



GROWING SOLUTIONS

Sustainability Roadmap

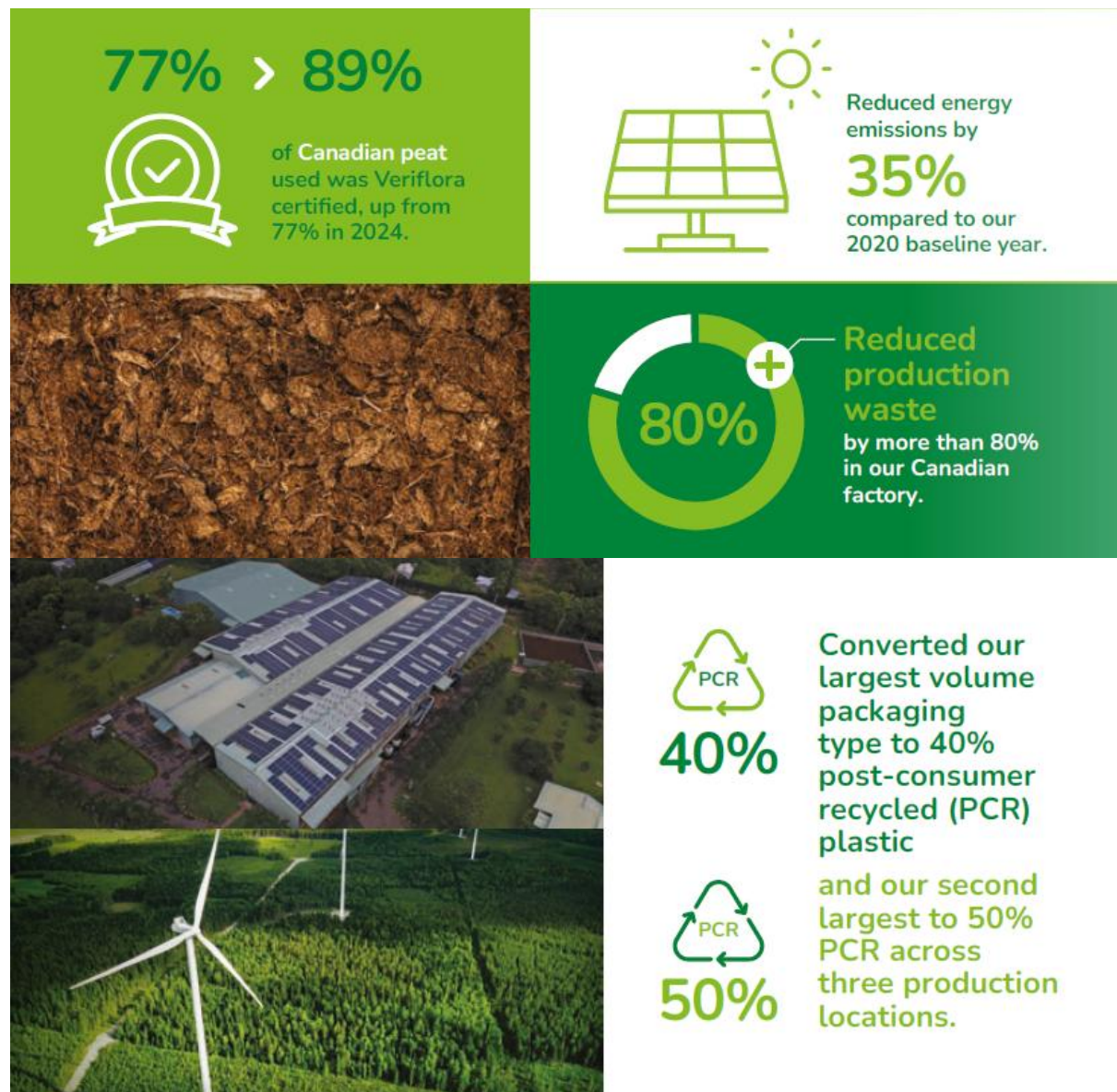
2026

Sustainability Roadmap

This roadmap explains how we're reducing environmental impacts, strengthening responsible sourcing, and improving transparency, helping you meet your own sustainability commitments without compromising on growing performance or supply reliability.

Sustainability has been part of Jiffy's DNA since the 1960s, when Jiffy Pots were developed as a natural, biodegradable alternative to plastic pots and propagation trays. Today, our range is broader, but our focus remains the same, deliver high-quality sustainable propagation and growing solutions that perform consistently for growers.

In 2021 we launched our first five-year sustainability plan to coordinate action across our global operations. We've made strong progress through 2025, and we're using those learnings to set our next priorities.



This roadmap turns our commitments and performance into a practical, rolling set of priorities. We review it every year, set local targets and KPIs, and keep long-term goals in view across environmental, social and governance topics.

We're investing in lower-impact materials, lower-carbon operations, and stronger supply-chain practices, helping you reduce Scope 3 emissions and meet your customer's and regulatory expectations, while ensuring product performance and supply reliability.

Below you'll find our key focus areas, what we're doing next, and what it means for you.

Circular Economy

What we're doing

We're keeping materials in use for longer by reducing packaging, increasing recycled content, and expanding re-use systems so fewer new resources are needed overall.

Key actions and milestones

- Continue to offer tray washing in Europe and work with customers near our sites to switch to re-usable trays.
- In 2025, 27% of Preforma plugs produced in Europe were delivered in trays that had already been used at least once.
- Launch Jiffy Gel to allow growers to re-fill their own trays on site.
- Increase post-consumer recycled plastics in products and packaging where performance requirements allow.

We also focus on circular raw materials. We already use coir fibers (from coconut-industry by-products) and composted plant waste, and we're working to scale up additional circular inputs through new material development and product launches.

We've increased renewable electricity to 22% and will continue to grow this share to reduce fossil fuel dependence in our operations.

What this means for you

- ✓ More options to re-use propagation trays.
- ✓ Lower packaging impacts, supporting your internal packaging targets and, where applicable, helping minimize plastic packaging tax exposure.
- ✓ Reduced product footprint through higher recycled content and more circular solutions.

Sustainable Raw Materials

What we're doing

We're accelerating lower-impact inputs and new products, with a target to bring at least two significant sustainable raw materials or products to market by the end of 2027.

Key actions and milestones

- Roll out Jiffy CanePith, a low-emission, sustainable fiber made from sugar-cane by-products, into European substrates.
- Launch Jiffy Gel a high-performance bio-based, sustainable and biodegradable bonded growing media in 2026. Designed for on-site plug production, this innovative product allows growers to make plugs on site, reducing logistics emissions significantly.

- Continue R&D on additional sustainable raw materials to expand customer choice and reduce impacts.

Other sustainable raw materials are being developed.

Peat remains a major raw material in Jiffy products and in the growing-media industry. Where peat is used, we're committed to responsible management and independent assurance, including maintaining *Responsibly Produced Peat* certification in Europe and *Veriflora Responsibly Managed Peatlands* certification in Canada.

What this means for you

- ✓ Confidence in responsible sourcing, backed by independent peatland certifications (where peat is used).
- ✓ Practical options to improve the sustainability of your current Jiffy products.
- ✓ Access to innovative new lower-impact products and materials.
- ✓ Support to reduce product carbon footprint and associated Scope 3 (value chain) emissions.

Waste

What we're doing

We're reducing waste across our sites by improving measurement, targeting the largest waste streams, and increasing recycling and recovery through trusted waste partners.

Key actions and milestones

- 2025: first year of detailed waste-data capture across all production locations—creating a clear baseline and highlighting the biggest opportunities.
- 2026–2027: target the top waste streams per site and agree reduction and recycling actions internally, and with external waste partners.
- Share best practices between locations to scale what works fastest.

What this means for you

- ✓ Waste reduction helps control costs, supporting competitive pricing.
- ✓ Lower product footprint, supporting your carbon reporting and reduction plans.
- ✓ Support to reduce associated Scope 3 (value chain) emissions.

Greenhouse Gas Emissions

What we're doing

We're cutting operational greenhouse-gas emissions through renewable electricity, energy-efficiency improvements, better refrigerant management, and stronger carbon data, so you have clearer product footprint information.

Key actions and milestones

- Since our 2020 baseline, we've reduced production and harvesting energy emissions by 35% through renewable electricity and efficiency improvements.
- Increase renewable electricity via on-site generation and purchasing renewable electricity where available.
- Electrifying production processes where renewable electricity is available.
- Electrifying our company car fleet in Europe where charging infrastructure and range fit the job function.

- Improve energy intensity and efficiency through continuous improvement, targeted investments, and product-range rationalization.
- Reduce fugitive emissions by improving monitoring/maintenance of cooling equipment and switching to low global-warming-potential (GWP) refrigerants.
- Strengthen corporate carbon reporting and improve accuracy of product carbon footprint calculations to guide future reductions.
- Increase internal focus on Scope 3 emissions to identify reduction opportunities beyond our direct operations.
- Implement a product information management system to provide faster, more complete footprint and product data to support customer enquiries and decision-making.

What this means for you

- ✓ Lower product carbon footprint options to support your reduction plans.
- ✓ Support to reduce associated Scope 3 (value chain) emissions.
- ✓ Quicker, more comprehensive product footprint information to support your calculations and product choices.

Plastics

What we're doing

We're reducing virgin fossil plastics by increasing post-consumer recycled and bio-based content where available, lightweighting packaging, and removing unnecessary plastics, without compromising quality.

Key actions and milestones

- Increase post-consumer recycled and bio-based plastics where suitable and available.
- Reduce packaging weight and remove unnecessary plastics where possible.
- Maintain the plant-based PLA net on Jiffy-7 pellets and Growblocks, helping ensure these products are biodegradable and do not leave microplastics in the environment.

What this means for you

- ✓ Lower product carbon footprint and reduced Scope 3 (value chain) emissions.
- ✓ Reduced virgin plastic use — supporting your plastics and packaging targets and, where applicable, helping minimize plastic packaging tax exposure.
- ✓ Biodegradable solutions that avoid microplastics from the use of Jiffy-7 or Growblocks.

Social Responsibility

What we're doing

We're committed to being a safe, fair and inclusive employer, and to working with suppliers who uphold the same standards.

Key actions and milestones

- Maintain a safe and secure working environment free from discrimination and harassment.
- No child labor in any of our operations, aligned with UN International Labor Organization (ILO) recommendations.

- Supplier expectations include: safe working conditions, equality of opportunity, zero tolerance for forced or child labour, and respect for freedom of association and collective bargaining.
- 2026–2027: roll out our supplier due diligence programme across all business units, followed by annual assessments.
- Continue Jiffy’s annual care day, supporting local community initiatives across our global locations.

What this means for you

- ✓ Assurance that Jiffy maintains robust health & safety and human-rights policies.
- ✓ Stronger responsible-sourcing governance and due diligence support within your supply chain.

Governance

What we’re doing

We’re strengthening governance through zero-tolerance ethics, robust management systems, climate-risk planning, and independent verification so you can rely on consistent, compliant supply.

Key actions and milestones

- Maintain a zero-tolerance stance on corruption, supported by our Code of Conduct for all employees and business partners.
- 2026: continue assessing climate-related risks to key operations and raw materials; implement adaptation plans as appropriate in the coming years.
- Continue using external verification systems to strengthen governance of key issues and processes.
- Maintain certified management systems that support consistent quality, safety and environmental performance, including: ISO 22000 (Food Safety), ISO 14001 (Environmental Management), ISO 9001 (Quality), and ISO 45001 (Occupational Health & Safety) where implemented.

What this means for you

- ✓ Greater supply-chain resilience despite changing climate conditions.
- ✓ Confidence in externally audited quality and environmental management systems.
- ✓ Food-safety assurance for customers operating in the food value chain.
- ✓ Support for supplier due diligence and responsible-sourcing governance.