



## *Sustainability Backgrounder*

### **Nourishing the Present, Cultivating a Happy Future**

Earthbound Farm believes that if we care for the earth, the earth will care for us. That is why the company is committed to implementing sustainability across all practices, doing everything in its power to satisfy the hunger of today without jeopardizing the promise of tomorrow.

### **Sustaining Environment**

Mother Nature's cycles are designed to provide not just for us, but also future generations. Organic agriculture is fundamentally sustainable because it is designed to work in harmony with natural systems, working within an environment that becomes richer and more productive each year.

By committing to conscientious, large-scale organic practices over conventional ones, Earthbound Farm helps:

- Keep toxic and persistent chemicals out of the air, water, land and food supply
- Conserve water because organic soils hold water more efficiently, lessening run-off and erosion
- Protect waterways and oceans from dead zone-causing nitrogen fertilizer runoff
- Encourage biodiversity by working with ecosystems to manage pest populations rather than applying synthetic pesticides
- Provide a safer environment for farm workers as well as neighboring homes, schools and businesses by avoiding the use of harmful agricultural chemicals
- Mitigate global warming through the sequestration of CO<sub>2</sub> in organic farm soils

Annually, Earthbound's organic farming methods:

- Avoid the use of 18.4 million pounds of conventional agricultural chemicals
- Conserve 3 million gallons of petroleum by avoiding the use of petroleum-based pesticides and fertilizers
- Sequester as much CO<sub>2</sub> as taking 12,600 cars off the road

### **Sustaining Resources: Recycled Packaging**

Converting to post-consumer recycled (PCR) materials is a small way for our society to reduce waste and make a big ecological impact. Earthbound Farm proudly uses post-consumer feedstock for its corrugated shipping cartons (99%) and PET plastic clamshells (100%).

### **Sustaining Economics and Innovation**

Earthbound's sustainability leadership also extends economically, as the company continually creates and implements ideas as fresh as its yield, including:

- Introducing Spring Mix into the American salad palate
- Pioneering clamshell containers for fresh-cut salads
- Developing the first comprehensive organic production program
- Instituting crop rotation for a diverse and well-nourished produce portfolio

Today, as an industry pioneer, Earthbound continues to lead the food frontier in healthy directions by launching all kinds of convenient organic foods that make nutritious eating more accessible, such as frozen fruit and vegetables, and snacks. Additionally, Earthbound is working on programs to maximize yields by taking advantage of peaks in productivity. This will allow the company to build hedges against the volatile nature of the fresh market, and ultimately reduce the organic price premium while continuing to deliver quality, nutritious foods to consumers.

