

Ambition 2025: LRS

Lucozade Ribena Suntory (LRS) has established a long-standing farm stewardship programme bringing all farmers up to ever-higher standards for conservation, enabling the business to maintain high-quality produce that has been sourced in the most sustainable way possible.

The project continues to promote and demonstrate environmental stewardship across LRS's blackcurrant farms to support sustainable blackcurrant production through the protection of natural capital.

So far, through LRS's Biodiversity Action Plan, Ribena's blackcurrant growers have: restored 200 miles of rough field margins, built and installed over 2,000 bird and bat boxes, sown an area bigger than the City of London with pollen and nectar rich species, created wetlands, restored ponds, planted woodlands and built bee hotels and protected 38 endangered species living on their farms.

Using the combined expertise of their growers, agronomists and Farming and Wildlife Advisory Group, tailored farm advisory visits and plans are produced each year.

The next series of audits will cover management of habitats for priority species but will focus specifically on water conservation projects in line with the Suntory Groups 'Mizu to Ikiru' promise to incorporate water sustainability

into everything it does. Key projects include: implementing water irrigation systems, promoting water quality through pollution mitigation, conserving aquatic and wetland habitat, pond creation and restoration projects in field corners, fish restocking, river realignment and a water quality catchment scale protection.

In parallel, LRS runs a breeding programme producing more resilient bushes able to withstand the effects of a changing climate. After years of work, three new blackcurrant varieties will be launched in winter.

Together, these projects secure the future of the UK blackcurrant crop and improve biodiversity on growers' farms leaving a lasting legacy.

You can learn more about LRS's sustainable farming in practice by [watching this video](#).
"Our sustainability mission is to be in harmony with people and nature and our blackcurrant growers play a huge role in helping us to achieve this aim."

90% of Britain's blackcurrants are used to make Ribena and we work hard to ensure we protect the natural environment in which they grow."

Michelle Norman, Director of External Affairs and Sustainability, Lucozade Ribena Suntory

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