

Mars Food **2022**

Purpose in Action Report

Our progress in 2021



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About Mars Food

Mars Food is a segment of family-owned Mars, Incorporated and headquartered in London UK. We have an ambition to provide consumers with meals that are healthy, easy, affordable and (of course) delicious.



We have over

1,500
Associates who are
dedicated to providing
**Better Food
Today. A Better
World Tomorrow.**

Our 13 brands are produced
across the world and are
available in more than
30 countries.

Our portfolio of best-loved dinnertime brands



Proudly part of
MARS

“

At Mars Food, everything we do is guided by our Purpose - Better Food Today. A Better World Tomorrow.

”

At Mars Food we are dedicated to delivering our Purpose - Better Food Today. A Better World Tomorrow. We believe a better world tomorrow is one where more people have access to healthy meals; more people cook and sit down together to enjoy shared dinnertimes; and more food can be produced with less environmental impact.

As both a principles and purpose-driven business, we're focused on making choices that help us achieve near-term results without compromising on the world we want tomorrow.

2021 was a challenging year as the world continued to negotiate the global pandemic. I was, and remain, humbled by the ingenuity and creativity of our Associates who constantly found new and innovative solutions that enabled us to keep operating in unprecedented circumstances while supporting our communities.

In 2021, we set out our new five-year commitments to drive stronger action to deliver:

Better Food Today – delivering more healthy meals, further improving the nutritional quality across our product portfolio and providing meals to those in need.

A Better World Tomorrow – continuing to drive our sustainability agenda by reducing unsustainable water use and greenhouse gas (GHG) emissions, improving farmer livelihoods and focusing on packaging.

Driving Brand Purpose - making a meaningful difference through our brands by committing to more inclusive, sustainable and responsible business practices.

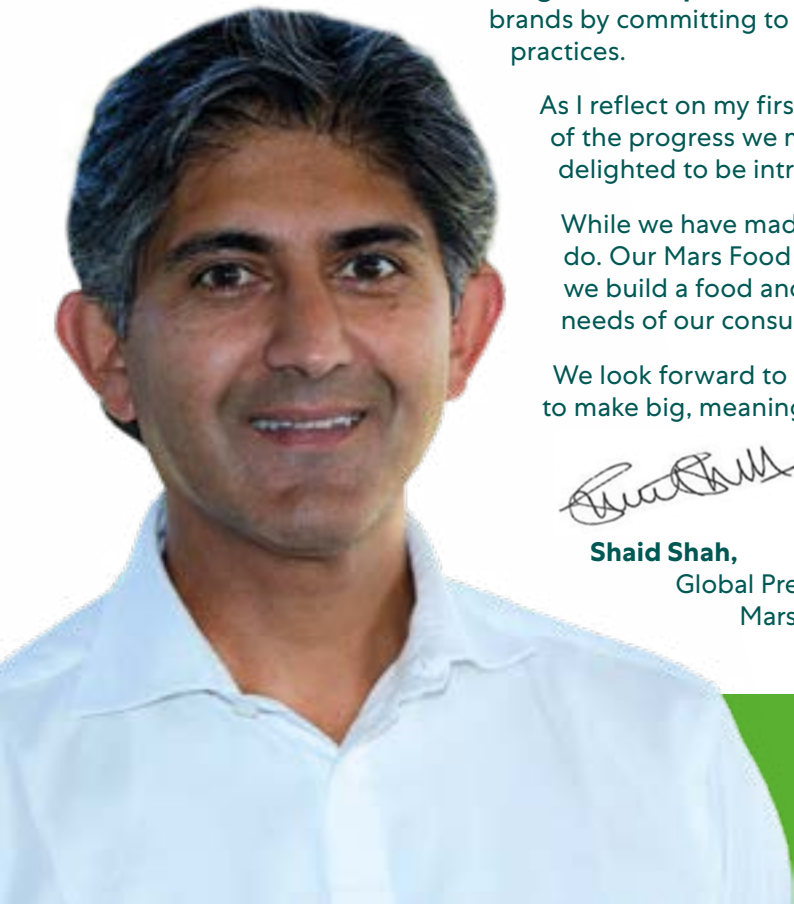
As I reflect on my first year as Global President of Mars Food, I am proud of the progress we made in 2021 towards these commitments, and I am delighted to be introducing our second annual Purpose in Action report.

While we have made good progress, we know we have so much more to do. Our Mars Food Purpose continues to be the beacon that guides us as we build a food and nutrition business that meets the current and future needs of our consumers.

We look forward to making even more progress so that we can continue to make big, meaningful differences to billions of lives around the world.



Shaid Shah,
Global President,
Mars Food, Edge, Multisales and Global Customers




2021 Scorecard

We are committed to taking further action to deliver our Purpose Better Food Today. A Better World Tomorrow.


This scorecard shows the progress we have made towards our ambitious goals.

Better Food Today
We are committed to ensuring that nutrition is never compromised by convenience and that more people have access to healthy food.




5.5bn
healthy meals per year by 2025

2021 Progress → **4.3bn**




4bn
servings of vegetables by 2025

2021 Progress → **848m**




30%
increase in fiber servings by 2025

2021 Progress → **24%**



5%
reduction in sodium by 2025


2021 Progress → **3.2%**



25M
meals to be donated to those in need by 2025


2021 Progress → **23M**

Better World Tomorrow
We are continuing to drive our Mars Food sustainability agenda by making rice farming more sustainable and taking action on packaging.




100%
packaging recyclable, reusable or compostable

2021 Progress → **86%**




50%
reduction in unsustainable water use by 2025

2021 Progress → **-22%**



27%
reduction in greenhouse gas (GHG) emissions by 2025

2021 Progress → **-1.4%**



100%
rice farmers in our supply chain at risk of poverty are reached by programs designed to enable them to thrive by 2025

2021 Progress → **84%**

Driving Brand Purpose
Our brands are making a meaningful and measurable difference by committing to more inclusive, sustainable and responsible business practices.



Seat at the Table Fund™
– creating 300+ educational opportunities for underserved communities



Planting nutritious seeds for every **Seeds of Change™** product purchased and providing food education for children



Inspiring Australian families to **Make Dinnertime Matter**



Supporting the **Tasty Bite Foundation** to accelerate sustainable and inclusive rural development



Helping more families enjoy **drama-free dinnertimes** by providing fast, healthy and tasty food



Providing **meals of hope** to those who need in most

Delivering Healthier Food

At the start of 2021 we set out our new five-year Purpose commitments, with the new ambition of delivering 5.5 billion healthy meals a year by 2025. Through this, we are aiming to deliver four billion servings of vegetables, a 30% increase in fiber and an additional 5% sodium reduction across our portfolio. We are also prioritizing our Associates' wellbeing and have launched a campaign to help them Switch Off for Dinner.

We are incredibly proud that in 2021 we delivered more than 4.3 billion healthy meals on dinner tables around the world.

Adding more vegetables

Over the last year we have delivered 848 million servings of vegetables through our portfolio.

Product innovation is a key component of our commitment to deliver 4 billion servings of vegetables by 2025. This includes new products such as **DOLMIO® 7 Vegetables Pasta Sauce**. The sauces contain seven different varieties of vegetables, and each serving contains two of the recommended five a day. 100% of our tomato-based sauces (**DOLMIO®**, **MIRACOLI™** and **SEEDS OF CHANGE™**) contain at least the equivalent and we have several new hidden veg products in Australia across our **MASTERFOODS™** squeeze sauces. We also continue encouraging more vegetable consumption through our **DOLMIO®**, **BEN'S ORIGINAL™**, **SEEDS OF CHANGE™** and **TASTY BITE®** social media meal inspiration campaigns.

We have committed to providing 450 million portions of vegetables to UK consumers by 2023 through sales of **DOLMIO®** sauces, that contain at least one portion of veg in every serving. The pledge is part of the UK based Peas Please initiative, run by the Food Foundation, which aims to get people eating more vegetables and encourages businesses to pledge their support.

Increasing fiber

A study by the World Health Organization* concludes that over 25g of fiber every day provides great health benefits. We committed to a 30% increase in 3g fiber servings in our products by 2025. In 2021 we delivered over 214 million servings of fiber through our products, including our **TASTY BITE®** Protein Bowls.

Reducing sodium

In 2021 we reduced sodium across our portfolio by 3.2%, making strong progress towards our 2025 commitment of reducing by 5%.

This progress was driven by a combination of reformulation efforts, optimization of the portfolio and implementing product innovation that is compliant with the [Mars Food Nutrition Criteria \(MFNC\)](#).

We have also worked alongside the International Food & Beverage Alliance (IFBA) to develop and launch the [IFBA Global Sodium Reduction Commitment](#), the first-ever collective food industry commitment to implement global standardized targets for sodium reduction in manufactured foods.

*Study published in [The Lancet](#)



Supporting our Communities

In 2021, Mars Food and Multisales worked in partnership with food banks and social aid charities to donate over 23 million meals to support our communities and provide those in need with access to nutritious meals.

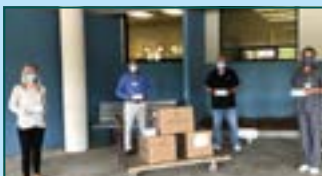
Canada

Mars Food Canada supported communities across the country and worked with Caledon Community services, Daily Bread Food Bank and Manitoba Harvest to donate more than \$450,000 of financial and in-kind donations.



U.S.A.

In the U.S.A. we donated over 16 million meals to food bank partners including Feeding America, Hearty Helpings in Greenville, Mississippi Food Network, CARE International, Greater Chicago Food Depository and Community FoodBank of New Jersey.



UK

The UK continues to partner with the Trussell Trust (one of the UK's largest food bank networks) to Stand Against Hunger with BEN'S ORIGINAL™ and DOLMIO®, as well as supporting food distribution charities His Food and FareShare. In 2021 we donated over 3 million meals through food distribution partners including HisFood and FareShare to help those in need have access to the healthy food we all deserve.



Germany

In partnership with Tafel Deutschland (Germany's biggest foodbank organization), Mars Food Germany donated the equivalent of more than 2 million meals through financial and in-kind donations to provide access to nutritious meals to people affected by poverty.



France

In France we donated almost 600k meals to different food bank partners to support underserved communities across the country. In addition, 510k meals were given to Les Restos du Coeur, a French charity who are committed to distributing food packages and hot meals to those in need.



India

In 2021, TASTY BITE® donated 50,000 meals to those in need. With India being one of the worst impacted countries during the COVID-19 pandemic, the Tasty Bite Foundation also supported the local community throughout 2021 to set up COVID quarantine centers by providing beds, medicine, equipment and other supplies required.

Australia

Mars Food Australia donated 1.2 million meals through our two biggest food donation partners Foodbank and Second Bite. These are ongoing partnerships with regular donations made each month and helps support those impacted by the food insecurity issues being faced by many in the country due to COVID-19 and high unemployment.



Supporting our Communities

The efforts have helped address the some of the most urgent needs around the world. We will continue to take action to ensure underserved communities around the world have access to nutritious meals.

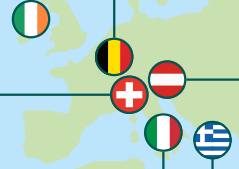


Ireland
We donated more than 100,000 meals to people in need in Ireland through our food donation partner, FoodCloud. FoodCloud's mission is to transform surplus food into opportunities to make the world a kinder place.

Belgium
In collaboration with the Belgian Food Banks, we donated over 200,000 meals in 2021, through instore fundraising in which 1 meal was donated for every purchase of BEN'S ORIGINAL™ product.



Switzerland
In Switzerland we donated 50kCHF through our partnership with NGOs Caritas Switzerland and Bon Lieu Restaurants to provide more family dinners in the Bon Lieu chain of restaurants.



Austria
In Austria we donated €30k through our collaboration with Caritas Austria, to give warm meals to people in need. 10 cents of every BEN'S ORIGINAL™ product bought during the promotional period went to Caritas's winter relief program.



Italy
In Italy, we donated 4,000 meals to Progetto Arca. Project Arca provides aid to people in need in the local community, those who are homeless and those living in housing shelters

Greece
In Greece, we worked in partnership with the Social Kitchen "The Other Human" to donate 7,700 meals to support people in need during the country's wildfires in 2021. The NGO provides meals and support for those in need.



South Africa
The ROYCO® Soup Kitchen donated 3.3M cups of vitamin enriched soup through our Shoprite Mobile Soup Kitchen in partnership with Shoprite. Mars South Africa also works in partnership with Foodbank South Africa and the Gift of the Givers Foundation, and donated over 390k meals in 2021.

*Donations represent total cash and product donations to support COVID-19 relief efforts. All product donations valued at consumer recommended retail sales value and a "meal" is classed as one product serving which helps to create at least one meal.

Improving Access to Healthy Food

Mars Food North America supports our Greenville community

We are committed to providing further access to fresh foods for residents and underprivileged communities of Greenville, Mississippi, where our **BEN'S ORIGINAL™** products have been made for more than 40 years.

In 2021, we were able to provide **18,000 families** with meals through our partnership with [The Molina Cares Accord](#), [Molina Healthcare of Mississippi](#) and the [Kroger Delta Division](#).

While this is only a fraction of what we will continue to do – as part of our commitment to invest **\$2.5 million** to the community by 2025 - we are incredibly proud of the sizable impact we have made to provide residents in Greenville and surrounding areas with meals that they all deserve. The coalition presented a new refrigerated delivery truck to **Hearty Helpings Food Pantry & Soup Kitchen** as part of its mission to broaden access to fresh, healthy food across the Mississippi Delta region.



Improving Access to Healthy Food

Mars Food UK and the Trussell Trust take a Stand Against Hunger

We know that for the 14m people in the UK living in poverty, one of the biggest barriers to eating dinner together is being able to afford the meal. 4.5m of those people living in poverty are children, and we know that 1 in 4 parents will skip a meal if it means their child can have dinner.

We have been working in partnership with the [Trussell Trust](#), to Stand Against Hunger for UK families, through our **BEN'S ORIGINAL™** and **DOLMIO®** brands. In 2021, we donated £100,000 to support their network of 1,300 foodbanks. Through our partnership, we are raising awareness of the work that the Trussell Trust does across the UK to help give everyone access to the nutritious meals we all deserve and to provide support and advice to those who can't afford essentials when they need them most.

Mars Food Australia and Foodbank Australia collaborative supply chain program

As a result of COVID-19, the demand for food relief increased by 47 per cent, with three in 10 of food insecure Australians facing hunger for the first time in their lives.

In response, Mars Food Australia and [Foodbank](#) launched an innovative partnership to help provide more than **600,000 meals**.

The new collaborative supply program partnership enabled Foodbank Australia to better respond to the increasing demand for food relief. The program was designed to provide a steady, planned supply of food products and tackle the huge logistical challenge of providing essential food for those in need.



“Instead of relying on ad hoc donations and unpredictable food rescue opportunities, this program has **helped Foodbank** to **limit the ‘surprise’** from our supply chain to help us support more than **1 million people each month**. It allows us to have more certainty and a **reliable supply chain** knowing we have these key staples in our warehouse throughout the year.”

Brianna Casey, CEO, Foodbank Australia

TOGETHER WE'RE HELPING TO SUPPORT
1,200 FOOD BANKS*
PICK UP A PACK TO FIND OUT MORE



*Mars Food UK Limited are donating £100k to the Trussell Trust in 2021. (Registered Charity Number England & Wales 1110522 and Scotland SC044246). Visit our websites on back of pack to find out more. Funding is not linked to the sales of packs. ©2021 Mars or Affiliates.

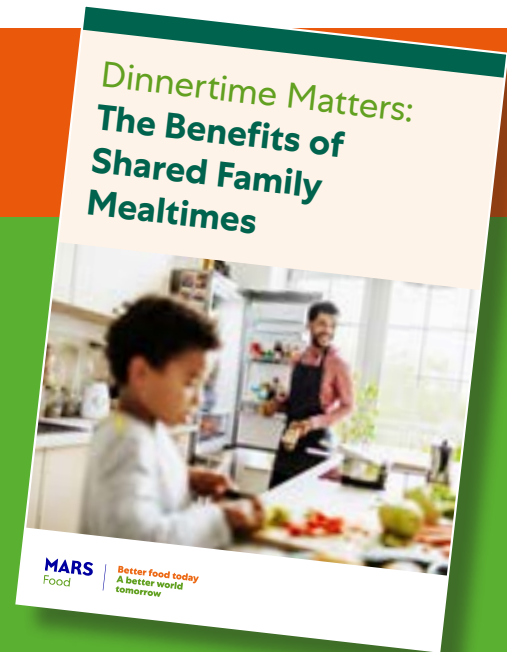
Inspiring Shared Meals

At Mars Food, we believe in the benefits of shared mealtimes. In 2021, as part of our ongoing campaign to champion shared meals and encourage more people to eat together, we launched our [Dinnertime Matters](#) report in the UK to highlight the benefits and barriers to shared meals.

The report identified the benefits of shared mealtimes for several reasons, including improving, mental health, wellbeing and community cohesion. It also highlighted that several barriers exist to shared meals, including poverty and resource poverty, a lack of food education, and skills and knowledge regarding cooking.

The report was created using secondary research as well as interviews with contributors including **The Trussell Trust, FoodCycle, FareShare, and Family Action**. It was commissioned as part of our campaign to make dinnertimes matter and explores the landscape around shared mealtimes, the barriers that exist, and how we can overcome them.

We are using the findings to encourage more research, discussion, and collaboration to better understand the benefits of shared meals and how we can promote these and remove the barriers that are stopping us from getting together around the dinner table.



“When you actually share food with other people you’re also able to **share conversations, share experiences, talk about the food itself, actually engage in food,** and gain more nourishment from the food because it’s not just the pure energy or other nutrients that you’re getting. **You’re also getting a sense of wellbeing** and good health, and a nice time”

Mary McGrath, MBE, CEO, FoodCycle

Switch off for Dinner

With more of us working from home since the start of the COVID-19 pandemic, the lines between work and personal life can blur. We wanted to help our Associates have the energy for what matters most to them – including dinner. Through our **Switch Off for Dinner campaign** we pledged to drive a culture that empowers our Associates to switch off and enjoy meals with the people who matter most to them.

Associates are encouraged to be proud of protecting their dinnertimes, and Leaders and Line Managers role model this behavior. We continue to drive our flexible working policy to empower Associates to work in the way that best suits their needs while providing them with healthy recipe inspiration so they can easily cook around busy schedules.

MARS
Food

SWITCH OFF  **FOR DINNER**

Associates can use this out of the office **Switch Off For Dinner “pass”** to let the world know they’re switching off for dinner.

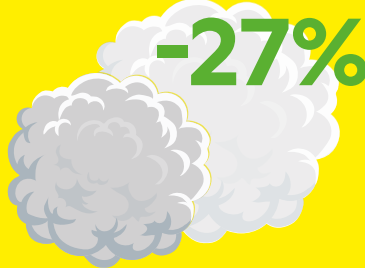
Our Sustainability Commitments

We believe that **HEALTHY FOOD SHOULDN'T COME AT THE EXPENSE OF THE PLANET.**

We are continuing to drive our Mars Food sustainability agenda – focusing on making rice farming **MORE SUSTAINABLE**, reducing the amount of unsustainable **WATER USED**, minimizing **GHG EMISSIONS** and increasing **YIELDS**.



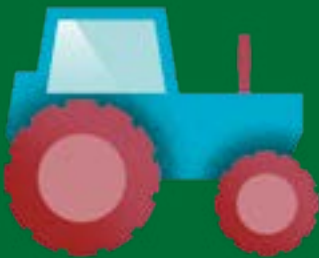
Eliminate unsustainable water use in our value chain, starting with a **50% REDUCTION** by 2025.



REDUCE GREENHOUSE GAS (GHG) emissions by 27% by 2025.



Aim to have 100% of our packaging **RECYCLABLE, REUSABLE OR COMPOSTABLE.**



100% OF RICE FARMERS in our supply chain at risk of poverty reached by programs designed to **ENABLE THEM TO THRIVE** by 2025.



SRP

Proud member of the Sustainable Rice Platform, a global alliance working to promote **ECO-FRIENDLY RICE FARMING**, empower small farmers and reduce the environmental footprint of rice.

Sustainable Sourcing

Rice is a critical raw material for Mars Food but it also plays an important role in the world's diet and economic prosperity. Rice is a daily staple for 3.5 billion people around the world and provides income to around 19% of the world's population. However, traditional rice production uses approximately 40% of the world's irrigation water and accounts for up to 10% of global greenhouse gas emissions.

Our ambition is to lead multi-stakeholder collaboration to innovate and evolve the way rice is grown, harvested and sourced to make the world's most important grain more sustainable for both people and planet.

Although we are not there yet, we are making great strides towards this ambition by collaborating with the best suppliers and partners, employing the top experts in rice and adopting cutting-edge technologies and best-in-class growing practices to grow rice the right way. As the owner of the world's largest rice brand we have the opportunity - and the responsibility - to work towards making this vision a reality and to lead the way for sustainable rice.

Since 2020 99% of our rice supply comes from farmers working towards the [Sustainable Rice Platform \(SRP\)](#) standard and Mars Food was the first in the industry to commit to the SRP's assurance scheme, the world's first voluntary sustainability standard for rice.

Reducing unsustainable water use and greenhouse gas (GHG) emissions

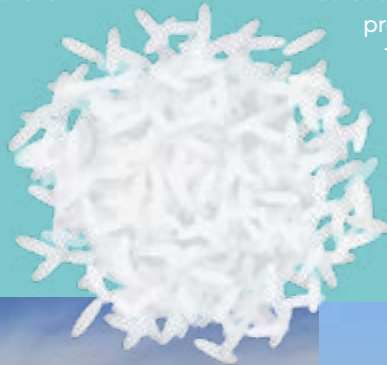
Rice contributes to 97% of Mars Food's unsustainable water use due to the way that rice is farmed. We are taking action to reduce our unsustainable water use by 50% by 2025. We made good progress against this target in 2021 and achieved a 22% reduction.

We are also taking action to reduce our Green House Gas (GHG) emissions by 2025 and become net zero by 2050. By the end of 2021, we had achieved a 1.4% reduction in GHG emissions since 2015. There is a lot more work for us to do and a detailed action plan is in place to achieve 27% by 2025. One of the most powerful ways that we can reduce greenhouse gas emissions in our supply chain is by working with our farmer partners on more efficient rice farming practices.

Creating Sustainable Partnerships

Oryzonte Project - Seville, Spain

In Spain, farmers are working towards the Sustainable Rice Platform Standard. We are a founding partner of Oryzonte, a project to enhance the sustainability of rice in Seville, Spain. Working in partnership with Ebro and Danone, we are working to improve sustainable farming methods by optimizing water consumption, reducing CO₂ emissions and promoting biodiversity.



Regenerative Agriculture - Arkansas, USA

In the USA, we are working in partnership with Riceland, Ceres and WWF on our climate-smart regenerative agriculture program using Alternate Wetting and Drying interventions. This water-saving technology enables rice farmers to reduce their irrigation water consumption and to reduce greenhouse gas emissions, without decreasing the yield. The fields growing rice for Mars are levelled at zero-grade using laser-beam technology and are equipped with soil humidity sensors to monitor the level of water in the soil during the drain.



Sustainable Rice Platform

As a founding member, we continue to support the [Sustainable Rice Platform](#), a global alliance dedicated to helping rice farmers and protecting the environment. Working with the Sustainable Rice Platform, Mars Food helps smallholder farmers grow rice sustainably and increase their resilience to climate change.

Thriving Farmers

At Mars, we believe everyone working within our extended supply chains should earn sufficient income to maintain a decent standard of living. We are committed to ensuring that 100% of rice farmers in our supply chain at risk of poverty are reached by programs designed to enable them to thrive. By the end of 2021, we had reached 84% of our farmers.

Sustainable Packaging

At Mars, we want to contribute to a circular economy where packaging material never becomes waste but is recycled, reused or composted. Mars has set an aggressive, science-based strategy to design our products for a circular economy as part of our [Sustainable in a Generation](#) plan.

We are imagining and redesigning our packaging to fit with the recycling infrastructure that either exists today or is likely to exist in the near future in the markets where we operate, making it easier for consumers to reuse or recycle our packaging. Where packaging remains necessary, **We are continuing to work towards 100% of our packaging reusable, recyclable or compostable.** By the end of 2021, we achieved **86%** of our Mars Food primary portfolio meeting that goal.

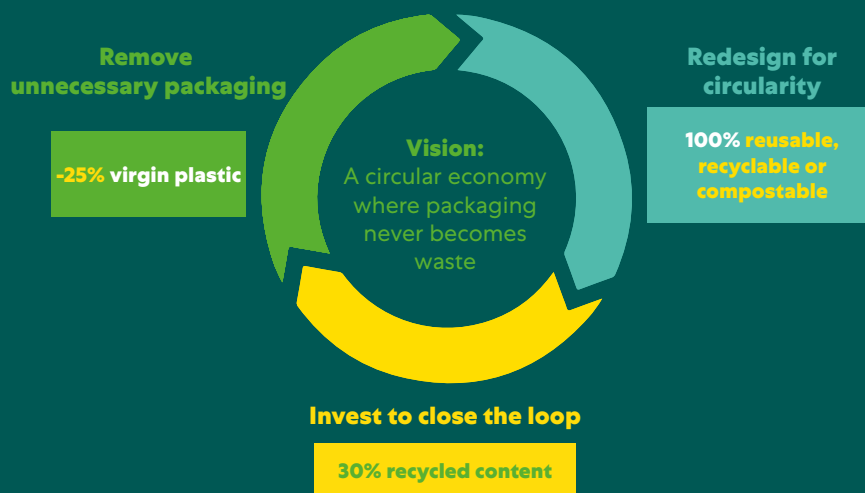
The Mars Food business in the United Kingdom launched a trial of the industry's first food-safe ready-to-recycle mono-polypropylene plastic pouch (PP) for one microwavable rice pouch flavour in retailer Tesco. This trial has helped provide technical insight as we consider how to scale this.

Our **BEN'S ORIGINAL™** Multipack packaging has been re-worked to reduce the impact of its secondary packaging. Its design now puts three pouches directly into a carton box, saving 50 tonnes of paper and eliminating 8 tonnes of plastic.

We are also actively working to drive true systems change through partnerships with governments, NGOs, suppliers, packaging developers and even competitors. We are investing in recycled content and signalling our intent to buy much more in order to drive new investments in recycling technologies. And we're calling for the improvement of these systems through legislation and industry collaboration.



Mars Sustainable Packaging Commitments



"Our plan is built on what is **RIGHT**, not what is easy - it is science-based and in support of the United Nations' Sustainable Development Goals."

Barry Parkin, Chief Procurement and Sustainability Officer - Mars, Incorporated



Making a meaningful difference through our brands

We are committed to using the power and scale of our brands to go beyond great tasting food to take action that effects change.

Making Sure Everyone Has a Seat at the Table - BEN'S ORIGINAL™

Everybody deserves to feel welcome and heard, and to have access to healthy food.

For more than 70 years, **BEN'S ORIGINAL™** has provided families around the globe with high-quality rice that's nutritious, flavorful and easy to prepare. In that time, we've listened to our communities, learned what they value most, and pledged to contribute to the changes they want to see in our business and in the world around them.

Our ambition is to create a more inclusive future while maintaining our commitment to producing the world's best rice. We're taking action to enhance inclusion and equity inspired by our brand purpose to create opportunities that offer everyone a seat at the table. Through **BEN'S ORIGINAL™** we have been expanding our efforts to support underserved communities around the world by providing access to nutritious meals and offering educational opportunities to advance diversity in the food industry.

SEAT AT THE TABLE™ Fund

Our **SEAT AT THE TABLE™** Fund is helping provide educational opportunities to increase diversity in the food industry so that people from underserved communities can have their ideas and voices heard and appreciated by all. We are aiming to support 300+ individuals with educational opportunities by 2025.

This includes a five-year, \$2 million commitment from **BEN'S ORIGINAL™** in the U.S. where we have developed a scholarship program in partnership with the National Urban League and United Negro College Fund (UNCF). The scholarship supports black students who aspire to build careers in food-related industries to get the education and mentorship opportunities they deserve.

In 2021 we awarded the first eight students to our U.S. **SEAT AT THE TABLE™** Fund scholarship all of whom are enrolled in four-year university programs. The scholarship covers education-related expenses up to \$25,000 per scholarship, per year towards the completion of either a food science or culinary arts certificate, associate or bachelor's degree.

300+ scholarships
over the next **5 years**
to advance diversity in
the food industry

**Ben's
Original**

Creating opportunities
that offer everyone
a seat at the table.

"We're proud to partner with socially-responsible companies like Mars Food and its **BEN'S ORIGINAL™** brand, who recognize the need to address systemic inequities and are actively working to create opportunity and build a more resilient economy."

Marc H. Morial, President and CEO, National Urban League

Brand Purpose in Action



SEEDS of CHANGE™ plants seeds of healthy food in schools across America

For more than 30-years, our **SEEDS OF CHANGE™** brand has focused on putting its purpose into action by planting nutritious seeds so our communities can enjoy healthy, nutritious food. During that time, the brand has given nearly \$3 million in grants to community and school gardening programs by donating one percent of its profits.

In 2021, **SEEDS OF CHANGE™** worked in partnership with FoodCorps - an American non-profit organization whose mission is to partner with schools and communities to nourish kids' health, education, and sense of belonging.

FoodCorps' Americorps members work alongside educators and school nutrition leaders to provide kids with nourishing meals, food education and culturally affirming experiences with food that celebrate and nurture the whole child.

Our partnership supported the planting of more than 100,000 seeds in 300 school gardens and helped to provide year-long hands-on food education to nearly 130,000 kids. By providing these lessons and increased access to healthier foods, **SEEDS OF CHANGE™** and FoodCorps increased kids' knowledge of, preference for, and consumption of nourishing foods.



TASTY BITE™ accelerates sustainable and inclusive rural development in India



Every year, **TASTY BITE™** donates 2% of profits to the **Tasty Bite Foundation** to accelerate sustainable and inclusive rural development. The focus is on empowering farmers through

infrastructure support and offering technological solutions. In 2021, they launched a skill development center for women and youths called 'Kaushalya Vikas Kendra' in collaboration with American India Foundation (AIF) and Market Aligned Skills Foundation (MASF).

The center is equipped with a computer lab, training rooms for various skills like tailoring for women, electrical repairs and maintenance training for youths, with a special focus on women, ensuring equality and inclusiveness. The two-year project will provide 500 women and youths with training on market-relevant skills, as well as developing their entrepreneurial skills by creating credit linkages and alignment to government schemes for nurturing self-employment. It will also assist them in finding employment opportunities.



Want to learn more?



Visit:

<https://www.mars.com/made-by-mars/mars-food>

Join the conversation:

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