

Our strategic framework

How it all *Connects*

We are defined by...

Our purpose

Our purpose, making every day taste better, defines and inspires us.

Having a clear purpose and using it as a guiding principle to the way we operate supports the direction we choose to take, inspires our strategy and how we deliver against it.

It benefits our people, our customers, our suppliers, our consumers, our local communities, the wider environment and ultimately our shareholders.

[Read more on page 56](#)

Making every day taste *better*



Which guides on...

Our strategy



Growth

Our leadership positions in attractive and structurally growing food categories underpin a strategy that combines strong organic growth-potential with disciplined strategic investment.



Relevance

Our model of embedded, long term customer partnerships is the cornerstone of our commercial offering, ensuring we are strategically relevant for our customers.



Differentiation

Our comprehensive capability set provides us with a distinctive and repeatable Greencore way of working, to ensure we exploit potential growth opportunities available to us.

...and creates solid foundations for a consistent, compelling and sustainable investment case.

[Read more on page 16](#)



How do we do that... By following the Greencore Way

The Greencore Way describes who we are and how we will succeed. It is built on four differentiators.



People at the Core
By embedding a safety culture, providing inspiring leadership and having engaged and effective teams, we ensure that people are at the core of our business.



Great Food
Ensuring food safety, leading on taste and winning on quality are all essential to our continued success.



Sustainability
Sustainability underpins all areas of our business from Sourcing with Integrity to Making with Care and Feeding with Pride.



Excellence
We strive for excellence in everything we do by building capability, driving efficiency and delivering value for all our stakeholders.



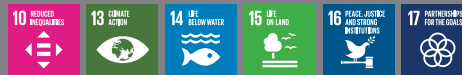
Bringing to life sustainability through our... Better Future Plan

Our Better Future Plan is built around three pillars: Each pillar contains a set of priorities — with aspirational goals supported by milestone targets which relate to the most pressing sustainability risks and opportunities facing us as a business and the food system within which we operate.

Sourcing with Integrity

By 2030, we will source our priority ingredients from a sustainable and fair supply chain.

Mapping our plans to the UN Sustainable Development Goals



Making with Care

By 2040, we will operate (Scope 1 & 2) with Net Zero emissions.

Mapping our plans to the UN Sustainable Development Goals



Feeding with Pride

By 2030, we will have increased our positive impact on society through our products.

Mapping our plans to the UN Sustainable Development Goals



Read more on page 20

