

## Particulars

<b>Organisation Name</b>	Morning Foods Ltd
<b>Corporate Website Address</b>	<a href="http://www.mornflake.com">http://www.mornflake.com</a>
<b>Primary Activity or Product</b>	Manufacturer
<b>Related Company(ies)</b>	None
<b>Country Operations</b>	United Kingdom
<b>Membership Number</b>	4-0058-10-000-00
<b>Membership Type</b>	Ordinary Members
<b>Membership Category</b>	Consumer Goods Manufacturers
<b>Primary Contacts</b>	Derek Croucher <b>Address:</b> North Western Mills, Gresty Road Crewe United Kingdom CW2 6HP
<b>Person Reporting</b>	Derek Croucher

## Related Information

**Other information on palm oil:**

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<b>Reporting Period</b>	01 July 2012 - 01 July 2013
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## Consumer Goods Manufacturers

### Operational Profile

#### 1. Main activities within manufacturing

- Own-brand
- Manufacturing on behalf of other third party brands

### Operations and Certification Progress

#### 2. Do you have a system for calculating how much palm oil and palm oil products you use?

Yes

#### Total volume of all palm oil products used in the year in your own brand products:

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#### 3.1. Total volume of Crude Palm Oil used in the year:

800

#### 3.2. Total volume of Palm Kernel Oil used in the year:

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#### 3.3. Total volume of other Palm Oil Derivatives and Fractions used in the year:

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#### 3.4. Total volume of all palm oil and palm oil derived products you used in the year:

800

#### 4. Volume of Crude Palm Oil used in the year in your own brand products that is RSPO-certified

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#### 4.1. Book & Claim

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#### 4.2. Mass Balance

800

#### 4.3. Segregated

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#### 4.4. Identity Preserved

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#### 4.5. Total volume of Crude Palm Oil used that is RSPO-certified:

800

**5. Volume of Palm Kernel Oil used in the year in your own brand products that is RSPO-certified:**--

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**5.1. Book & Claim**--

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**5.2. Mass Balance**--

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**5.3. Segregated**--

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**5.4. Identity Preserved**--

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**5.5. Total volume of Palm Kernel Oil handled that is RSPO-certified:**--

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**6. Volume of all other palm-based derivatives and fractions used in the year in your own brand products that is RSPO-certified:**--

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**6.1. Book & Claim**--

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**6.2. Mass Balance**--

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**6.3. Segregated**--

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**6.4. Identity Preserved**--

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**6.5. Total volume of palm-based derivatives and fractions used that is RSPO-certified:**--

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**7. What type of products do you use CSPO for?**Breakfast Cereals

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**8. Do you ask your suppliers if the palm oil supplied comes from growers who disclose their GHG emissions within the RSPO P&C 5.6 & 7.8?**No

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**Suppliers report that palm oil supplied comes from growers who disclose their GHG emissions within the RSPO P&C 5.6 & 7.8**--

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## Time-Bound Plan

**9. Date expected to/or started to use any RSPO certified oil palm products – own brand**

2010

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**10. Date expected to be using 100% RSPO certified oil palm products from any supply chain option– own brand**

2010

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**11. Date expected to be using 100% RSPO certified oil palm from physical supply chains (Identity Preserved, Segregated and/or Mass Balance) - own brand products**

2010

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**12. Do your (own brand) commitments cover your companies' global use of palm oil?**

Yes

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**13. Does your company use palm oil in products you manufacture on behalf of other companies?**

Yes

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**14. Date expected to actively communicate to promote the use of certified sustainable palm oil in other manufacturers' brands that you sell.**

2010

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**15. Which countries that your organization operates in do the above commitments cover?**

United Kingdom

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**16. What are your interim milestones towards achieving RSPO certification commitment to your own-brands (year and progressive CSPO%) - please state annual targets/strategies.**

We are already using 100% Mass Balance Refined Palm Oil, and have been doing so since 2010.  
We aim to move to 100% Segregated in late 2013/ Early 2014

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## Actions for Next Reporting Period

**17. Outline actions that will be taken in the coming year to promote sustainable palm oil.**

We are already using 100% Mass Balance Refined Palm Oil, and have been doing so since 2010.  
We aim to move to 100% Segregated in late 2013/ Early 2014 and the communication for this change has already commenced.  
We communicate our commitments on our web site

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**18. Do you publicly report the GHG emissions of your operations?**

No

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**Public report of GHG emissions on operations**

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## Reasons for Non-Disclosure of Information

**19. If you have not disclosed any of the above information, please indicate the reasons why**

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**- Other reason:**

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**Trademark Related****20. Do you use or plan to use the RSPO trademark on any of your products?**

No

**If yes, when will you start?**

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**21. Do you undertake or support any other projects related to sustainable palm oil that have not been captured in this report?**

No

**Application of Principles & Criteria for all members sectors****22. Related to your sourcing, do you have (a) policy/ies, that are in line with the RSPO P&C?**

- Water, land, energy and carbon footprints
- Ethical conduct and human rights

**- Water, land, energy and carbon footprints policy**[M-Policies-to-PNC-waterland.pdf](#)

For administration purpose, attachment files are renamed automatically

**- Land use rights policy**

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**- Ethical conduct and human rights policy**[M-Policies-to-PNC-ethicalconducthr.pdf](#)

For administration purpose, attachment files are renamed automatically

**- Labour rights policy**

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**- Stakeholder engagement policy**

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**23. What steps will your organization take to minimize its resource footprints?**

Within the UK our site is covered by the IPPC Regulation requirements - this requires year-on-year improvements in resource footprints

**24. What steps will your organization take to realize ethical conduct using business-applicable regulations and industry practices?**

These are detailed in our Social Accountability Policy and procedures

**25. Has your company supported any community programmes on its own or through partnerships? How do you benchmark the impacts of these programmes?**

No

**26. Are you sourcing 100% physical CSPO?**

Yes

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**26.1. Please details your organization's plan to cover sourced palm oil and palm kernel oil, which is not yet segregated or identity preserved, through Mass Balance. If you have not committed to sourcing 100% of palm products under the Mass Balance supply chain system until the goal of 100% segregated or identity preserved CSPO can be achieved, please explain why.**

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## Challenges

### 1. Significant economic, social or environmental obstacles

N/A

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### 2. How would you qualify RSPO standards as compared to other parallel standards?

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#### Cost Effective:

No

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#### Robust:

Yes

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#### Simpler to Comply to:

No

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### 3. How has your organization supported the vision of RSPO to transform markets?

We were the first UK Breakfast Cereal manufacturer to move to 100% MB CSPO, and aim to move to 100% Segregated CSPO by end of 2013/early 2014

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