SUSTAINABILITY AT OCEAN SPRAY
What is “sustainability”?

Ocean Spray Sustainability Objective:

Be an authentic, sustainable Cooperative with leading environmentally and socially responsible performance, initiatives, and programs with our operations, our farmer-owners, and business partners.
Ocean Spray Sustainability Pillars

Packaging | Regenerative Agriculture | Recycling & Repurposing | Energy & Climate

Water | Worker & Community Well Being | Ecosystem Services
Farm to Family Sustainability Platform

Sustainability Pillars

- Sustainable Agriculture [Farm]
- Responsible Procurement [Farm]
- Manufacturing Operations [Family]
- Customer Communication, Sales and Branding [Family]
- Industry Leadership [Farm and Family]
- Consumer Demand and Education [Family]
- Consumer Demand and Education [Family]

Sustainability
[Farm to Family]

- Regenerative and Resilient Sustainability
  - Environment
  - Social
  - Economic

Ocean Spray
Question
What % of millennials consider sustainability when purchasing products?

A) 20%
B) 44%
C) 66%
D) 100% (...but only on Wednesdays)
LEVELS OF CLEAN LABEL AND FOOD & BEVERAGE SALES GROWTH VS YEAR AGO

CONVENTIONAL
-0.3%

NO ARTIFICIALS
Free From Artificial Colors/Flavors/Preservatives/Sweeteners, Hormones & Antibiotics
+1.2%

CLEAN
Meets No Artificial Requirements + Does Not Contain Items from Nielsen/Label Insight undesirable ingredients list
+1.2%

SIMPLE<10
Meets Clean Requirements + Has Less Than 10 Ingredients Which Are All Recognizable
+1.0%

SUSTAINABLE
Meets Simple <10 Requirements + Has A Sustainability Claim
+7.2%
### Category Specific Growth

<table>
<thead>
<tr>
<th>Category</th>
<th>Year-over-year sales growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging Material</td>
<td>2.5%</td>
</tr>
<tr>
<td>Sustainable Finishing</td>
<td>3.2%</td>
</tr>
<tr>
<td>Animal Welfare</td>
<td>3.9%</td>
</tr>
<tr>
<td>Production Methods</td>
<td>4.2%</td>
</tr>
<tr>
<td>Business Practices</td>
<td>10.8%</td>
</tr>
<tr>
<td>Sustainable Farming</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

Source: Nielsen Product Insider, Powered by Label Insight, 52 weeks ended Jan. 28, 2017
Opportunity: Regenerative Agriculture

**WHAT**

Regenerative Agriculture is a holistic land management practice that rebuilds soils, produces nutritious food, combats climate change while enhancing productivity and profitability.

Sustainable Agriculture promotes a healthy environment, economic profitability, and social and economic equity without compromising the ability of future generations to meet their needs.

Sustainability VS. Regenerative Practices:

- No Till
- Cover Crops
- Compost
- Increase Soil Fertility
- Ecosystem Diversity
- Soil Carbon Sequestration

Regenerative Practices: RE(STORE)IT! RESTORING CARBON RESTORING SOILS
Sustainable and Regenerative Agriculture

Traceability of cranberries to farm of origin as a direct trade farmer cooperative

Our 700+ farmer-owners have adopted 6 farm sustainability principles:
1. Farm succession for generations
2. Water Stewardship
3. Integrated Pest Management (IPM)
4. Soil Health and fertilizer optimization
5. Ecosystem conservation and biodiversity
6. Well-being for workers and the community

Benchmark against these commitments with a Farm Sustainability Assessment
Farm Sustainability Assessment Categories

1. Soil, Water, and Energy Conservation
2. Integrated Pest Management
3. Land Stewardship
4. Waste Reduction
5. Continuous Education and Community Involvement
6. Worker and Environmental Safety
7. Business Operations
Pollinator Management

- 54% provide diverse habitat to attract pollinators
- 77% specifically choose pest management materials that are pollinator safe
- 82% of farmers rely on hand weeding
- 70% use floods as a means of pest management
- Ocean Spray’s +700 growers have adopted Integrated Pest Management (IPM)
Regeneration, Biodiversity, and Ecosystem Health

We strive to produce in a way that supports local ecosystems, leaves behind productive lands for future generations, and helps to conserve natural habitat and biodiversity. Our farmers are regenerating the soils and improving the land on which they grow.

- 59% manage water levels to enhance wildlife habitat
- 58% protect or promote native ecosystems

For every acre of cranberry production, Ocean Spray farmers maintain an average of 5.4 acres of habitat that supports wildlife and biodiversity.
Join the Farmer Portal

We bring farmers and the food chain together in a new way that works better. Our consulting and creative planning program combines agronomic and behavioral change strategies to get farmers, buyers, manufacturers - and the people asking tough questions --together in a safe place. Then we surprise everyone by showing it’s actually possible to meet everyone’s needs in realistic ways.

Create a login to the FarmerPortal to get started and join a growing movement to show the world that agriculture and sustainability are more aligned than the public realizes.

We believe in Privacy and will NEVER share your Information without your permission!
Assessment Stats
A quick look at the Assessment Engagement so far.

- **117** Farms Assessed
- **81** Assessments Completed
- **10** States Covered
- **84,923** Total Acres Assessed
- **2,833,084** Total Barrels Assessed
- **126** Total Accounts Created for Sponsor

**Click Here for Live Portal**

Farm Stewardship Assessment Participation Dashboard (as of 9/4/2018)
2016 Ocean Spray Farm Stewardship Assessment
INDIVIDUAL FARM REPORT

Your Results Support Our Success Story
Thank you for participating in the Ocean Spray Farm Stewardship Assessment. Your ongoing participation enables our Cooperative to showcase the good work that you do on your farms. Using aggregated data, Ocean Spray is able to measure and share stewardship practices with customers, consumers, and other stakeholders who have made sustainability a priority, both domestically and in expanding international markets. In the chart below, you will find your farm’s results compared to your region’s results (East Coast, West Coast and Midwest). Scores range from 0 to 1 within each category. The square (■) shows your farm’s score and the dark green bar shows the median scores of other farms in your region.

For More Information
For more information on Ocean Spray’s Farm Stewardship Assessment Initiative or if you would like to learn more about Ocean Spray’s sustainability program and how we are leveraging it to build the brand, please contact sustainability@oceanspray.com. Thank you for your continued support!

Protecting Your Data
Be assured that the individual farm results listed in this report and the data you provided as part of your farm assessment remain confidential to Ocean Spray. All information is aggregated, analyzed, and overall performance is presented on a Cooperative-wide scale when sharing with customers and consumers.
Opportunities for Farm Cooperatives

1. **Be Proactive**...instead of reactive
2. **Define Your Narrative**...or someone else will define it for you
3. **Educate & Engage**...don’t ignore and isolate
4. **Lead**...instead of follow
THANK YOU

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Key Retailer/CPG Sustainability Trends

✓ Food Loss and Waste
✓ Climate Change
✓ Zero Waste Facilities
✓ Responsible Sourcing
✓ Regenerative Agriculture
✓ Deforestation