



Balancing our Three Part Mission

**Presented by
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BEN & JERRY'S

Statement of Mission

Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked prosperity.
Our mission consists of 3 interrelated parts:

PRODUCT

mission

To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients & promoting business practices that respect the Earth & the Environment.



ECONOMIC

mission

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders & expanding opportunities for development & career growth for our employees.



SOCIAL

mission

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally & internationally.



CENTRAL TO THE MISSION of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that commands deep respect for individuals in & outside the Company & supports the communities of which they are a part.

Ben & Jerry's Progressive Values

- economic justice
- the environment
- sustainable & safe food
- peace & justice
- respect for human beings & communities



Decisions based on a Three Part Mission

- Some are Social Mission
 - Sustainable Dairy
 - Fair trade
- Some are Financial
 - We can't do it all, need to make hard choices
- Some are Quality
 - Don't compromise on the things that make us who we are!

Values Led Sourcing Initiatives



**Sustainable Dairy
Farming:
100% of all dairy
supplied**

**Greyston Bakery Brownies:
Supporting Social
Enterprise**



Values Led Sourcing Initiatives



**Forest Stewardship
Council
Certified Packaging:
100% of all US Pint and
EU packaging**



**Fair Trade Certified
Ingredients:
Converting key
ingredients**

Caring Dairy



Animal Husbandry



Biodiversity



Social Human Capital



Energy



Farm Economics



Nutrient Management



Soil Loss



Soil Fertility & Health



Pest Management



Water Management



Impact on Local Economy

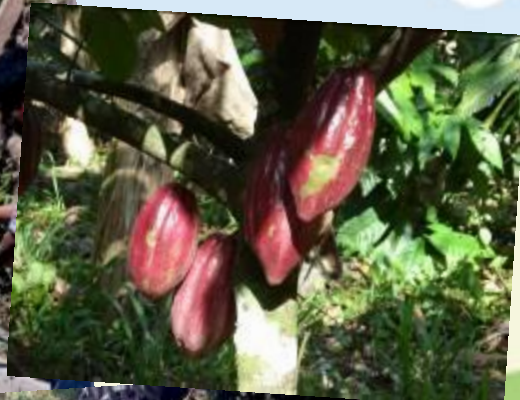
FSC Certified Paperboard

- Support the principles of Forest Stewardship Council certification
- Inherently similar to our other values led sourcing criteria.
- All novelty packaging is 100% FSC certified recycled content.



Values Led Sourcing

FAIR TRADE CERTIFIED INGREDIENTS



Fair Trade Plus: Coffee



- Coffee extract is Fair Trade Certified
- We are collecting farm-level data from small-holder farmers in Huatusco, Mexico
- Identify opportunities for farm improvement
- Build collaborative development partnerships



Values Led Sourcing

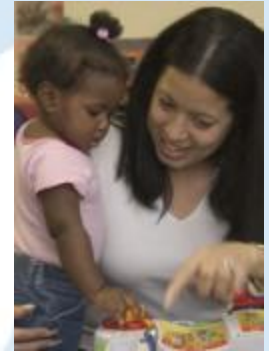
Inclusions:

Greyston Bakery Brownies



Case Study: Greyston Impacts

Greyston employs people making the move out of poverty, homelessness, addiction, or hardship in Yonkers, NY.



Then – 1989

- B&J begins to purchase Greyston brownies
- Greyston employs 11 bakers
- one shift
- small outdated bakery
- limited support services

Now – 2010

- B&J uses Greyston brownies for several U.S. and global flavors
- Greyston employs 75 bakers
- two shifts
- new bakery constructed
- support services: health care, housing, childcare touching 2,000 people

Final Thoughts

- **Social Mission is the starting point for the Ben & Jerry's business**
- **It's not a marketing formula; it's conscious, caring capitalism**
- **We all do our part to support and integrate all three parts of the mission**



A Company with Heart & Soul

“Ben & Jerry’s is not a *Brand*. It’s a **Company** with a set of values that connects with people, on a soul-based level, creating a stronger connection with people, resulting in deeper long-term loyalties.”

~ Ben

