

Deforestation & Land Conversion Policy

Temperate and tropical forests are some of the most valuable ecosystems on our planet. In fact, we depend on them for our very survival. They are invaluable harbours for biodiversity, help mitigate climate change, protect soils from degradation and support the livelihoods of millions of people who depend on them.

We also understand that forests aren't the only types of ecosystems in our supply chains that warrant protection. Expansion of agriculture to feed a growing global population is driving pressure on land of high conservation value, such as the Cerrado in Brazil, Gran Chaco in Argentina, local peatlands, land of high carbon stock and land which is home to protected and endangered species. We are equally committed to protecting these landscapes, alongside the rights of indigenous communities and people who make these environments their home.

Palm oil and wood derived materials are the most significant materials in our supply chain that could lead to deforestation or land conversion if not effectively managed.

We seek to operate with transparency and ethics when it comes to our use of Palm Oil. At a time when just 19% of the world's total palm oil production is classified as sustainable (Source: RSPO), we are proud to be 100% certified by The Roundtable on Sustainable Palm Oil (RSPO) and buy only from a segregated supply chain.

We only purchase corrugated board and carton board produced from either Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) certified sources.

In addition to this around 90% of the corrugated board we use is made from recycled content.

Beyond this we are committed to achieving zero net deforestation within our own operations.

What are cut off dates?

Over centuries humans have inevitably changed much about the natural environment and it would be impossible to claim that land our products are produced on has never been cleared. Therefore, our action on deforestation and land conversion is underpinned by a 2020 cut-off date.

What does zero deforestation mean?

Zero deforestation means no forest areas are cleared or converted. It allows for sustainable management of forest ecosystems and includes the allowance for harvesting timber at a sustainable level which does not negatively impact biodiversity (such as under the Forest Stewardship Council standard).