



**JAKE PICKERING,
SENIOR AGRICULTURE MANAGER**



WAITROSE AGRICULTURE PLAN



Pay our farmers and fishers a fair price to protect them from volatility, doing all we can to help prepare them for a world without subsidies.



Champion and campaign on key issues facing our farmers and fishers.



Give more than we take from the communities we source from, delivering industry-leading worker welfare.



Make greenhouse gas emissions from our UK farms net zero by 2035.



Eliminate avoidable on-farm food waste and single use plastics.



Source our animal feed responsibly, in ways that conserve forests and fisheries.



Ensure that everything we source from the sea is responsibly fished or farmed.



Ensure our animals have good lives and humane and dignified deaths.



Embrace radical transparency and shine a light on our supply chains.



Harness the network of our farmers and fishers to share knowledge and develop industry leading best practice.



Support farmers to farm with nature, by enhancing biodiversity and playing our part in regenerating the natural resources we all rely on.



Lead by example on our own farm, the Leckford Estate, innovating, learning and sharing new ways of farming.

BY KORN
PLUTKOWSKI
PLUCIPIANNA / SHUTTERSTOCK

JOHN LEWIS
& PARTNERS

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Key takeaways

- Metric gathering that is effortless
- Creating collaborative data
- Turning data into insight