



ORGANIC

THE DUCHY ORIGINALS FROM WAITROSE GOOD FOOD CHARTER

Duchy Originals was founded on a belief that every product we sell 'is good, does good and tastes good'. This ethos is set out in our Good Food Charter, a series of commitments that underpin everything we do. It's this same charter that guides the new Duchy Originals from Waitrose range. Together, we believe in the value of organic food, grown and produced sustainably. It's a pleasure we can all enjoy.

IS GOOD

A smaller environmental footprint as a result of more locally sourced, seasonal ingredients, and less packaging and other waste.

DOES GOOD

Provides a fair deal for the people who grow and make the food and generates funds for good causes.

TASTES GOOD

Made from the finest organic and natural ingredients, using sound animal husbandry and traditional crop rotation.

1. TREADING LIGHTLY.

We aim for the smallest environmental footprint and will assess the total environmental footprint of our major products from farm to shelf. We're moving towards sustainable forms of energy and reducing waste levels in our supply chain.

2. LOCAL SOURCING.

All our products are made in the UK and we only use British meats and dairy products. We aim to source as many of our ingredients as we can from the UK, to source fresh produce grown without relying on artificially heated environments and to only source fish from sustainable sources. Where we do import, we look to source in a way that creates a positive social and economic impact on the communities who grow the produce, whilst limiting the energy required to grow and transport it. Where supply of ingredients are unavailable in the UK, we aim to use sustainable sources and to minimise the environmental and social impact and energy use in growing and transporting.

3. LESS PACKAGING.

Year on year, we will continue to reduce the weight of packaging per product and increase the proportion of reusable or recyclable packaging, whilst always maintaining product safety and quality. We will only use paper and card packaging from well-managed sources and will increase the proportion of recycled material where appropriate.

4. NO ARTIFICIAL FERTILISERS OR PESTICIDES.

We believe organic farming is more environmentally sustainable because it reverts to the natural approach of crop rotation and fallowing, keeping the soil productive for generations to come. Our farmers never use artificial fertilisers and pesticides.

5. TREATING PEOPLE FAIRLY.

We want the people who supply us to earn a fair return on the commitments they make to produce a superior product. We require all our farmers and suppliers to uphold strict ethical and safety standards with regard to the treatment of their workers and third parties.

6. SUPPORTING CHARITIES.

A royalty from the sale of Duchy Originals from Waitrose products is given to The Prince's Charities Foundation. More than £1 million is raised annually in this way for distribution to charitable causes.

7. PRESERVING WILDLIFE AND LANDSCAPES.

Organic farming preserves hedgerow habitats and wildlife food sources by avoiding chemicals in the soil and ground water. This protects wildlife and promotes biodiversity.

8. THE BEST ORGANIC AND NATURAL INGREDIENTS.

We insist that all products and suppliers are certified to International recognised Organic standards, including the Soil Association. We use ingredients certified by the soils association and those that are equivalent to their standards - the only exceptions are some wild products where organic certification is not feasible, like fish. We never use artificial flavourings and colours or hydrogenated vegetable oil. We do not support the use of genetically-modified organisms in our food. We only use palm oil from organically certified sustainable sources.

9. FREE-RANGE ANIMALS.

All our meat comes from animals that range freely, live an outdoor life and enjoy a diet that reflects their natural instincts. We never feed growth hormone or use antibiotics, except for welfare reasons where homeopathic remedies are not appropriate. We slaughter animals humanely and as close to the farms as possible to avoid unnecessary stress.

10. MADE WITH CARE.

We prefer to partner with producers that uphold traditional skills. We work with suppliers to create products based on traditional recipes and/or methods to preserve our heritage of British manufacturing and to ensure that products are produced consistently to the highest quality standards. We encourage the growing and use of heritage varieties and native and rare breeds.