

Factsheet

Quaker in the Community

Quaker has been in the porridge business since 1850. Our plant in Cupar, Fife has been milling oats since 1899 so we have a long-standing relationship with, and commitment to, our local and national community.

Supporting children in deprived areas

Quaker has been working with Magic Breakfast since 2008 to donate porridge oats to breakfast clubs in primary schools serving deprived communities. In the UK an estimated 3.8m children grow up in severe income poverty. Magic Breakfast works with schools to enable some of these children to gain a nutritious start to the day that they would otherwise miss out on.

In 2009, Quaker Oats, together with Tropicana, helped Magic Breakfast provide breakfast for 80,000 school children. Quaker, Tropicana and Magic Breakfast hope to reach 250 schools by the end of 2010. This would result in 10,000 children benefiting from a healthy, nutritious breakfast at the start of every school day – a total of 2m breakfasts a year.

Quaker is able to provide cereal for the breakfast clubs through leveraging surplus stock, which helps reduce waste levels, ensuring the initiative also delivers clear environmental and financial sustainability.

Working with local schools

We run an annual 'Food & Drinks Challenge' in local schools where we provide ingredients and raw materials and encourage pupils to create new products and demonstrate how they would market them. Staff from the Cupar plant also speak at local schools to help educate children about the importance of looking after the environment.



Celebrating Scottish culture

Every year, during the St Andrew's Week festival, we hold the Scott's Porage Oats Food and Drink Fair. This fair showcases the best in local produce, and includes the famous 'Golden Spurtle Award' – a spurtle being the instrument used to stir porridge – for the best bowl of porridge in Fife.

Supporting sporting events

We are also involved with large sporting events in Scotland. We sponsor the East Fife triathlon each year and also the Royal Highland show, Scotland's most popular summer event, with 150,000 visitors every year. As well as sponsoring the show, we have stalls in the food halls where visitors can sample our latest ranges as well as traditional favourites.

Supporting charities

We support the Children's Hospice Association in Scotland, a charity committed to the provision of children's hospice services in Scotland for children with life-limiting conditions. We donate speaker fees and money raised from other charitable activities to this organisation. Twenty Quaker employees also took part in the London Marathon to raise money for Heart Research UK. PepsiCo donated £1,500 to the charity for each competitor from Quaker.

Did you know...

... We were named as one of the "100 Best Corporate Citizens" by US magazine Business Ethics, which ranks companies based on corporate service to stakeholders including the community, employees, consumers, and the environment.

Today's growth
cannot be at the
expense of
tomorrow