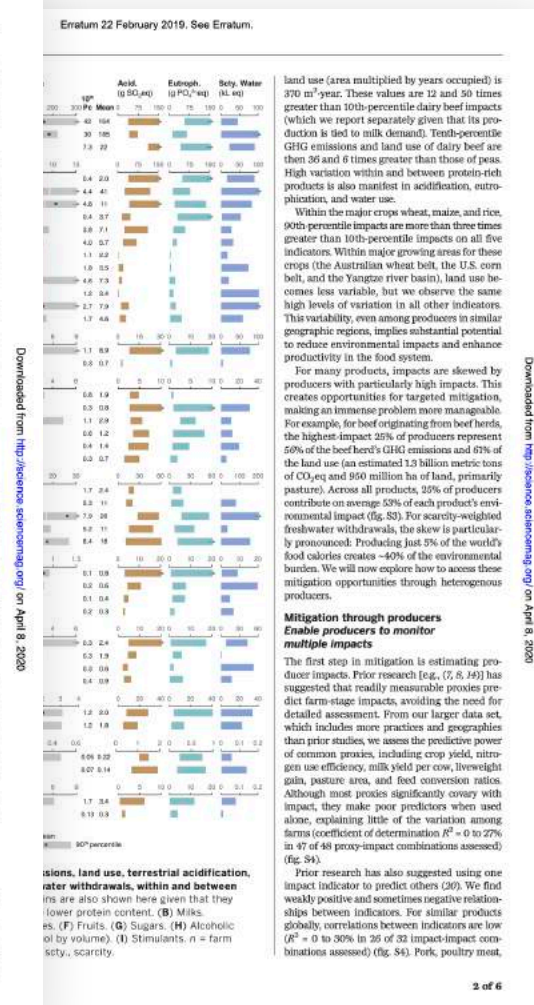


Food System Net Zero



Born from Oxford University research



Look, taste & cost the same, wildly different impacts

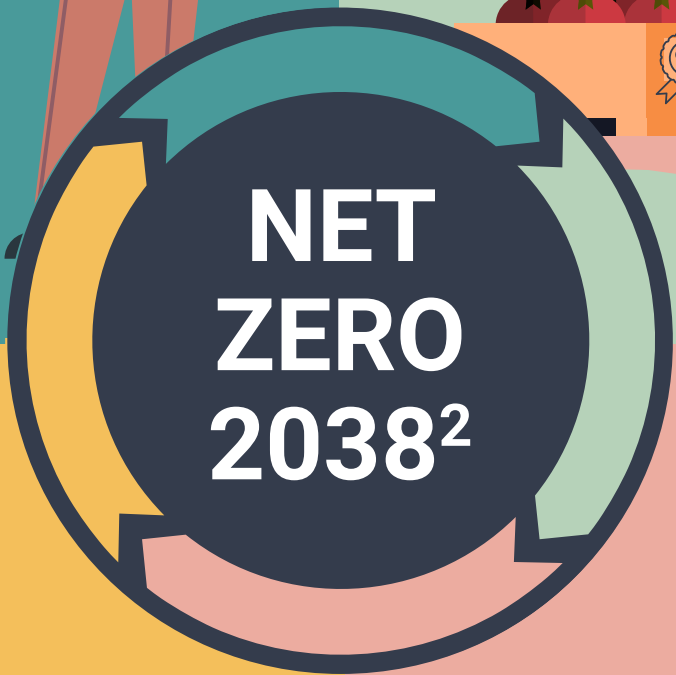
Top 15% of offenders cause most damage

Small consumer behaviour change
big difference to environment

CONSUMERS

Consumers create **demand!**

Understand the true impact of your food choices, be part of the solution.



FARMERS

Farmers certify their **produce.**

Improve yield, reduce emissions, win market share, access subsidies.



RETAILERS

Retailers optimise their **supply.**

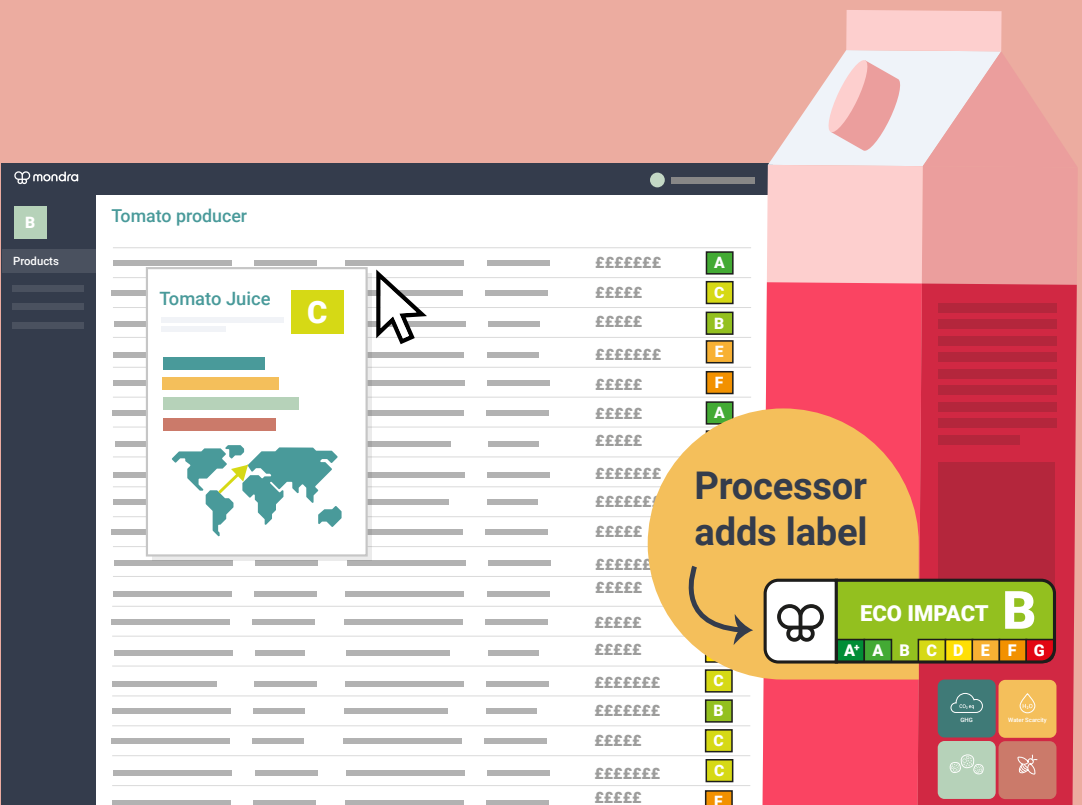
Improve customer UX, win market share, achieve net zero targets.




PROCESSORS

Processors label their **products.**

Drive brand loyalty, appeal to retailers, achieve net zero targets.





Environmental Traceability Platform



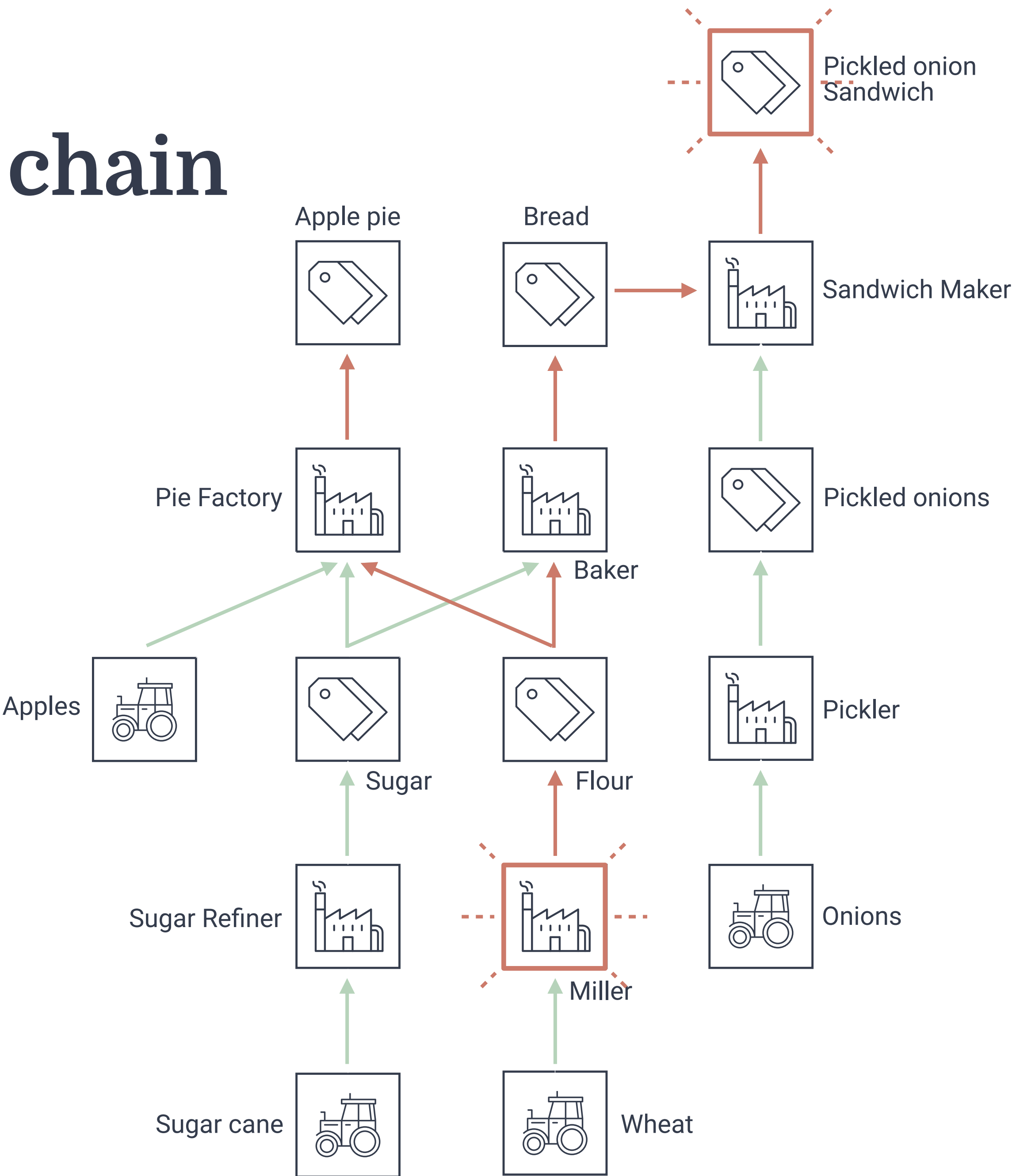
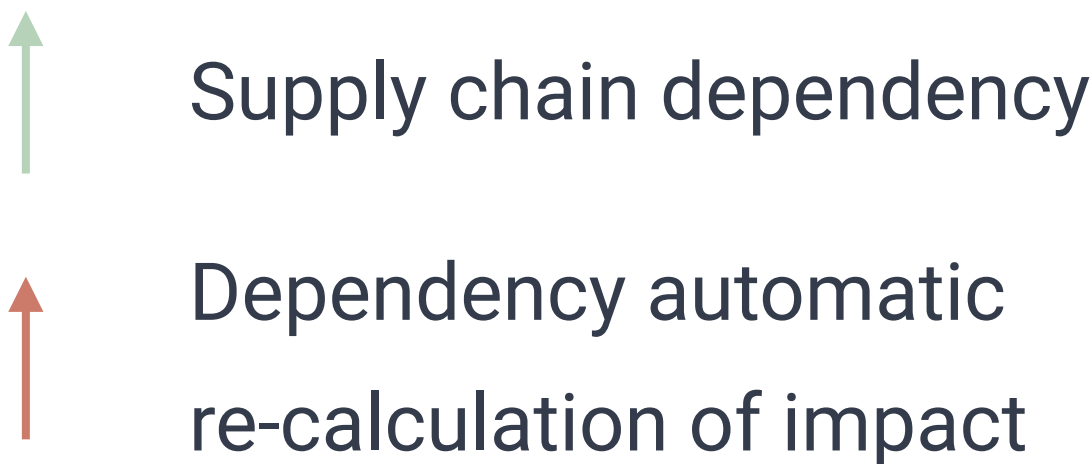
Dynamic improvement chain

Food system graph, the solution to scale.

NODES



RELATIONSHIPS



Case study: Mighty Pea M.lks

We worked with a leading plant-based milk brand who wanted to understand, improve and communicate the environmental performance of their milk range.



Supply chain engaged

ENGAGE

1 Processor
3 Suppliers
3 Intermediate Processors
Many Farmers

DATA

Seeking primary
Gap filling with secondary

ASSESS

Life Cycle Assessment
Platform Load
Improvements advised

Mondra Platform

BUILD YOUR PRODUCT

PRODUCT PORTFOLIO

Nutrition information

Product Builder
Build your product from available components. Request Approval for certification when you're ready.

Measures & Serving size

Product Measure g ml

Serving size g/ml

Serving size description Per

Ingredients ADD INGREDIENTS

Wheat flour 5kg bag LCA	<input type="text" value="3000"/>	g	
Water LCA	<input type="text" value="50"/>	l	
Butter 1kg block	<input type="text" value="5"/>	g	

Processing

Add processing

Raw weight g Processed weight (net) g

Packaging

Add packaging

Retail

Add retail

Current impacts
Impact shown per 100g

- Today (Live)**
Last edited 7 days ago
- Carbon (CO₂ eq.) 22.8 g
- Water Usage (L eq.) 46,442.5 l
- Water Pollution (PO₄⁻³) 39 g
- Biodiversity (sp.yr10¹⁴) 52

REQUEST APPROVAL

Certificate history
Impact shown per 100g

- Revoked**
Revoked 27 Sep 2020
- Approved**
Approved 16 days ago
- Cancelled**
Cancelled 19 days ago
- Cancelled**
Cancelled about 1 month ago
- Certification Expired**
Expired about 1 month ago

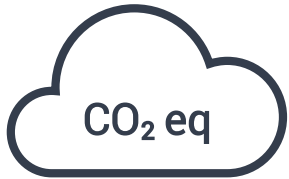
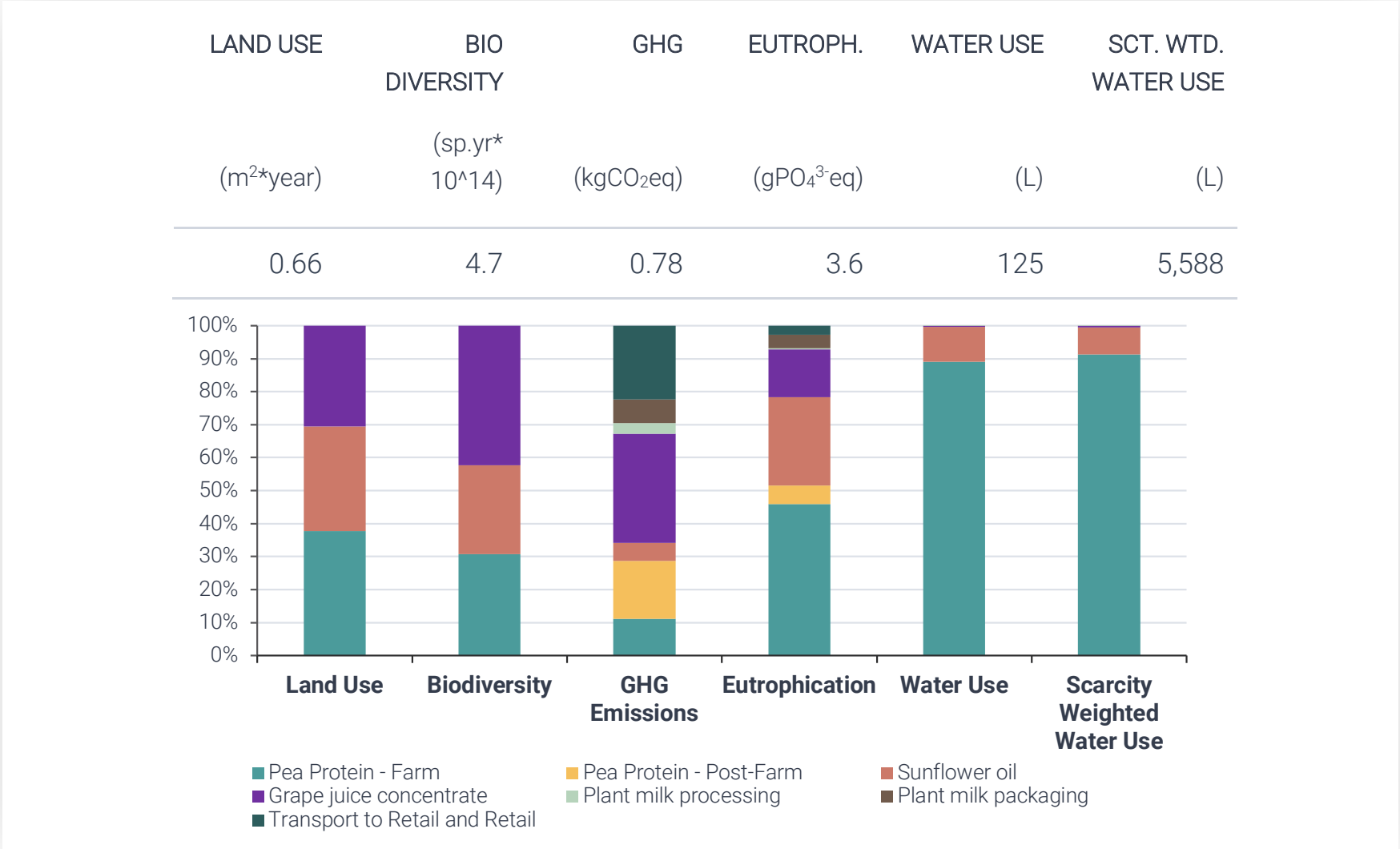
REAL TIME ECO IMPACT

ONLINE REVIEW & APPROVAL

CERTIFICATION HISTORY

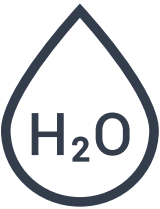


Product optimisation & estimated reductions



CARBON

20% REDUCTION



WATER USAGE

21% REDUCTION

Communicate



FARMING



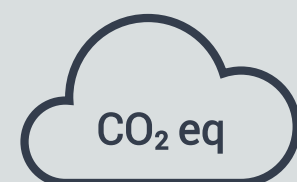
PROCESSING



TRANSPORT



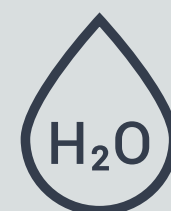
PACKAGING



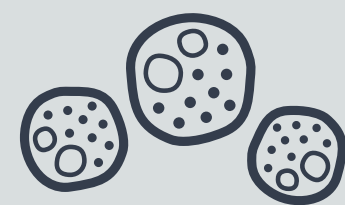
CARBON



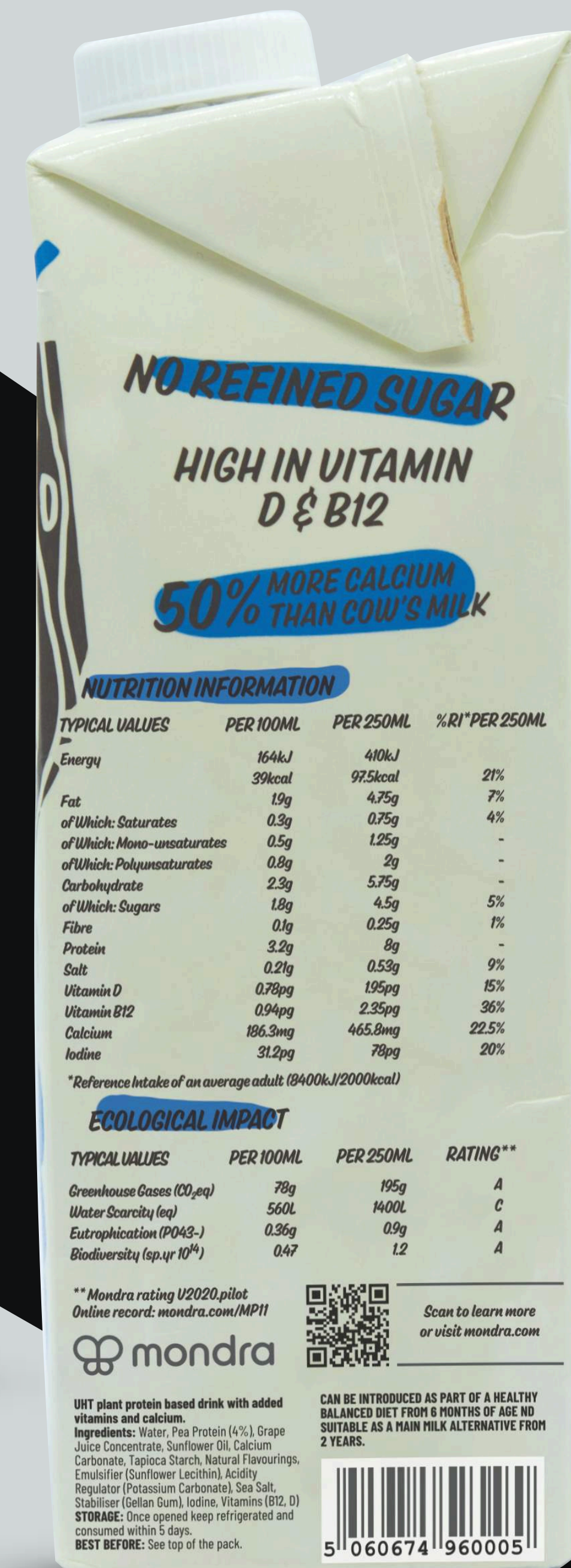
BIODIVERSITY



WATER
USAGE



WATER
POLLUTION



NUTRITION INFORMATION			
TYPICAL VALUES	PER 100ML	PER 250ML	% RI* PER 250ML
Energy	164kJ 39kcal	410kJ 97.5kcal	
Fat	19g	4.75g	7%
of Which: Saturates	0.3g	0.75g	4%
of Which: Mono-unsaturates	0.5g	1.25g	-
of Which: Polyunsaturates	0.8g	2g	-
Carbohydrate	2.3g	5.75g	-
of Which: Sugars	1.8g	4.5g	5%
Fibre	0.1g	0.25g	1%
Protein	3.2g	8g	-
Salt	0.21g	0.53g	9%
Vitamin D	0.78pg	1.95pg	15%
Vitamin B12	0.94pg	2.35pg	36%
Calcium	186.3mg	465.8mg	22.5%
Iodine	31.2pg	78pg	20%

*Reference Intake of an average adult (8400kJ/2000kcal)

ECOLOGICAL IMPACT			
TYPICAL VALUES	PER 100ML	PER 250ML	RATING**
Greenhouse Gases (CO ₂ eq)	78g	195g	A
Water Scarcity (eq)	560L	1400L	C
Eutrophication (PO ₄₃₋)	0.36g	0.9g	A
Biodiversity (sp.yr 10 ⁴)	0.47	1.2	A

** Mondra rating V2020.pilot
Online record: mondra.com/MP11



Scan to learn more
or visit mondra.com

UHT plant protein based drink with added vitamins and calcium.
Ingredients: Water, Pea Protein (4%), Grape Juice Concentrate, Sunflower Oil, Calcium Carbonate, Tapioca Starch, Natural Flavourings, Emulsifier (Sunflower Lecithin), Acidity Regulator (Potassium Carbonate), Sea Salt, Stabiliser (Gellan Gum), Iodine, Vitamins (B12, D).
STORAGE: Once opened keep refrigerated and consumed within 5 days.
BEST BEFORE: See top of the pack.

CAN BE INTRODUCED AS PART OF A HEALTHY BALANCED DIET FROM 6 MONTHS OF AGE. NO SUITABLE AS A MAIN MILK ALTERNATIVE FROM 2 YEARS.



Learnings

**PRIMARY
DATA**

Hard, but worth it

**TOP DOWN
BOTTOM UP**

Joining the chain

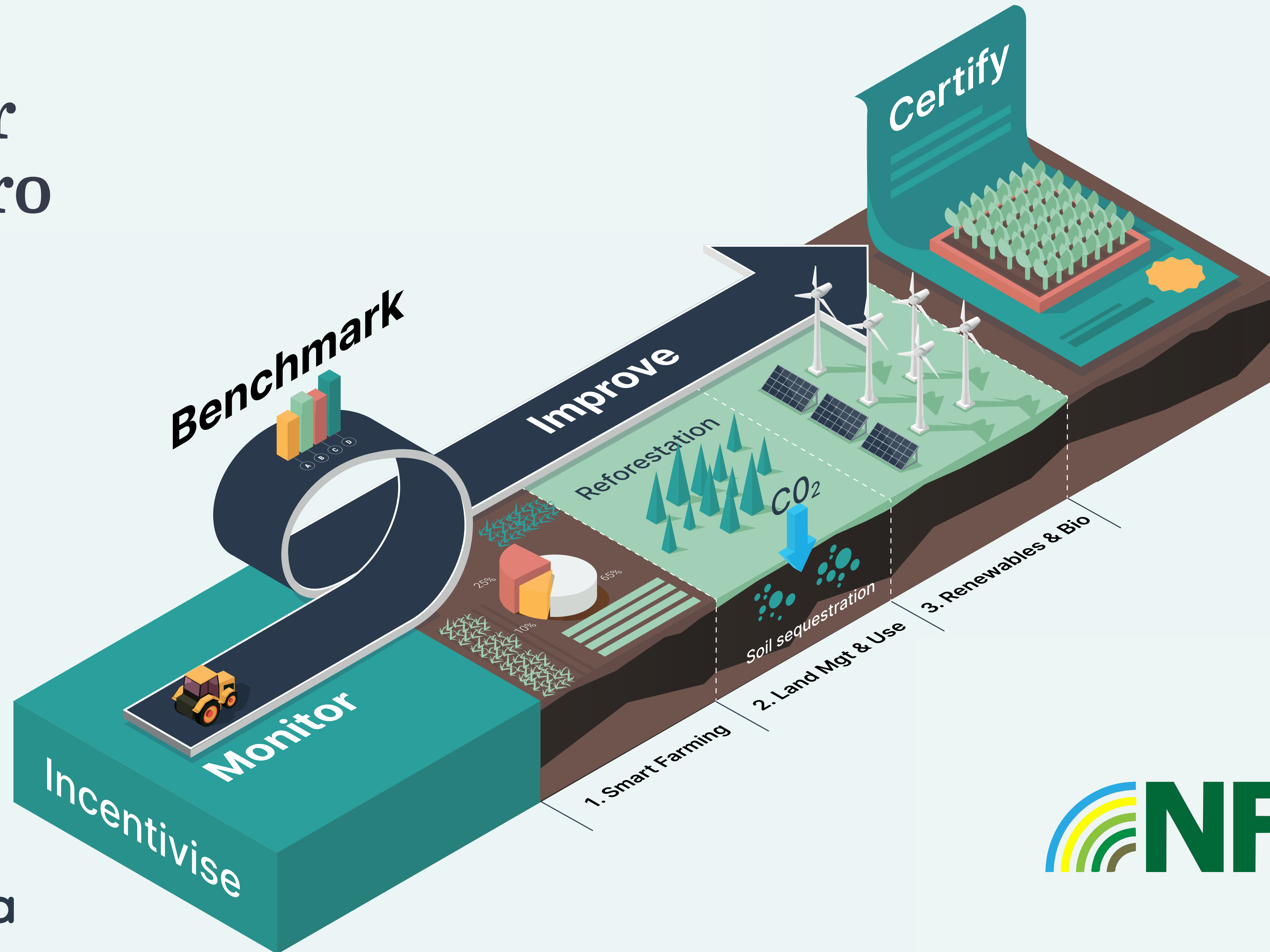
**FARMER
INCENTIVES**

The why to engage

Farmer Incentivisation

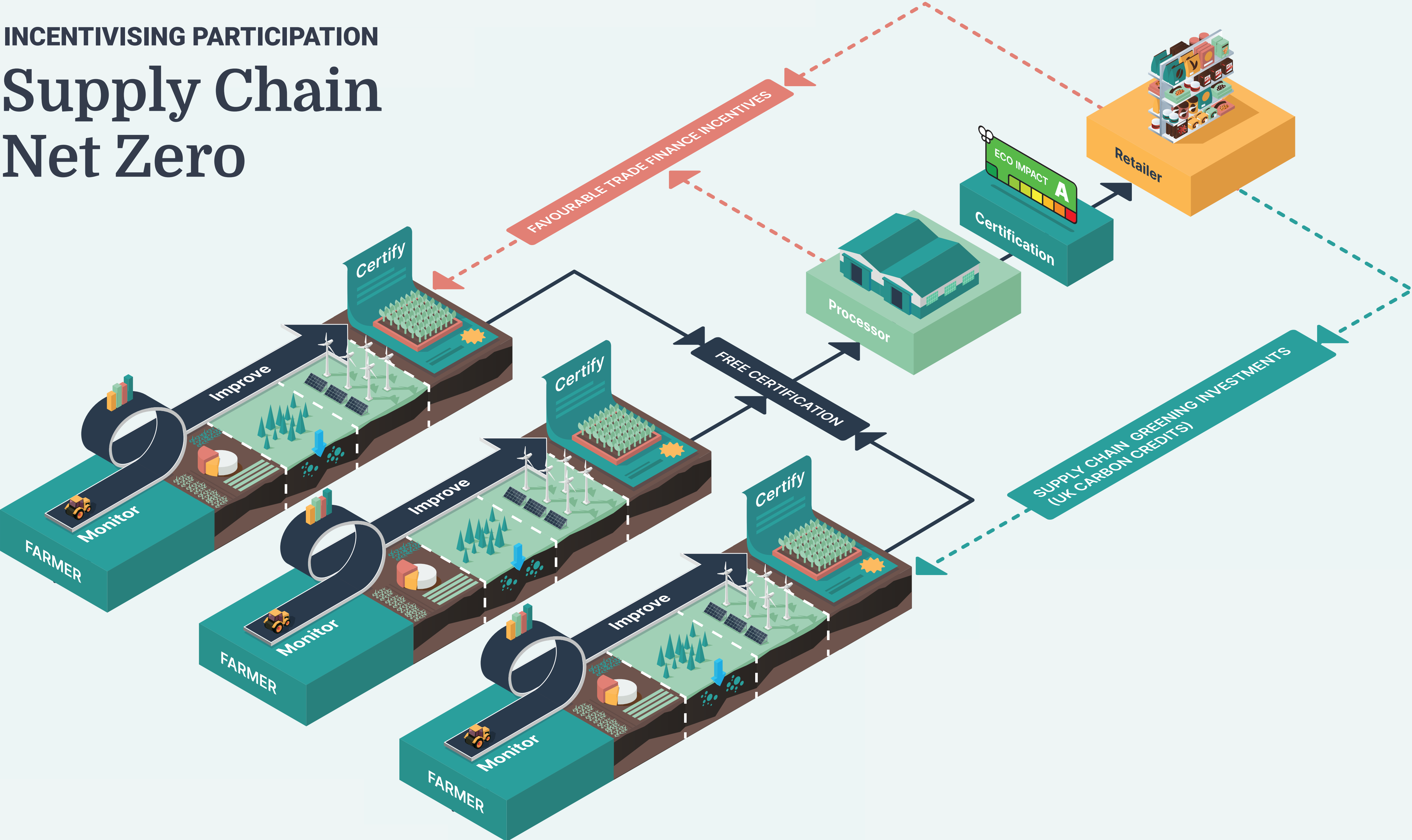


Farmer Net Zero



INCENTIVISING PARTICIPATION

Supply Chain Net Zero





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