
Tilda

Going Beyond: communicating global supply chain sustainability initiatives

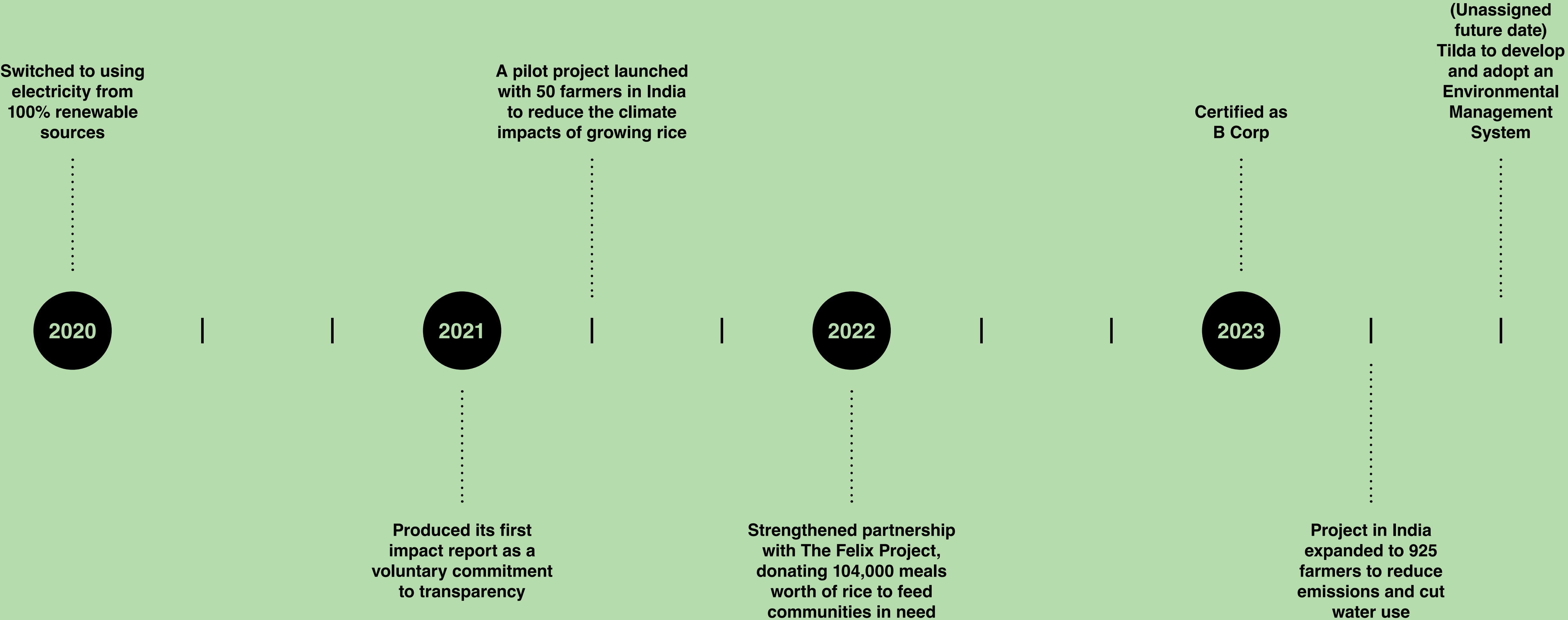


Our story

Established in 1970, Tilda is on a mission to embrace life in all its flavours, offering premium grains and putting taste, authenticity and health at the heart of the diverse communities it serves.



Timeline



Challenge

Embedding everlasting sustainability

Tilda started out as a family-run business in 1970 and today it employs some 280 people in the UK, partners with over 2,500 rice farmers and sells products in over 50 countries. Tilda may be small, but it wants to be one of the most responsible rice producers in the world.

A key concept to grasp in sustainability is that there is no end goal. In reality, sustainability is a frame of mind, a motivation and a reason to drive continuous, long-term change. Success relies on delivering and embedding an endless series of activities and initiatives with environmental and social progress, learning lessons and responding to developments.

Organisations like Tilda recognise that the key to success is in ensuring that the progressive initiatives they adopt stand the test of time. Genuinely embedding and following through on initiatives long after project completion dates lapse, team members change and political landscapes shift – is no easy feat. But the importance of this cannot be understated, which is why B Corp became an obvious next step for Tilda to lock their mission into place and to maximise the impact of their sustainability methods and initiatives far into the future.



Approach

B Corp as a formalised purpose framework

With an ambition to be the most trusted and responsible rice producer in the world, Tilda decided to solidify its long-standing sustainability efforts by securing B Corp Certification. By approaching B Corp Certification as a purpose framework rather than a public endorsement of sustainability, Tilda's aim was to ensure genuine adoption within the business from the outset.

To prepare, Tilda puts its Sustainability Steering Group to work, formalising its many existing sustainability initiatives into a format that would help evidence its work and impact through the B Impact Assessment – the assessment tool used to evaluate a company's impact on its workers, communities, customers and the environment. Tilda voluntarily published two Impact Reports in advance of becoming a B Corp to illustrate its commitment to embedding the right processes, spirit and overall purpose of B Corp, separate to the certification process.

Acknowledging its purpose and responsibility as a rice business, Tilda recognised it the imperative to address evolving science around methane emissions generated in the rice supply chain. In 2021, it launched a pilot project in India which focused on introducing 50 farmers to new farming techniques to cut emissions and reduce the environmental impacts of growing rice. The project involved farmers adopting Alternate Wet Drying and Integrated Pest Management practices. The results were very positive – from water conservation and increased crop yields to reduced need for crop protection and biodiversity benefits. This led to Tilda expanding the project to 600 farmers in 2022 and 925 farmers in 2023, resulting in a 48% reduction in methane emissions.



"The unique thing about B Corp is that it's a vehicle to operate differently and to be more transparent. There's no regulation telling us to change how rice is grown to reduce emissions and save water, and yet we are doing it. And we're proud to be doing it as part of the B Corp Community."

Jon Calland

Head of Sustainability and
External Affairs, Tilda



Solution

Communicating sustainability success through B Corp

Preparing for its submission and certifying as a B Corp in 2023 provided Tilda with the impetus and opportunity to package its sustainability initiatives into verifiable and accessible communication opportunities for both internal and external audiences.

So much success within sustainability rests on clear and robust communication and engagement. For example, the science of Alternate Wet Dry method has been around for years thanks to the International Rice Resource Institute, but it came down to Tilda to facilitate this knowledge transfer to farmers in the field.

"Becoming a B Corp is a success that's going to bring greater transparency and an even more positive impact to our work. We think this is what's needed to drive sustainability across the global rice industry."

Jon Calland,
Head of Sustainability and External Affairs, Tilda

Based on long-lasting relationships with farmers and decades of authentic engagement, Tilda was able to provide the right conditions for a project that truly held the advancement of our environment and society at its core—and that is what sustainability is all about.

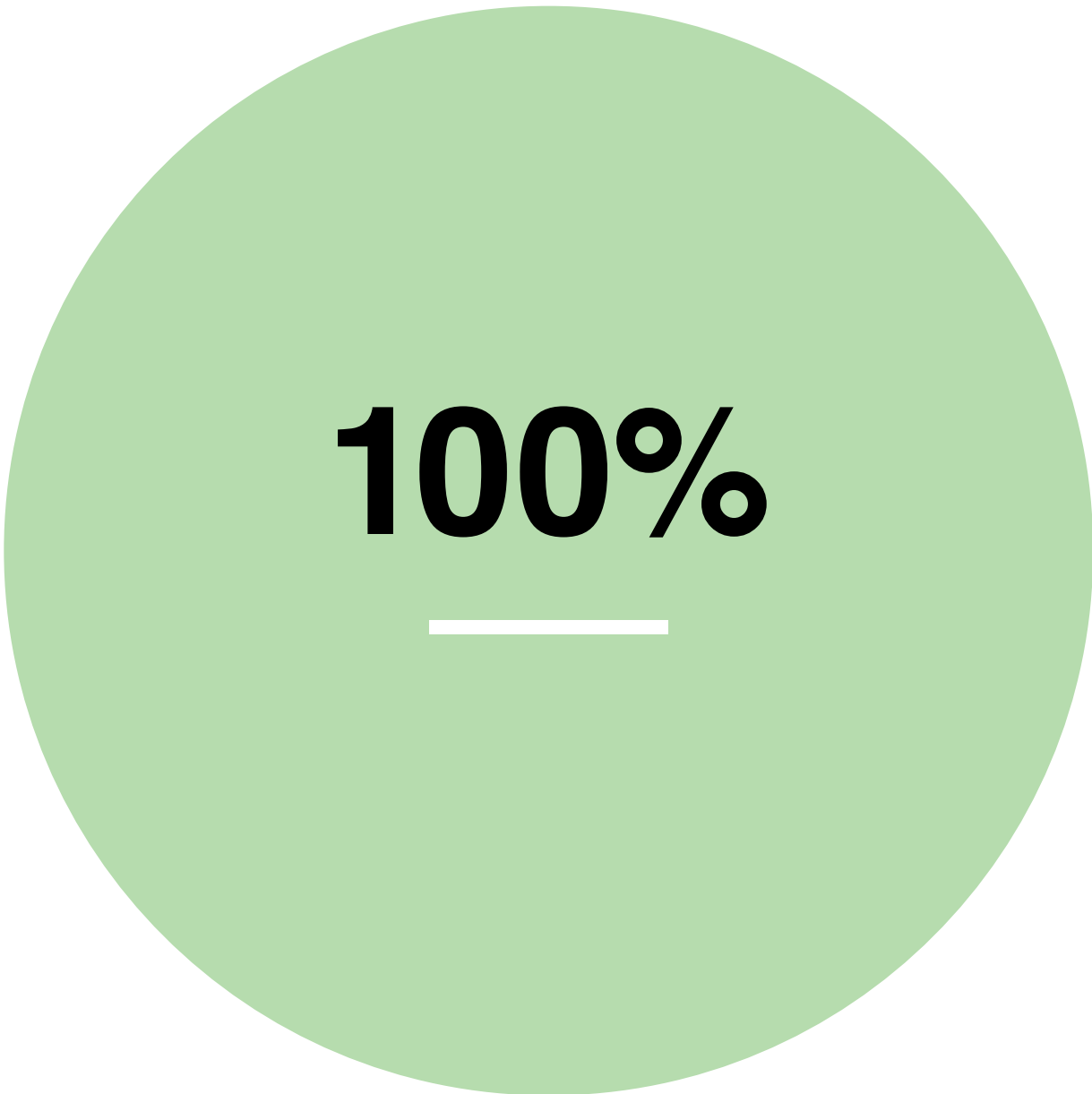


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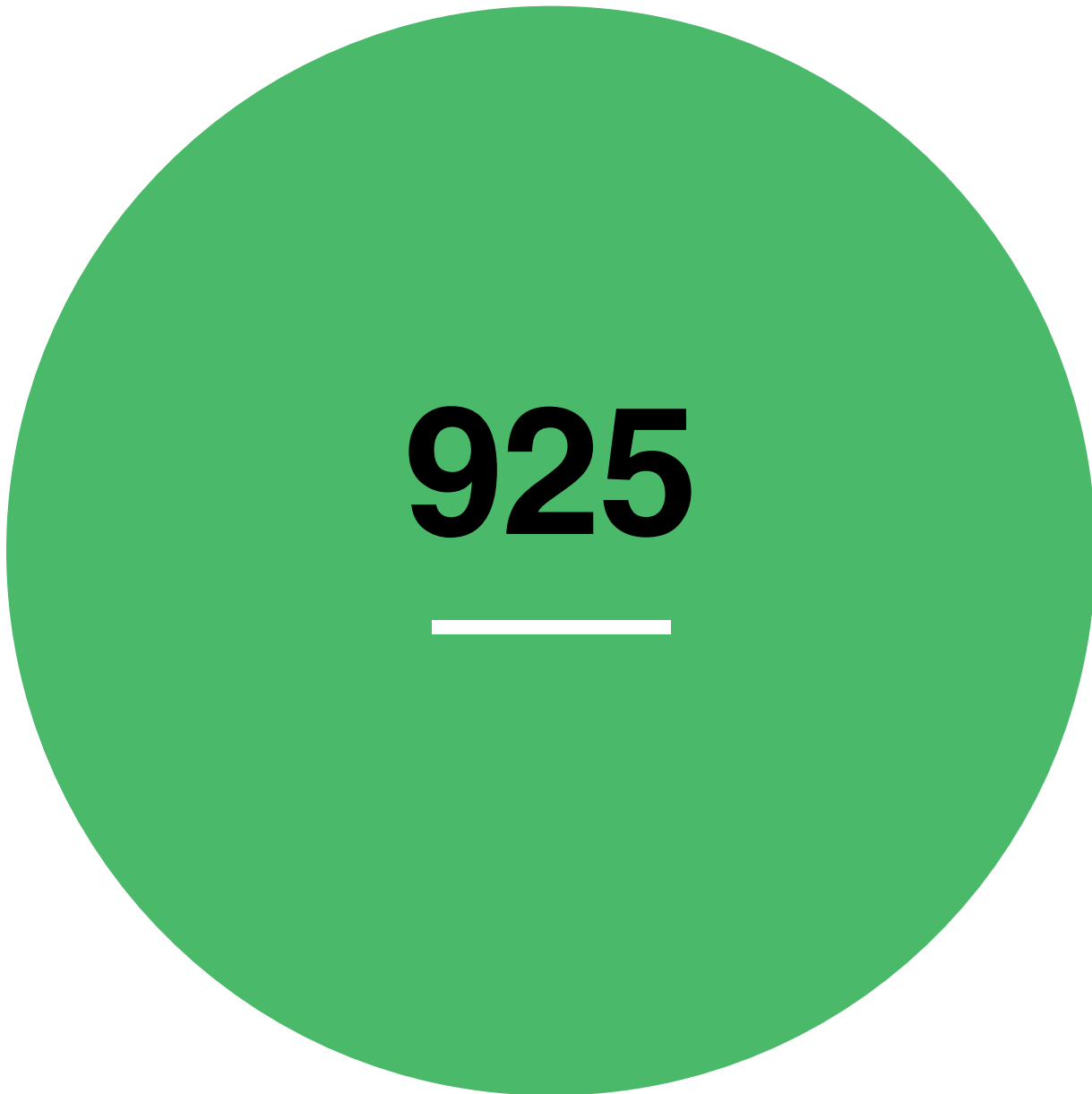
Sowing the seeds of change...
one field at a time, one community at a time.



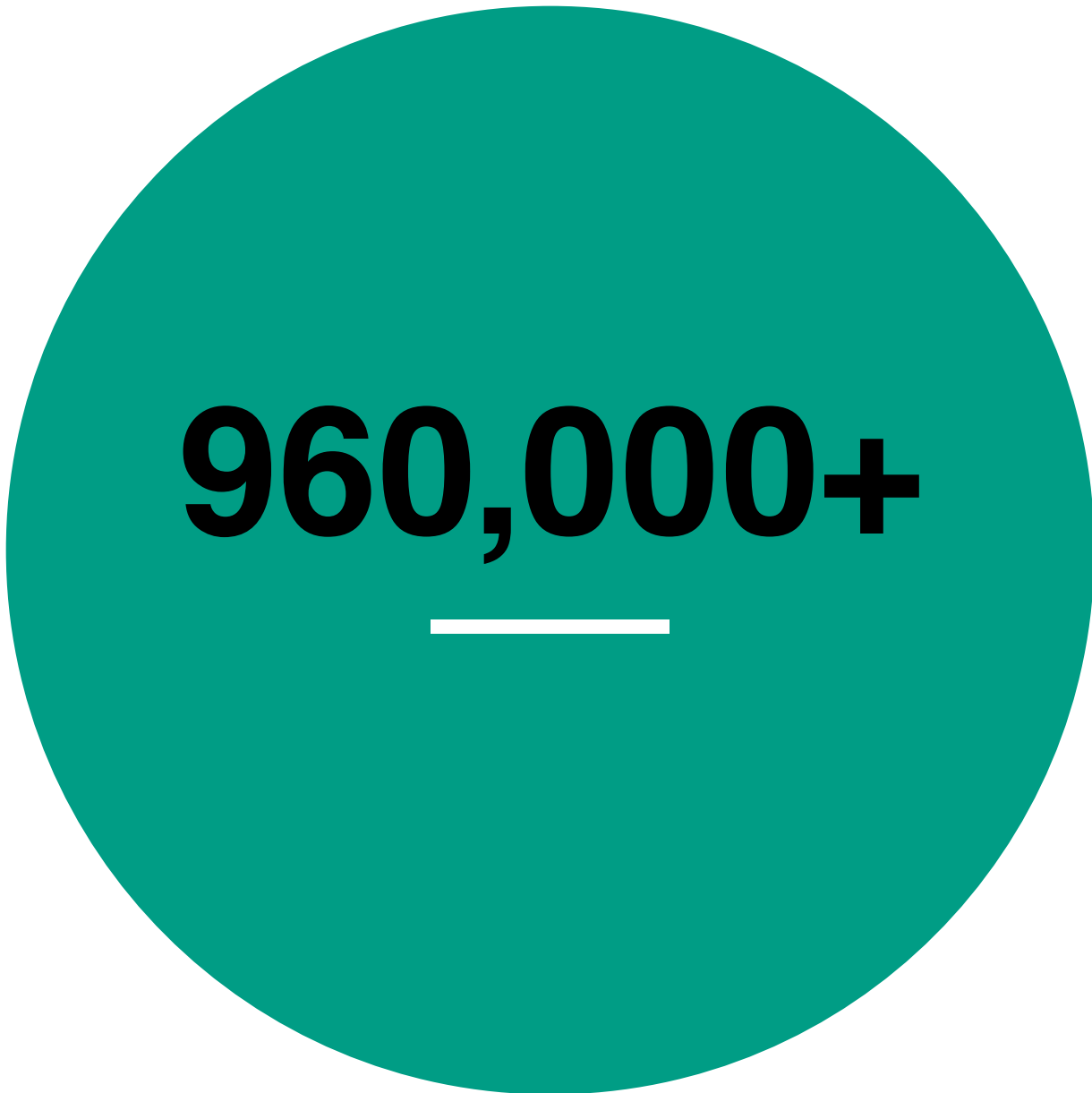
In numbers



Sustainable
100% of electricity for manufacturing comes from renewable sources.



Progressive
925 farmers engaged in Tilda's Alternate Wet Dry and Integrated Pest Management project



Giving back
960,000+ meals worth of rice have been delivered to support The Felix Project feed communities in need.



Thank you

B Corp Directory: [Tilda](#)

For general enquiries please contact
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