Balancing our Three Part Mission

Presented by
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Ben & Jerry’s Statement of Mission

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

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

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

**SOCIAL**
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 and 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 inside and outside the Company and 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

Nutrient Management

Biodiversity

Soil Loss

Social Human Capital

Soil Fertility & Health

Energy

Pest Management

Farm Economics

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