



GREEN MARK CASE STUDY



Alara Wholefoods Ltd

Organisation background

Alara is an organic muesli manufacturer based in Kings Cross. Founded in 1975 by the present MD, Alara started out by selling fruit and veg from a squat in Tolmers Square. Now, we manufacture over 200 different varieties of muesli including Fair Trade, Nut Free, and Gluten Free. We are BRC certified and Alara's range of organic mueslis is certified by the Soil Association.

Why Green Mark?

Alara has made sustainability one of the core strategies for the business – we are serious about being sustainable. Going for Green Mark certification gives us a structure for implementing the necessary changes, a timeline for achieving them and recognition for all positive improvements we have already made.

Significant changes

Systems for recycling cardboard boxes, paper sacks, plastic film, office paper, and toner cartridges, have been implemented throughout the business, taking our recycling rate up to 50%. 50 trees were planted last year in the permaculture forest garden that surrounds our factory, and compost bins and wormeries have been set up to deal with some of our food waste. Alara also switched their energy supplier so their factory and offices are now powered by 100% renewable energy.

Advantages of Green Mark

Being certified by Green Mark reinforces our claim that we are a “green” business. The Green Mark logo on our packaging lets our customers know that we are thinking about the impact that our activities have on the environment and are actively engaged in minimising our environmental footprint.

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