

There are a few key considerations to start your sustainability journey including food waste, energy use, menu balancing and consumer engagement. In this article, we'll touch on two of those elements - recipe development and menu balancing.

Start with what you're already doing

Look to see if there are more sustainable alternatives to existing ingredients. For example, a staple of all kitchens is bread, including burger buns and flour. We've launched a partnership with Wildfarmed that provides a selection of amazing breads made with wheat grown using methods that cut carbon and increase biodiversity. It's a great example of how procurement can help change the landscape.

Best of seasonal British

Embrace seasonality. Summer is here, and it's the opportunity to feature seasonal fresh British produce across the entire menu. More flavour, less time on the road, and no air miles. And don't forget that using more salad options can also cut energy use in the kitchen.



Peter Innes
Sector Marketing
Manager, Sysco GB

Meeting the challenge of meat

Meat, particularly beef, is a significant contributor to the carbon footprint on menus. However, consumers are often looking for a 'special' occasion and that will sometimes include a delicious steak.

Try serving less, but better. Smaller portions can be perceived as reduced value, but chefs can address that by serving those portions of responsibly sourced animal protein alongside a more considered and elegant side to enhance the menu

proposition and drive margin. Think delicious British Beef with charred Tenderstem® broccoli.

Or you can make a feature of it. The trend towards SMASH burgers means smaller patties, and therefore less meat. Try our British Smash Burgers Puck. Topped with fried British onions, good old fashioned burger cheese and served in a Wildfarmed Burger Bun, you've got a great way to reduce meat on the menu, while delivering higher perceived value and a delicious dinner!

Meet in the middle

Think about the meat content when cooking ragouts and meat-based pasta sauces. In many cases you can halve the animal content by simply upping the veg content or substituting meat with shredded mushroom or Quorn® to add texture and a wonderfully deep umami flavour.

Ultimately, there is no silver bullet or magic wand to making the menu more sustainable. It's important to look at dishes when you are planning, and our Foodprint carbon footprinting tool can help you to see the impact that they are likely to have. You can then begin to take simple steps that can open up exciting choices for consumers, as well as ensuring that sustainability is at the forefront of menu development.



Cathy Amos
Sector Marketing
Manager, Sysco GB

Plant forward

Food is the biggest part of ours and many of our customers' carbon footprints. Our team of development chefs are creating more sustainable menu ideas, providing advice and tips on cutting waste and transforming dishes to improve the impact of a plate.

One of the most interesting trends they've seen in recent years has been plant forward. This trend means that plant-based and meat dishes are increasingly being combined to create more sustainable and, in many cases, cheaper dishes.

Plant forward first established itself in education, with many universities seeing

it as a way of making food more sustainable. The trend, which emphasises, but does not strictly limit food to plant-based options, continues to grow in popularity around the world.

Brakes has been at the forefront of the evolution of plant forward catering, providing a range of resources, including a new section on our website, giving practical support from nutrition advice to recipe ideas to help British caterers understand and capitalise on the use of plant-based foods within a plant forward menu.

Our nutritionist, Ruth O'Sullivan, has created a guide explaining in a user-friendly way how different types of protein, for example complete and incomplete, can be matched to the nutritional requirements of the caterer. This is available on the Brakes' website.

With pressures on costs, plant forward can also be an attractive option for caterers, as they can combine expensive proteins with lower cost plant-based foods, providing a virtuous circle, with a sustainable, healthy and cost-effective way of catering.



Mixing incomplete proteins with other ingredients makes a winning combination of nutritionally balanced meals that are:

COST EFFECTIVE Beans & pulses are often cheaper than expensive meat.

HEALTHIER Good levels of fibre and complete amino acids.

BETTER FOR THE CLIMATE Meat accounts for nearly 60% of all greenhouse gases. Using less meat and substituting with alternative proteins reduces the effects of dishes on the environment.

Best of British



Richard Palentine
Head of Wholesale -
Fresh Direct

When it comes to fresh produce, you need a supplier you can trust. As a Brakes customer, you have access to the best products from Fresh Direct - the UK's number one wholesale greengrocer. Fresh Direct has been sourcing the best of British for over 50 years.

Fresh Direct partners with over 100 amazing suppliers across Britain, meaning that wherever possible, we can supply British produce to you when it's in season and at its best. With this comes a talking point for your customers and greater provenance for your menus. Using British supply also benefits the environment significantly. By lowering food road miles and reducing the journey from field to fork, our shared carbon footprint decreases.



We are proud to partner with and support local British producers who are passionate about high-quality ingredients and champion environmental responsibility. From British brassicas, vibrant rhubarb and fresh strawberries to ripe apples and flavoursome beef tomatoes, we remain committed to sourcing an increasing range of British products and ingredients.

Close partnerships put Fresh Direct and Brakes in a leading position to deliver the best, freshest ingredients for your menus. Here are a couple of examples:

Barfoots - Growing Together

We love working with suppliers who know their veg as well as we do. Combining our expertise means that we can deliver top quality produce to chefs' kitchens, produced with the passion and dedication that they deserve.

That's why Hampshire-based Barfoots, a farming family with decades of growing knowledge, are one of our key supply partners.

But it's not just in farming where Barfoots excels. They take their responsibility as stewards of the countryside extremely seriously. From reusing water that's captured and cleaned for irrigation to generating the power for their farm and production facilities with waste product, the Barfoots team are focused on farming not just for today, but also for tomorrow. In fact, the anaerobic digestion system produces twice the energy the farm needs,



with the surplus providing green energy to the National Grid. It's reassuring to know that the product that can't be used is helping to grow the next harvest.

Driscoll's - A berry good partner

We love working with pioneers. Those farmers and organisations that are creating new innovations whether that's in agronomy, sustainability or farming methods.

Our supplier partners at Driscoll's is the perfect example. With more than a century's experience behind it, Driscoll's is still leading the field when it comes to berries. At its development farm in Kent, Driscoll's continues to invest in developing the next variety of berry, sorting through thousands of options before we're all confident that it deserves a place on our customers' plates, a process that can take more than seven years to complete.

Because of the care and attention that goes into creating berries from Driscoll's, they continue to grow in popularity, which has seen the company move into a new site in 2019. That's also helped them to build their sustainability credentials, with a biodiversity area on the site containing more than 6,000 trees and bushes and solar power providing Driscoll's with



around 25% of its electricity requirement every year.

With every delivery quality checked, we know our customers are getting the best berries around. And with packaging so important in ensuring they arrive in the kitchen in great condition, the UK's leading berry producer has launched the Driscoll's paper pack which reduces plastic by up to 90%.

So, when our customers tuck into one of our strawberries, raspberries, blueberries and blackberries, they'll not only love the flavour, but also the care and attention that goes into creating them.

Zero Carbon Forum

Brakes has been working with Zero Carbon Forum for some time as we combine our respective skills to collaborate on the future of sustainable menus and we've invited its Founder and CEO, Mark Chapman to provide some areas where they can offer support for food businesses.



**ZERO
CARBON
FORUM**

What's the vision for Zero Carbon Forum?

Our vision for the sector is:

- To solve the climate crisis by designing and implementing plans to zero carbon for the industry and every company in it.
- Be the best sector collaboration of any collaboration, anywhere

What's the Zero Carbon Forum About?

The Zero Carbon Forum is working with the hospitality sector to aid, support and lead its journey to Net Zero, by 2040.

We recognise that everyone's journey to Net Zero is individual, but we know that you can't get there on your own. Collaboration is at the heart of what we do. We provide a variety of solutions, that we test, trial and implement to harmonise with our members wherever they are on their path to decarbonisation. Alongside which we provide a series of products that support businesses on the options available towards Net Zero and enables them to measure and account for their progress along the decarbonisation path.

How do you monitor success?

Our mechanisms to track the sector's progress against its ambition are our Flight Path and Benchmarks, accounting for both quantitative and qualitative data sets.

Consequently, we are able to show action that is driving carbon reduction through metric tonnes and the percentage of the sector that is taking action, and in which areas to reach Net Zero.

And we're hospitality, so we have fun whilst we are doing it.

What type of tools are available to help customers?

There are tools for each area to support decarbonisation journeys:

Measure – High level footprint, Benchmarks and Energy Health check

Plan – Climate Action Plan Survey and a personalised Climate Action Plan (pathway to decarbonise your business with 189 initiatives to action)

Reduce – Action Groups, Community Hub, Events and Supplier marketplace

Comply – Introduction and knowledge share

zerocarbonforum.com



Our Sustainability Awards

We've recently won several awards relating to sustainability. These awards recognise Brakes' commitment to driving sustainability in wholesale and how integral sustainability has become to our business.





WE'RE ON THE SIDE OF FOOD



The Nation's **FAVOURITE** Mayonnaise Brand¹

ANY GREAT CHEF WILL TELL YOU THAT GREAT TASTE STARTS WITH GREAT INGREDIENTS.

Hellmann's is committed to sustainable farming and responsible business. That's why we only use free-range eggs, we are committed to sourcing our oils responsibly in our mayonnaise and to using sustainably grown tomatoes in our ketchup & BBQ sauce. We're always working to create new products that help fight food waste, or use up less energy, or generally do good for the world.

Because we're on the side of food.



For menu planning tips to prevent food waste, **SCAN HERE**



FLORA PROFESSIONAL

Trying to lower the carbon footprint of your kitchen?

From regulatory changes and industry trends to the demand of conscious consumers – there are a lot of reasons to run a greener kitchen today.

There are many actions you can take from switching energy providers, managing food waste and seasonal menus but we recommend embracing plant-based. It's a simple swap with Flora Professional 100% plant-based ingredients, a 1:1 replacement for dairy in your kitchen.

With Flora Plant B+ttter you can melt, cook, bake, mash, spread and fry just like you would with udder butter. But, it also has 75% less climate impact when compared to the equivalent amount of dairy butter.*

Flora Plant Cre+m is irresistibly creamy, cow free. It doesn't overwhip, is heat stable and works across all your cooking and baking needs. Plus, it has 60% lower climate impact compared to the same amount of dairy cream**.

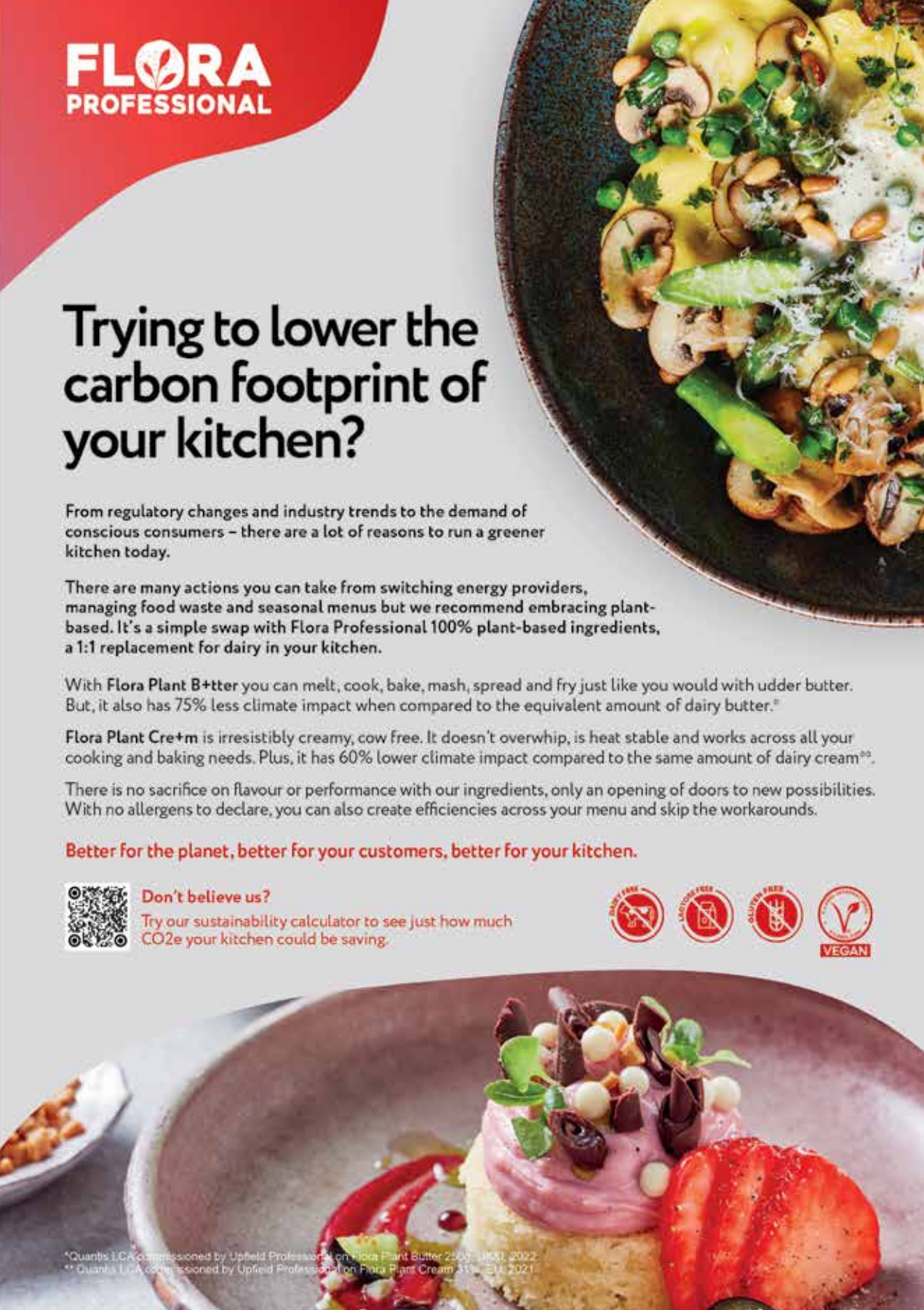
There is no sacrifice on flavour or performance with our ingredients, only an opening of doors to new possibilities. With no allergens to declare, you can also create efficiencies across your menu and skip the workarounds.

Better for the planet, better for your customers, better for your kitchen.



Don't believe us?

Try our sustainability calculator to see just how much CO2e your kitchen could be saving.



*Quantis LCA commissioned by Upfield Professional on Flora Plant Butter 250g, UK, 2022
** Quantis LCA commissioned by Upfield Professional on Flora Plant Cream 31%, UK, 2021

TRIBE FOUNDATION **OUR MISSION** END MODERN SLAVERY

1p FROM EVERY PRODUCT IS DONATED TO THE TRIBE FREEDOM FOUNDATION

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BRITISH MILK

† Source: Circana, All Outlets, Total Market, value sales share, 52 w/e 11th June 2023.
 *Circana, Convenience GB, MAT, 03.09.23
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We're charting a new course to drive **positive** action for the planet and people



By becoming better ourselves, we can help build a stronger, more sustainable future for us all.

"pep+ (PepsiCo Positive) is the future of our company," says PepsiCo Chairman and CEO Ramon Laguarta, "a fundamental transformation of what we do and how we do it to create growth and shared value with sustainability and human capital at the center." pep+ guides our business — how we operate within planetary boundaries and inspire positive change for the planet and people.



We're changing how we source our ingredients, make and sell our products, and how we inspire people through our brands.

PepsiCo Positive is our commitment to ambitious goals

A strategic end-to-end transformation with sustainability at the centre, driving action with industry leading 2030 goals.



POSITIVE AGRICULTURE

SOURCE crops and ingredients in a way that accelerates regenerative agriculture and strengthens farming communities



POSITIVE VALUE CHAIN

MAKE products in a way that builds a circular, inclusive economy



POSITIVE CHOICES

INSPIRE people through our brands to make choices that create more smiles for them and the planet

POSITIVE AGRICULTURE	POSITIVE VALUE CHAIN	POSITIVE CHOICES
<p>Spread regenerative agriculture across 7 million acres</p> <p>Sustainably source 100% of our key crops + ingredients</p> <p>Improve the livelihoods of more than 250,000 people in our agricultural supply chain and communities</p>	<p>Achieve Net-Zero emissions by 2040</p> <p>Net Water Positive Reduce use + replenish more</p> <p>Cut virgin plastic per serving by 50% across our global food & beverage portfolio</p> <p>Execute our DE&T agenda, invest more than \$570 million</p>	<p>£35 Million investment into reformulation across our snacks brands. By 2025, half of our snacks sales will come from products that do not classify as high in fat, salt or sugar (HFSS) or from products sold in portions of 100 calories or less.</p> <p>Leverage our iconic brands to inspire positive choices Walkers will support farmers moving to regenerative practices</p>



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At Frobershers, we are committed to promoting sustainable practices in all that we do. We believe that it is our responsibility to help protect our planet and its resources for future generations. We are committed to both of the key ways of being sustainable; reducing our carbon footprint and offsetting the rest with carbon credits.

Scan the QR code or head to frobishers.com/sustainability to find out more.

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*IRI SalesOut data L13we to 19th March 23. 40g Pringles growing at +47% YoY in Foodservice versus total crisps at +31.3% Kantar 2021. ^Kantar WPO L52we to 18th May 2023.

Cadbury | COCOA LIFE

MONDELÉZ INTERNATIONAL'S GLOBAL COCOA SUSTAINABILITY PROGRAM, COCOA LIFE, FOCUSES ON MAKING COCOA SOURCING MORE SUSTAINABLE, WITH THE AIM TO BRING DYNAMIC CHANGE TO THE COMMUNITIES AND FORESTS WHERE THE COCOA BEANS FOR OUR PRODUCTS GROW*

A 109324 - 10 x 1kg A 84466 - 10 x 119g A 84627 - 10 x 120g A 145941 - 1 x 1790g

A 188537 - 32 x 47.4g A 100108 - 48 x 43g A 3794 - 48 x 40g A 148619 - 36 x 54.4g

TO READ ABOUT THE COCOA LIFE PROGRAM, PLEASE VISIT: COCOALIFE.ORG

*Mondeléz International Snacking Made Right 2022 ESG Report

SEEDLINGS *for* SUSTAINABILITY

We're committed to distributing 10 million seedlings and trees around the world by 2030. As coconut trees mature, their yields decrease, causing income instability for farmers and impacting their communities' economic livelihoods. To address this, in 2023, The Vita Coco Company set up the Seedlings *for* Sustainability initiative in partnership with nonprofits worldwide to replenish, support and enhance tree populations and coconut farmers across the globe.



A21618
12x330ml



A129045
12x330ml

APPROXIMATE NUMBER OF SEEDLINGS DISTRIBUTED IN 2023	
Across the globe	415,000
Philippines	287,400
Sri Lanka	27,000
U.S.	100,000
Brazil	600



WE BELIEVE IN ACTING TODAY TO PROTECT TOMORROW, SO THERE'S NEVER BEEN A BETTER TIME TO TAKE A FRESH LOOK AT BRAKES.

