

Our strategic framework

How it all connects

We are defined by...

Our purpose

“Making every day taste better”

These words define who we are and inspire what we do.

Making: this is our call to action. Manufacturing is at the heart of what we do.

Every day: we operate 24/7 throughout the year and make a positive contribution to the everyday lives of many people.

Taste: food is a core part of our DNA. We are obsessed with making safe and nutritious products that taste great.

Better: we constantly strive for better in everything we do; in our products, in our operations, with our people and in the impact we have on our planet.

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Which guides...

Our strategy

We are one of the UK’s leading convenience food producers, operating across several convenience food categories. We have built this position through long-term partnerships with major UK retailers in attractive product categories.

Our strategy is focused on accelerating financial returns and delivering growth from these partnerships, across three horizons:



Horizon 1: Stabilise (FY23)

Stabilise the business, operationally and financially, to provide a platform for future development – which was achieved in FY23.



Horizon 2: Rebuild (FY24 to FY26)

Rebuild our profitability and returns through choices on where we play, strengthening the model for how we win and investing in foundational capabilities and enablers.



Horizon 3: Grow (FY24 to FY28)

Grow the business over time, broadening our portfolio through selective and disciplined investment. This runs in parallel with Horizon 2.

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And we do that by following... The Greencore Way

The Greencore Way is built on four elements:



People at the Core

Our people are central to everything that we do. We believe that we differentiate ourselves through our people and how we adapt quickly to the changing needs of our business.



Great Food

We have a passion for food and invest everyday to provide our customers with safe, great tasting, high-quality and innovative products.



Excellence

We strive for excellence in everything we do and are committed to continuously improving our business to drive efficiency and create value for all stakeholders.



Sustainability

We ensure sustainability underpins all aspects of our business; we source with integrity, make with care and feed with pride.

The Greencore Way describes who we are and how we succeed. These principles help to guide our decision-making across the organisation.



Bringing to life sustainability through our...

Better Future Plan

Our Better Future Plan is our sustainability strategy and commitment to improving the food system for both people and the planet.

It has three corresponding strategic pillars: Sourcing with Integrity, Making with Care and Feeding with Pride. Each pillar comprises of an overarching ambition, key focus areas and is underpinned by commitments by which we operate.

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Sourcing with Integrity

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

By understanding the complexities of our supply chain and its impacts, we are better positioned to reduce our products' environmental footprint and respect the human rights of all involved.

Making with Care

By 2040, we will operate (Scope 1 and 2) with net zero emissions.

We are committed to producing food in a way that is sustainable and responsible, minimising our energy consumption, reducing food waste and conserving resources such as water.

Feeding with Pride

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

By making it easier for people to make informed food choices, we can help reduce food's negative impacts on the planet and boost its positive impact on society.