

# POSITIVE ENERGY FOR YOU



**100%**  
British  
wholegrain

Mornflake Mighty Oats are made with 100% British wholegrain oats.



Naturally high  
in fibre

Mornflake Mighty Oats are naturally high in Fibre. Oat grain fibre contributes to an increase in faecal bulk.



Helps actively  
lower cholesterol

Oat beta glucans have been shown to help lower blood cholesterol. Blood cholesterol lowering may reduce the risk of coronary heart disease. One 40g portion of Mornflake Mighty Oats provides 1.8g of beta glucans from oats, which is 60% of 3g, the suggested daily amount.



Natural source  
of protein\*

Protein contributes to a growth in muscle mass and the maintenance of normal bones.

**B<sup>1</sup>**

Naturally high  
in thiamin  
(vitamin B1)

Thiamin contributes to the normal function of the heart and to normal energy-yielding metabolism.

**Mn**

Naturally high  
in manganese  
& phosphorus

Manganese & Phosphorus contribute to normal energy-yielding metabolism.

As part of a varied balanced diet and a healthy lifestyle.

# POSITIVE ENERGY FOR YOUR PLANET



'Positive Energy for Your Planet' refers to the energy consumed during the lifecycle of our Mornflake Mighty Oats, from the point we receive the oats from the farmer at one of our mills through to delivery to our customers warehouses. Essentially the whole time the oats are in our care.

## CARBON NEUTRAL MILLING

All of our Mornflake Mighty Oats are milled using renewable energy. 'Milling' means the Scope 1, Scope 2 and downstream Scope 3 emissions as set out in the [GHG Protocol Standard](#) associated with milling oats and assessed by [Climate Partner](#).

## RENEWABLE ENERGY

We have built our very own wind turbine and solar farm, which produce more than enough energy to cover the requirement to mill our Mornflake Mighty Oats. These sites can be seen on our [www.mornflake.com](http://www.mornflake.com) website and across our social channels.

## 0% PRODUCTION WASTE

Any by-product of our oats are used as animal feed and biofuel.

## 100% RECYCLABLE PACKAGING

Our Mornflake Mighty Oats packs are 100% recyclable. Within our lifecycle we have also accounted for the energy at 'end of life' of the packaging once this has been recycled by the consumer.

## LOW FOOD MILES

Mornflake Mighty Oats are made from 100% British Oats i.e. no imported oats are used in our porridge.



# POSITIVE ENERGY FOR YOUR PLANET



## WE ALSO MAP THE ENTIRE CARBON LIFECYCLE OF OUR OATS

### MATERIAL ACQUISITION & PRE-PROCESSING

We are working with hauliers to reduce reliance on carbon and working with farmers through our long standing farm partnerships programme. The NFU have also set out their ambitions to achieve net zero by 2040: [Net Zero 12pp v4.indd \(nfuonline.com\)](https://www.nfuonline.com/NetZero12ppv4.indd)

### PRODUCTION DISTRIBUTION & GENERAL EMISSIONS

Our Mornflake Mighty Oats are milled carbon neutrally using energy generated by our own wind turbine and solar panels. These renewable energy sources also cover our general emissions.

### DISTRIBUTION & STORAGE

Although we don't have any influence over this section of the supply chain, as our customer networks and shoppers move our oats from warehouse, to store, to homes, we have included this in our calculations.

### END-OF-LIFE

Our packs are now much easier to recycle with household rubbish. We've accounted for the energy required to turn our packs back into other paper objects.

#### MATERIAL ACQUISITION & PRE-PROCESSING

Raw Materials	0.72 kg CO <sup>2</sup>
Inbound Logistics	0.06 kg CO <sup>2</sup>
General Emissions	0.16 kg CO <sup>2</sup>

#### PRODUCTION, DISTRIBUTION & GENERAL EMISSIONS

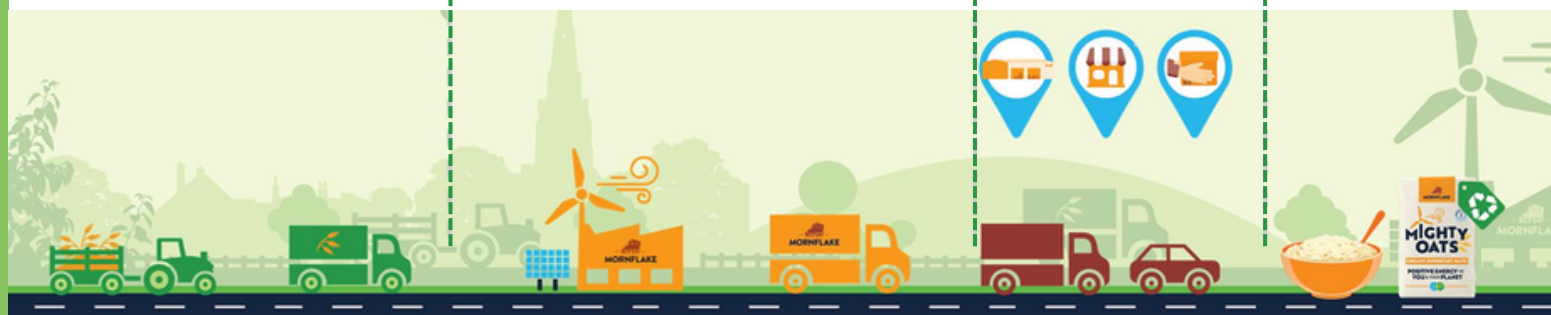
Packaging	0.06 kg CO <sup>2</sup>
Electricity	0.03 kg CO <sup>2</sup>
Heating	0.02 kg CO <sup>2</sup>

#### DISTRIBUTION & STORAGE

Outbound Logistics	0.05 kg CO <sup>2</sup>
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#### END-OF-LIFE

End-Of-Life	0.001 kg CO <sup>2</sup>
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Renewable energy is not a required standard for milling. As a business we took the decision to invest in renewables in 2005 at the point we set our 20 year reduction targets. To reduce our total energy and water consumption by 25%. Our wind turbine was installed in 2012 and our solar panels installed in 2014.

In 2005 we set two measures to help reduce our impact on the planet:

- Reduce our energy consumption by 20%
- Reduce our water consumption by 20%

As of 2022 we have reduced these measures by 22% and 28% respectively.

Recyclable packaging is also not a pre-requisite for our products, we have chosen to move our Mornflake Mighty Oats range into 100% recyclable formats as we believe this is the right thing to do.

The sourcing, milling and packaging of our oats are presented fully in line with the CMA green claims code [Green claims code: making environmental claims - GOV.UK](https://www.gov.uk/guidance/green-claims-code-making-environmental-claims) ([www.gov.uk](https://www.gov.uk)).

Further to this document, more details are available on request from [enquiries@mornflake.com](mailto:enquiries@mornflake.com)



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