Adding taste to life

Building a consumer centric and sustainable business in the UK
Welcome!

Müller yogurts have been ever present on UK supermarket shelves since 1987. Since then, we've continued to grow naturally, and through acquisitions, into a consumer centric organisation that today operates three business units: Müller Milk & Ingredients, Müller Yogurt & Desserts and Milk & More.

Often operating independently, the time is now right to pull together the various sustainability goals, targets and ambitions of each business into one clear Müller strategy for UK & Ireland.

Müller branded products are chosen more than 217 million times every year, so the end to end process, from farm to family, impacts a lot of lives. That's why it's so important that we are consumer centric and do the right thing throughout the whole supply chain.

We recognise the significant effects of climate change. Through its use of natural resources, and the impacts that come from the production and distribution of its products, the dairy industry must continue to take action.

Despite the challenges facing our sector, in the UK we are increasing our efforts, and challenging ourselves to be consumer centric, operate sustainably and achieve profitable growth.

We're finding new ways to improve the wellbeing and career development of our employees, and tackling modern slavery. We're working hard to reduce sugar even further in our yogurts, and through our unique partnership with British Athletics, we're bringing the brand to life in new and exciting ways, and inspiring communities across the country to get active by having fun.

Our consumers and customers are more engaged, they're responding positively to our plans, and in some cases are challenging us to go further.

So we're working hard in this area to ensure the long term success of our business, which not only benefits us, but society as a whole.

The dairy industry today is a major employer and source of nutritious food for people, for people of all ages. It is safe, natural, nutritious, affordable and of course delicious.

We need to reconnect people with the care taken to produce and deliver our products. We've got a powerful story to tell here, from farm to supermarket shelf, and we'll show this throughout the report.

As the pioneering brand in one of the largest and most important categories in food and drink, we're working hard to build a vibrant future for the British dairy industry. We hope that this strategy demonstrates that we are, and will continue, to make significant progress in this area.

As we achieve higher levels of efficiencies in the UK, we’ll be carbon net zero by 2050, we’re reducing food and water waste, we’re the UK’s largest operator of electric vehicles and driving down the use of plastic.
Who is Müller UK & Ireland?

In 1971 Theobald Alfons Müller took over the running of his father’s dairy farm in Bavaria, and all four of its employees. Fast forward sixteen years to 1987 and the Müller brand, which has rapidly expanded since, entered the UK market for the first time.

Today, Müller UK & Ireland sources milk from 1,600 farmers in Britain, and uses it to develop, manufacture and market a wide range of branded and private label dairy products for the UK market.

Did you know?
Müller UK & Ireland is now the 8th most chosen brand in the UK, picked from shelves more than 217 million times each year, and is ranked at No. 12 in The Grocer’s Top 100 list of Britain’s Biggest Brands.
Creating a consumer-centric and sustainable business in the UK

As well as developing our own plan (which we’ll explore in further detail shortly) we are also aligned with the following additional frameworks that have been designed to create a more sustainable future.

United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals set out a global blueprint for achieving a better and more sustainable future for all. It consists of 17 inter-connected goals, from good health and wellbeing and decent work and economic growth, to responsible consumption and production.

The UK aims to achieve each target by 2030, and we’ll explain throughout this booklet how Müller is helping to tackle a number of these crucial issues.

Dairy Sustainability Framework

The Dairy Sustainability Framework (DSF) was developed to provide overarching goals and alignment of the industry’s global approach to sustainability.

The DSF is a win-win dairy sector that is committed to continuously improving its ability to provide safe and nutritious products from healthy cattle, while:

- Preserving natural resources;
- Ensuring decent livelihoods across the industry.

Müller is an implementing member of the DSF and has signed up to its 11 key commitments. This framework was used to help identify opportunities within our organisation and supply chain.

Did you know?

We have also completed a materiality assessment which identifies the impacts and opportunities that affect our business, our products, supply chain customers and consumers. It’s available at www.muller.co.uk

Investing in Britain

We’ve been investing heavily throughout our network of British dairies in recent years. Enhanced manufacturing capabilities and operational efficiencies are vital to drive confidence with our customers, farmers and consumers. This map shows the key transformations that have taken place at each site.

Bellshill
£15m investment to substantially upgrade Scotland’s largest fresh milk dairy, boasting state of the art processing capabilities for milk and cream.

Market Drayton
Installed a second packet butter line to help us continue to displace butter imports.

Manchester
Acquired the capability to manufacture own fresh milk packaging in the UK to reduce plastic use in milk bottles. This has also taken place at other major sites across our network.

Telford
£50m expansion completed to double the size of our chilled yogurt manufacturing facility, capable of producing 500 million pots each year.

Droitwich
Multimillion pound investment to update and upgrade existing processing capability.

Minsterley
Invested in new packaging technology for our dessert pots to reduce waste.

Severnside
Created a centre of excellence for flavoured milk.

Bridgwater
Significantly enhanced processing capabilities with a multimillion pound investment.

Hanworth
Multimillion pound investment across sites to secure the future of the much loved milkman.

6 Müller UK & Ireland: Adding taste to life
Our commitments

Incentivising herd health and welfare standards

Helping farmers to develop and enhance their skills

Reducing deforestation of feed across supply base

Collaboration to assess and manage risks of raw materials

Did you know?
Müller buys a fifth of all the milk that is produced in Britain.

Responsible sourcing

Our branded products are picked an incredible 217 million times every year, and we believe that this comes with a big responsibility.

Whether it’s collecting raw milk from Britain’s dairy farmers, buying the strawberries that go into our famous Müller Corner, or the pre 7am doorstep delivered organic/free range eggs that feed families across England every morning for breakfast, we are committed to being a consumer centric business and sourcing our ingredients, packaging and products responsibly. Achieving profitable growth and operating sustainably throughout our supply chain is vitally important. We’re working hard in this area to ensure the long term success of our business, which not only benefits us, but society as a whole.

We source materials from a wide range of suppliers throughout the world, from small businesses to large international organisations. As a responsible family run business, we apply strict terms and conditions on all of our suppliers to ensure that robust standards are met throughout our supply chain.

Achieving the right balance between profitable growth and operating sustainably throughout our supply chain is vitally important.

Herd health and welfare standards

We will continue to work with farmers to incentivise herd health and welfare standards, and build better, more sustainable businesses.

To earn an additional payment, all Müller Direct farmers must commit to the following initiatives:

• End the practice of euthanising healthy bull calves on farm
• Müller’s on-farm health and welfare assessment programme
• A programme designed to manage and reduce unnecessary use of antibiotics
• The National Johne’s Management Plan

Feed

We will reduce the deforestation impact of feed by working with our supplying farmers to use 100% responsibly sourced feed by 2025.

Raw materials

We will work with the industry to assess the full environmental and ethical risks of our key raw materials and develop action plans to mitigate and reduce the risks. This will include:

• Fruit
• Chocolate
• Rice
• Vanilla

We will use 100% RSPO certified palm oil.

Agriculture innovation

Engage and work with research institutions to identify opportunities to address environmental challenges within agriculture.

Farm environmental impacts

By the end of 2020 we will complete a review on the viability and impact of different environmental improvement systems on farms for soil, slurry and biodiversity.

By 2021 we will develop carbon reduction roadmaps for dairy agricultural emissions.

The Müller Next Generation Programme

We will continue to develop and enhance the skills of ambitious farmers, helping them to build successful dairy businesses.

Supplier partnerships

We will continue to promote the use of formal ethical standards and systems to businesses in our supply chains and ensure they meet the requirements of the ETI base code.

Local and organic

We are dedicated to championing a unique choice of trusted, local, and organic British suppliers through our Milk & More business.

Müller Next Generation Programme

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Our brand promise

Müller UK & Ireland: Adding taste to life

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Müller UK & Ireland: Adding taste to life
Our progress
Thriving through volatility

As a dairy company, we wouldn’t be able to make any of our products without milk.

We don’t employ any farmers or own any farms, instead we work with 1,600 trusted dairy farmers across Britain. To grow, we need to secure a strong and stable future milk supply, so these relationships are vital to future business success.

Due to an overall lack of profitability, the liquid milk industry is facing very challenging circumstances. So we’re introducing new ways of thinking that help our supplying farmers increase their resilience, confidence and ability to weather increasingly volatile global dairy markets.

We offer a leading milk supply contract proposition and a competitive price. Müller Direct farmers can also reduce their exposure to volatile market conditions, which have seen prices suffer dramatic swings in the past few years, by placing a portion of their milk production against fixed prices and futures contracts.

This innovation throughout the supply chain, which acts to smooth returns and improve the ability to plan, is helping the sector throughout a period of significant and fundamental change.

But we’re not stopping there, we know that succession is also a key issue on Britain’s dairy farms, so we’re actively developing and enhancing the skills of future generations through the Müller Next Generation Programme – a fully supported and funded programme by Müller that helps ambitious young farmers gain the skills, knowledge and contacts required to succeed.

We’re introducing new ways of thinking that help our supplying farmers increase their resilience, confidence and ability to weather increasingly volatile global dairy markets.

Did you also know?
We have signed up to the UK Roundtable on Sustainable Soya and made a commitment to work with our farmers to reduce the environmental impact of their feed.

... And did you know?
Müller Direct farmers who commit to initiatives that are designed to continually improve herd health and welfare standards are offered an additional 1.0 pence per litre.
Reducing our environmental impact

We all rely on the natural environment to provide us with the things we need to live happy and healthy lives – like food, clean air and water to name but a few. At Müller UK & Ireland we don’t take this for granted, and we’re committed to ensuring our business growth is realised through responsible and environmentally sustainable practices.

Compliance with all environmental regulations and laws are a given, considerations towards the environment are ingrained into our decision making processes, and we regard codes of best practice for environmental performance as the minimum standards that will be met.

We fully support the ambitions and targets of the Dairy Roadmap, a crucial industry wide strategy that was developed to reduce the dairy industry’s environmental impact. To achieve these ambitious goals, we’re not only making many changes within our business, but we’re working with our customers and suppliers to help reduce the environmental impact of our products and operations.

Whether that’s easing the strain on local water sources by increasing our water efficiencies, moving our products around the country more efficiently, eliminating all avoidable waste or innovating on packaging materials, Müller is doing the right things.

We fully support the ambitions and targets of the Dairy Roadmap, a crucial industry wide strategy that was developed to reduce the dairy industry’s environmental impact.

Did you know?
We now use 25% less plastic in our yogurts and desserts packaging.†

† 25% reduction from 2006 baseline

Carbon net zero by 2050

We will be carbon net zero by 2050. We will reduce our absolute carbon footprint by 40% by 2025.

Driving down the use of plastics

We’re committed to driving down the use of plastics, while supplying dairy products within packaging that is fit for purpose and can be recycled wherever possible.

• All our packaging will be 100% recyclable, reusable or compostable by 2025.
• We will use 30% recycled content in our plastic packaging by 2025.
• 50% average recycled content by 2025 across all materials.
• We will aim for 50% rHDPE in milk bottles and will support developing a recycling infrastructure to achieve this.

Reducing water use by 15%

Water
We will reduce our relative water use across the business by 1% year on year and 15% by 2025.

Reducing food waste and loss by 50%

Food Loss and waste
In line with the UN’s SDG Target 12.3 we will reduce our food waste and loss by 50% by 2030.

Fleet efficiency
• We will increase the fill ratio of our vehicles year on year and reduce the number of vehicles on the road.
• We will measure and improve the miles per gallon of our inbound and outbound logistics fleet by 5%, by 2023.
• By implementing fleet wide telematics by 2020, we will improve the driving style of our highly trained drivers. This will increase fleet efficiency and road safety.
• We will investigate and where appropriate implement, new fuel types and energy mixes.

Food redistribution
We will double the amount of our product that is redistributed to charities by 2030.

Did you know?
We now use 25% less plastic in our yogurts and desserts packaging.†
Our progress: Finding innovative packaging solutions

As we build a consumer centric business in the UK, we’re clear on the need to drive down the use of plastics. Shoppers and our customers expect our products to not only taste great, but to maintain their quality from our dairies to their fridges. So a sensible and balanced approach needs to be taken.

Many don’t realise that our fresh milk bottles are already 100% recyclable, and having forward secured appropriate supplies of recycled HDPE, up to 40% of the bottle is made using recycled material.

We’re unique in that we’ve acquired the capability to manufacture our own fresh milk packaging, and that allows us to go even further. For example, in 2019, we removed a further 700 tonnes of plastic per annum by further lightweighting our bottles and caps.

Many don’t realise that our fresh milk bottles are already 100% recyclable.

The Closed Loop Life of a Plastic Milk Bottle

Milk bottles can be recycled in a closed loop, meaning the bottle you put into your recycling bin can become part of a new milk bottle.

Did you know?

Schoolchildren at Sunnyside Primary helped us become the first dairy company in the UK to offer fresh school milk with paper straws. We have committed to removing all plastic straws by 2020.

Did you know?

We're passionate about securing the future of the great British milkman — an iconic role in this country. To do so, we're modernising this business into a convenient delivery service with a sustainable and environmentally friendly proposition at its heart.

Did you know?

All of Milk & More’s milks, juices and creams are now available in glass bottles.

Did you know?

We currently have 4.5 million glass bottles in circulation, with each bottle able to be reused up to 25 times.

The UK’s biggest electric fleet

Did you know that our Milk & More business delivers more than 100 million pints of milk in glass bottles to 500,000 homes across England every year?

With over 500 environmentally friendly delivery vehicles, we’re now the largest operator of electric vehicles in the UK. Not only will this save 3.4 million litres of diesel each year, but they’re extremely quiet, which is important when delivering before 7am!
Our people

Müller UK & Ireland is an entrepreneurial, progressive and vibrant family run business, and we aim to make each day better than the last. Our people are absolutely crucial to our success and we’re building a better business from the inside out.

We engage with all of our employees to show them how their individual role, and the decisions they take, can make a big difference. Our employees are empowered with the correct skills and responsibility, while understanding the need to balance environmental sustainability with profitable growth.

We have a designated sustainability team who continue to drive best practices, ensure all systems and processes are fully compliant with all necessary standards, and regularly deliver various training sessions for employees throughout the business.

We engage with all of our employees to show them how their individual role, and the decisions they take, can make a big difference.

Our commitments

Wellbeing and safety
As we encourage happier and healthier lifestyles, by 2020 all employees will have access to a wellness toolkit which covers advice on mental, physical, financial and social wellbeing. We will continue to improve the safety performance of our business.

Employee engagement
Continue to review levels of employee engagement using an external independent survey, helping us to make sure Müller is a great place to work.

Gender equality
We will complete an annual gender pay report, including specific actions to address any gaps.

Future careers
We will continue to improve development and internal career opportunities through the creation of career frameworks, internal development programmes and apprenticeships.

Modern slavery
Every site will implement a modern slavery plan in line with Stronger Together, an industry wide programme that is designed to tackle modern slavery in supply chains.

Did you know?
As part of our official sponsorship of British Athletics and Athletics Ireland we’ve been taking our Müller Activity Zones to major athletics events across the country. And for every event, they were staffed entirely by our amazing employees, all on a voluntary basis.
Looking after the mind and body

It’s widely known that poor physical health can lead to an increased risk of developing mental health problems. It’s also the case that poor mental health can have a negative impact on our physical health.

We’re always encouraging our employees to get active and achieve their personal bests. Our employees get discounted rates at over 3000 gyms across the nation and whether they’re raising money for various good causes by hiking, swimming, canoeing or mountain climbing, or simply taking the dog for a walk, our employees are achieving some incredible feats.

We’re also rolling out our Müller mental health first aiders programme across our various sites in the UK. A number of our employees have completed this course which aims to offer people further help and support within the workplace.

Did you know?
A £15m project to substantially upgrade our fresh milk dairy in Bellshill, which secured 265 jobs, was the largest single investment in Scottish dairy processing in a decade.

Our progress
Creating a bright future in Telford

We’re extremely proud to be creating branded and private label dairy products that are made in Britain, with milk from British farms. To enable us to do this, we’re continuing to invest in our people.

We’ve completed a £50m expansion project to build a state-of-the-art chilled yogurt manufacturing facility that is capable of producing 500 million pots every year. Not only have we created 65 new jobs in the area, but the facility is a major step towards reducing the UK’s dependence on imported yogurt products. As we look to create a bright future for the British dairy industry, this gives us the ability to pursue potential further increases in production.

Our employees get discounted rates at over 3000 gyms across the nation...
Inspiring happier and healthier lifestyles

Our goal is to simply add taste to life.

As the 8th most chosen brand in the UK we have a great opportunity to drive positive change. Our approach is to try and make a difference to people’s everyday lives, helping them to become not only happier, but also healthier.

Our dairy products are picked from shelves a staggering 21.7 million times a year. So there’s a big opportunity to make a difference with our products alone. So that’s why we’ve developed a consumer centric range that answers to everyday dairy goodness, permissible indulgence and everywhere in between.

But most dairy companies can do that, that’s the easy part. We’re doing so much more. We’re getting the nation active by inspiring active lifestyles, and investing in the foundations of the sport. We’re innovating to reduce sugar and bringing protein to the masses. We’re making people smile through our tongue-in-cheek marketing campaigns. We’re supporting local communities by championing products from local suppliers. We’re bringing our brand to life in lots of new and exciting ways while inspiring happy and healthy lives – That’s the Müller way.

Did you know?

We donate surplus Müller products to various charities. In 2019, through the Felix Project we provided over 12,000 crates of product for redistribution to over 350 charities, schools and community organisations. In the same year, through FareShare, we also donated over 132 tonnes of food for redistribution to charities that they work with.
What’s your perfect yogurt?

We’re constantly being asked to launch everyone’s ideal yogurt combination. We release lots of limited editions every year, but we can’t please everyone all the time. So, we decided to give the power to the people with our first ever consumer centric pop up shop, which we called the Müller Corner Shop. With 28,000 possible ‘create your own yogurt’ combinations, and a huge Müller Corner shaped ball pit, the thousands of people who visited definitely left feeling happier.

Revolutionising the nation’s favourite yogurt brands

We know that when Müller grows, so does the yogurt category.

In order to strengthen our core brands, we launched new and improved recipes for two of the nation’s favourite yogurt brands, Müllerlight and Müller Corner. Supported by our biggest ever marketing campaign, our best ever recipes have less sugar, more protein, and have a thicker and creamier texture.

Our progress
Getting the nation active

In the run up to the annual Müller Anniversary Games, did you know that we organise a Müller Sports Day that gives local schools the chance to follow in the footsteps of their heroes and compete at the iconic London stadium?

Did you know?

We sponsored the very first Müller Para Track Grand Prix. We helped 6x Paralympic Champion, Hannah Cockroft MBE, bring her vision to life to create an event where para track athletes from all around the UK could race before the 2019 World Championships. We also now sponsor the Müller Market Drayton 10K.

New sports kit for schools

Through our athletics partnerships we have provided over 20 schools, from Orkney to Sussex, with brand new sports equipment. On top of that, we’ve arranged for each school to receive a visit from one of their athletics heroes. We’re investing in grass roots and inspiring the next generation of athletics champions.

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For further information about Müller please go to www.muller.co.uk
Thank you