



Profusion Sustainability Programme - We share One World

Profusion is one of the leading companies in the field of organic food. We continually focus on providing healthy foods for our customers, while at the same time, being aware of our duty of care for the environment.

Our mission is clear: Healthy organic food and healthy organic soil. We work constantly to encourage more and more people to eat organic food - food that is better for health and better for the health of the environment that we share.

All the food that we eat comes from the soil, and the soil is being degraded and depleted by industrial farming practices using pesticides and chemical fertilisers.

Combating climate change

Healthy soil plays a major role in carbon storage. Soil stores three times the amount of CO₂ in the atmosphere and twice the amount of CO₂ contained in all plants and trees. When the soil is degraded, this stored CO₂ is released, accelerating climate change.

We work together with organic farmers to ensure that the soil remains healthy for future generations. Organic farming methods support biodiversity, maintain the quality of the water systems, and promote nutrient-rich soil.

Custodians of the Soil

Over the past 10 years, through our work building the demand for organic food, we have more than doubled the amount of organic farmland that we support.





Over the coming 10 years, we intend to quadruple this, acting as “Custodians of the Soil” on a much larger scale. Organic farming methods also help protect bees and other pollinating insects, as insecticides are not used.

The World Bank offers a stark forecast, suggesting that the global economy might face a staggering loss of \$2.7 trillion by 2030. This loss stems from the potential collapse of environmental assets such as pollination, carbon storage, fisheries, and timber, all of which are often taken for granted.

Sustainable business model

Our organic food products fit well with the increasing consumer focus on health and wellness.

We have lots of opportunities for growth not only in our existing channels, but also in new channels and new markets.

Profusion Organics ESG Strategy

At Profusion, we embed sustainability into our everyday work. Throughout 2022 & 2023 we have had a strong focus on our environmental impact, beyond our role as “Custodians of the Soil”.

Energy use: we looked at our energy use, minimising our use and moved to sustainable renewable energy sources.

Packaging: focus on removing non-recyclable packaging from our product portfolio. By the end of 2025, we plan to have all our food products packed in fully recyclable packaging.





Supply Chain: we are evaluating every step in our supply chain to identify and then reduce any negative environmental impacts. We are also checking our upstream transport, production, and distribution impacts to produce a pipeline of emission reduction initiatives that will improve our sustainability.

Waste: “zero food waste to landfill” is another key focus. We also work with our supply chain partners to reduce waste across our operations.

Donations: we work with various charities, donating ingredients for thousands of meals for those in need, supporting the work of City Harvest.

Next Steps

To enhance our sustainability efforts, we have appointed a “Green Guardian”, who will analyse all parts of our business to identify areas for environmental improvements.

