Farming for the Future

M&S Food Business

- Food – 51% of business
- Turnover - £4.25 bn
- 4% food market share
- Innovation critical

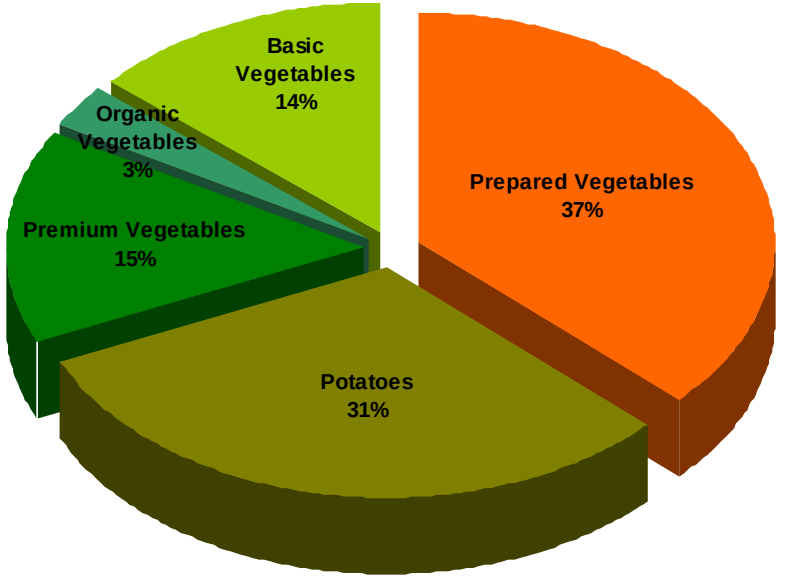
The most trusted food retailer offering the highest quality food, representing excellent value for money for our customers

M&S potatoes

- Major innovators in the sector
- Extensive trials program covering genetics (not GM), agronomy, storage, packaging & processes.
- M&S Fresh Agenda Loose Skin New Potatoes.

- Potatoes in Perspective (vs other foods)

- M&S Potato Sales worth £43.8m
- M&S have a 3.7% share of the Potato Market
- Potatoes account for 31% of Vegetable Category sales at M&S
- New Potato sales were £22.1m delivering over 50% of Potato Category sales at M&S



Share of M&S Vegetable Category Sales – 52 w/e 18 April 2010

2007

Five years. Five commitments. 100 things to change. Because we've only got one world. And time is running out.

2010

What have we already achieved

Through Plan A we have:

- Made a real difference to the issues we tackle
- Engaged customers
- Motivated our people
- Stimulated innovation
- Opened up new markets
- Mitigated risk
- Delivered financial return

PlanA DOING THE RIGHT THING

SOURCES		DISPOSAL		
SLEEVE	SLEEVE	SLEEVE	TRAY	FILM
50% RECYCLED PAPER	FSC	paper	plastics	plastics
MINIMUM	MIXED SOURCES	WIDELY RECYCLED	CHECK LOCAL RECYCLING	NOT CURRENTLY RECYCLABLE

PlanA DOING THE RIGHT THING

To win a Greener Package Award you have to think outside the box, wrapper, carton and bottle.

Three years ago we made a commitment to reduce our packaging by 25% by 2012, and we're over halfway there. Also, over 91% of our packaging is made from recyclable materials and we are the UK's first major retailer to include UK-sourced recycled plastic in our range of milk bottles*. To prove we're not talking rubbish, we won Retailer of the Year at the 2009 Greener Package Awards.

YOUR M&S
Quality worth every penny

M&S Health & Nutrition

Search Enter Keyword GO

Home | Our Health Ranges | Healthy Lifestyle | Healthy Eating | Your Diet Needs | Recipes | My Health Profile

Your M&S » Food & Wine » Health & Nutrition Home »

SIMPLY FULLER LONGER HIGH PROTEIN + BALANCED CARBS

new & exclusive

Our new delicious Simply Fuller Longer eating plan is created to help you lose or maintain weight without feeling hungry.

as seen on TV

» Find out more

Log in to My Health Profile

Enter email address

Enter password

» Log in Forgotten your password?

Reasons to Join

Not a member yet? Register for a Health Profile and you can:

- Plan your diet
- Track your weight
- Get a dietary assessment

» Register Now
» Find Out More

MARKS & SPENCER

Fresh & Prepared

Young Super Spinach

Washed, prepared and ready to cook, this tasty spinach is grown for us by farmers we know and trust, many of whom we've worked with for generations.

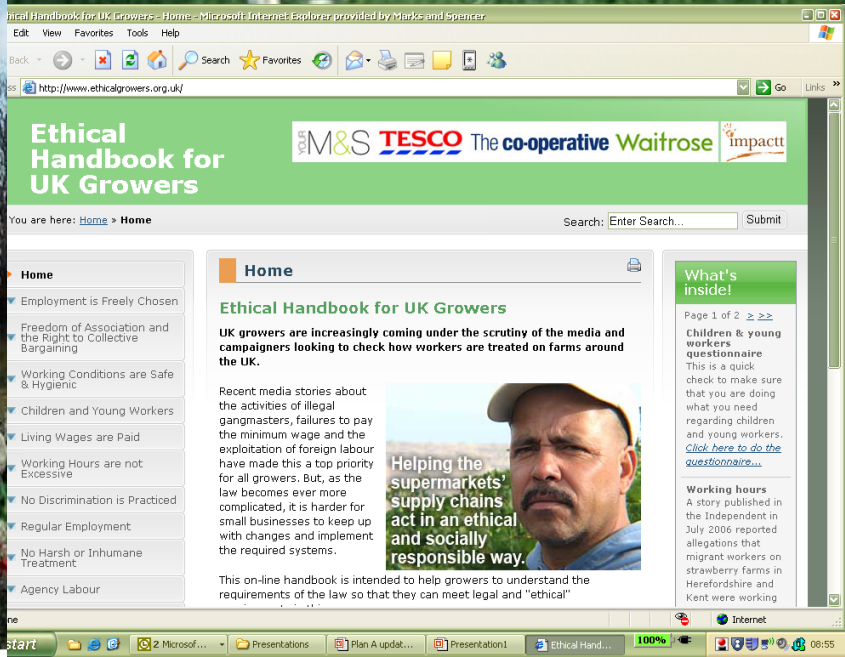
✓Steam
✓Microwave
✓Boil

• rich in Vitamin A, and a natural source of calcium.

+ GROWN IN SELENIUM ENHANCED SOIL

SELENIUM IS AN ESSENTIAL MINERAL IMPORTANT FOR A HEALTHY IMMUNE SYSTEM

Plan A DOING THE RIGHT THING



PlanA DOING THE RIGHT THING

PlanA DOING THE RIGHT THING

To help make sure there's plenty more fish in the sea, we fish responsibly.

We've had a sustainable fishing policy for over a decade, but now we're going even further by being the UK's first company to sign WWF's Seafood Charter. We're working with them to ensure that by 2012, all our wild fish will come from the most sustainable sources possible. It's not us fishing for compliments; we just think it's the right thing to do.

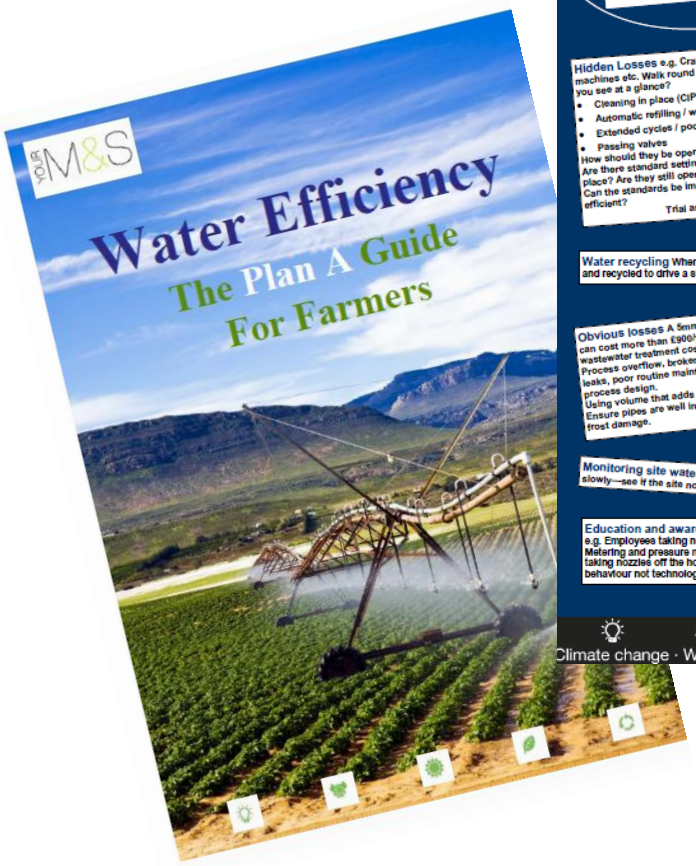
YOUR M&S
Quality worth every penny

PlanA DOING THE RIGHT THING

We think destroying rainforests for palm oil is too high a price to pay for a biscuit.

Palm oil production can result in vast swathes of rainforest being cleared, which can have a dramatic impact on the environment. We're now encouraging sustainable production through the purchase of GreenPalm certificates for all the palm oil we use in M&S products, even our biscuits. And our ultimate goal is to use only sustainably sourced palm oil by 2015.

YOUR M&S
Quality worth every penny


M&S
Water Efficiency
The Plan A Guide
For Farmers

Top 10 tips for improving water efficiency in factories
Hidden Losses e.g. Crate washers, plucking machines etc. Walk round the site—what can't you see at a glance?
Cleaning in place (CIP) systems
Automatic refilling / water dump values etc.
Extended cycles / poor programming
Passing valves
How should they be operating?
Are there standard settings / programmes in place? Are they still operating to standard?
Can the standards be improved to be more efficient?
Trial and test!
Water recycling Where can water be captured and recycled to drive a step change?
Obvious losses A 5mm drip from a single tap can cost more than £900/year in water and wastewater treatment costs.
Process overflow, broken level probes etc. process leaks, poor routine maintenance / plant ownership, process design.
Using volume that adds no value.
Ensure pipes are well insulated to prevent against frost damage.
Monitoring site water pressure Reducing it slowly—see if the site notices!
Education and awareness for employees e.g. Employees taking nozzles off hoses?
Metering and pressure monitoring to show that taking nozzles off the hoses reduced pressure behaviour not technology.
Sub-metering and water usage targets: Everything else follows from this! e.g. Showing the individuals the graphical evidence is much more effective in targeting specific losses
Boilers Regular blow down of steam boilers to maintain a low concentration of total dissolved solids (TDS).
Consider the installation of a Reverse Osmosis unit to purify the in-feed water for the boilers as this can dramatically reduce the need to discharge heated, and chemically treated, water in order to prevent contamination of the boilers. Reverse Osmosis units will purify feed water, pre chemical dosing, so that the site can reduce water treatment chemical usage substantially and only blow down every 100+ cycles, saving more than 30,000 litres of Gas Oil per annum.
Hosepipe usage Is a hose pipe the right tool for the job? What are the alternatives?
Reduce the mains pressure / reduce the volume. Use fittings to optimise delivery pressure at the point of use.
Water audit – Waterwise/Ecolab: Your water supplier may offer water audits to see how efficient your business's water usage is. Some may even offer a personalised water management package to get the best water efficiency plan for your business. Contact your water company for more details.
Taps / urinals Save circa 80% through reduct water. Spray taps can reduce water use by 60.7 compared with conventional taps. Tap aerator restrictors can save money. Considering that being used 20 times a day for 15 seconds, by tap aerator at £5 /tap, the water and sewerage ings are about £13 /tap /year. In companies urinals operate without flush control, savin £3,800 /year in water and sewerage costs c achieved by installing passive infrared (PI a cost of £350 and a payback period of 5
Climate change · Waste · Raw materials · Fair partner · Health

YOUR M&S
marksandspencer.com/PlanA
WWF
Good Water Stewardship Guide

‘FARMING FOR THE FUTURE’

DOING THE RIGHT THING (PLAN A)

M&S IS THE LEADER IN SELLING THE **BEST QUALITY INNOVATIVE** FOOD PRODUCTS

THROUGH SUSTAINABLE AGRICULTURE AND SUPPLYCHAIN PARTNERSHIPS

Centres of Excellence

PRODUCT QUALITY AND INTEGRITY

FIELD TO FORK PRODUCTION STANDARDS

PRODUCER PARTNERSHIPS

Breeding Houses

SOIL/ NUTRITION

WATER/ WEATHER

PLANT PROTECTION

ENERGY/ CARBON

LOGISTICS/ STORAGE

PRODUCT GROUP PLANS

MARKETING PLAN

BENCHMARKING FOR SUCCESS

Manor Fresh case study: Early Season UK New Potatoes

Plan A #16: ***Sourcing as much food as possible from the UK:***

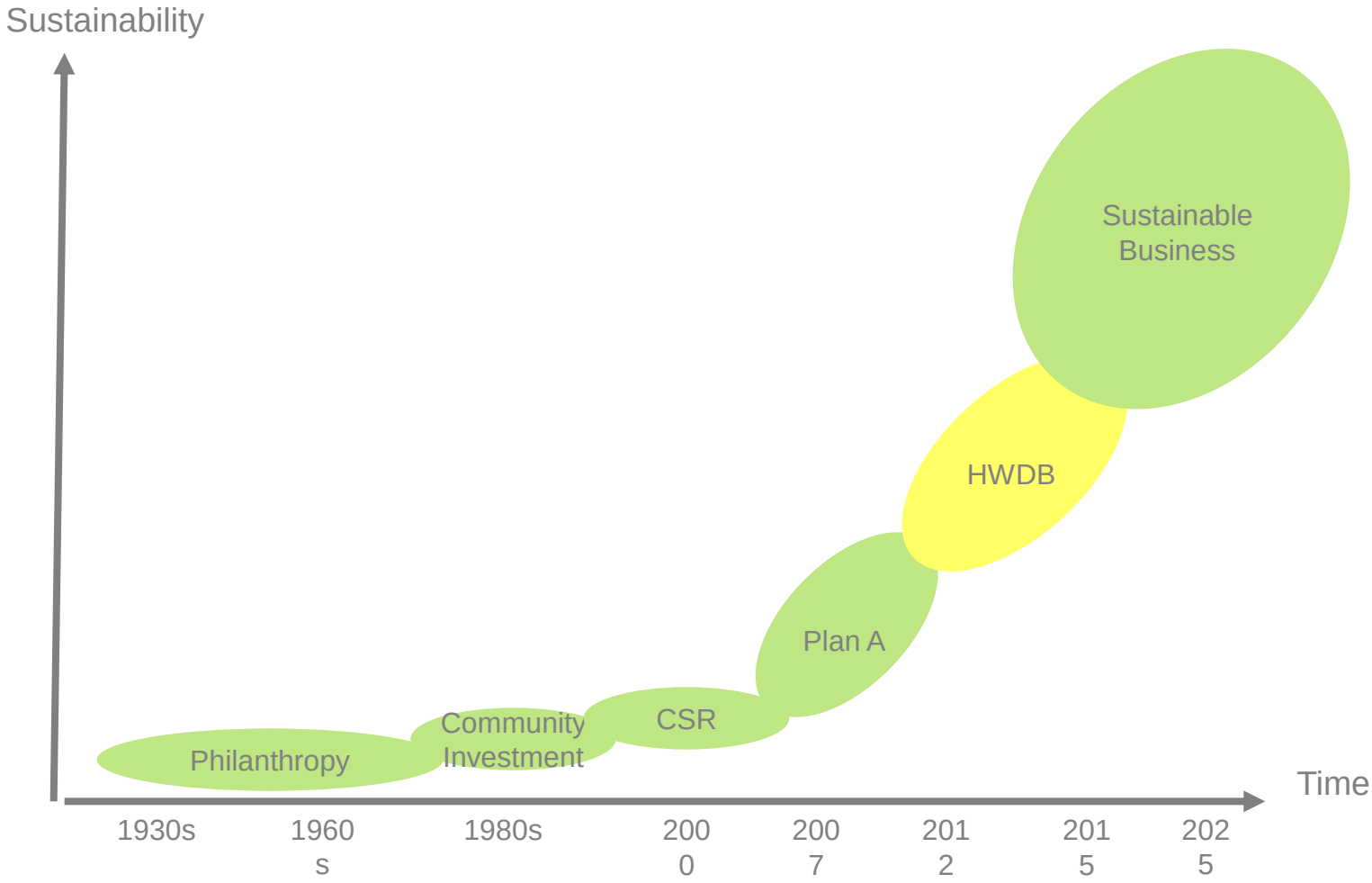
Using a progressive grower……..

- We selected the earliest fields in Cornwall
- Used acclimatised Cornish seed
- We planted the crop as early as possible (03/01/10)
- Despite coldest winter for 30 years supply commenced 08/05/10.
- With a milder winter we had hoped to start UK Maris Peer in late April.

Manor Fresh case study: Late Season UK New Potatoes

- We selected ‘frost free’ coastal fields in Suffolk
- We planted the crop in August.
- Last harvest mid November (still fresh and loose skinned).
- Replaced new potatoes previously sourced from Iberia.
- Re-visited traditional wind-rowing techniques to evaluate extending season still further.

Plan A..bigger and bolder

- All our products to have a Plan A quality by 2020 (50% by 2015)
- Commitment to market Plan A products to customers
- Innovation fund to support

Becoming a sustainable business