



Big Picture, **SMALL WORLD**

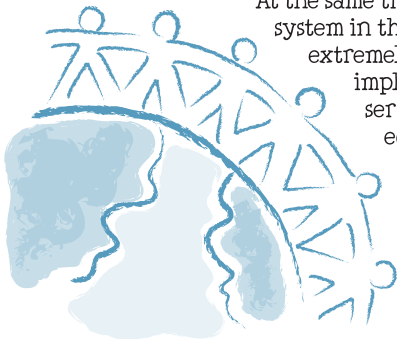
What is Ben & Jerry's Mission all about?

"Ben & Jerry's is dedicated to a sustainable corporate concept of linked prosperity." That statement comes directly from the preamble to our Mission statement. The core idea is that we intend to build our Company's long-term success on business practices that will create social, economic, and environmental benefits for everyone and everything connected to our business: employees, franchisees, suppliers, customers, communities, the environment, and the public at large. Said another way, we don't want our business to exploit anyone or anything on our path to success. It's a radical vision, especially because business as usual in the global economy – of which we are a part – includes systematic and widespread exploitation of the environment, workers, indigenous peoples and cultures, animals, and communities.

What are the challenges we face?

Two global challenges demand Ben & Jerry's attention as we aspire to live out our mission to create 'linked prosperity.'

First, the global economy of the twenty-first century, while often referred to as a 'free market', is no such thing. In the last few decades, it has been warped through national policies and trade agreements into a system that benefits the few at the expense of the many. The result is that the disparity of wealth in the world is now greater than at any time in human history, with those at the top living lives of luxury and outrageous excess while billions live in abject poverty.



At the same time, the industrial food system in the developed world, while extremely productive, is deeply implicated in a wide range of serious social, environmental, and economic problems that cannot be ignored in the long run. Some new technologies and processes in the industrial food system also present risks to human and environmental health that are not well understood and that may not be worth the potential benefits.

The list of these problems and risks is long, including:

- Global climate change. Agriculture, including animal husbandry, is a major source of global greenhouse gas emissions and contributes to deforestation.
- Loss of biodiversity. Croplands encroaching on critical natural areas and other agricultural impacts are a major cause of the massive species extinction event the planet is currently experiencing.
- Loss of agricultural genetic diversity—accelerated by the advent and dominance of genetically engineered crops.
- Incomplete understanding of environmental, economic and health impacts of transgenic plants and animals, nanotechnology, and other novel 'food technologies' – in some cases without strong regulatory frameworks.
- Fresh water scarcity; aquifer depletion; disruption of marine ecosystems; and degradation of surface water quality due to excessive irrigation, and overuse of nitrogen and phosphorus inputs.
- Critical loss of topsoil through annual cropping.
- Human rights violations, economic exploitation, poverty, and dislocation among migrant workers and rural communities.
- Destruction of rural communities' economic and social fabric.

What's it mean for Ben & Jerry's?

Our Company is a participant in both the global economy and the industrial food system. So, to tweak an old saying, since we are a part of the problem, we must seek to be a part of the solution. At a minimum, we have a responsibility to understand the social, economic, and environmental impacts of our business practices and seek ways to minimize, mitigate, or avoid the negative impacts that are associated with them. But to fully meet our own vision, we must seek to use our Company to support different approaches to global trade and agriculture that challenge the current paradigms; that aim to be truly restorative; and that promise to create social, economic, and environmental benefits in the world. And, because our Company is small, one of the most important roles we can play is to become a vocal and unwavering advocate for serious reform of the global economy and the industrial food system within our parent Company, Unilever, and within industry in general.

How will we move forward?

1. We are implementing a Caring Dairy program with our major dairy suppliers in the United States and Europe. This program helps farmers to improve their social, economic, and environmental performance in eleven areas of impact, ranging from nutrient management to water use to community health. We will take a vocal role in calling for more sustainable practices in the dairy industry. (See Caring Dairy position paper.)
2. We are implementing a wide range of programs to reduce our greenhouse gas emissions that contribute to climate disruption. We will take a vocal role in calling for strong climate agreements and/or legislation. (See Climate Justice position paper.)
3. We have a long-term goal to purchase all of our raw materials from Values-Led Suppliers, including a global transition to Fair Trade Certified ingredients where we can make a significant positive impact on farmer livelihoods. We will become a leading public advocate for the Trade Justice & Fair Trade movement. (See Fair Trade position paper.)
4. We avoid genetically modified ingredients in our European products and in our base ice cream mix in the US. Some of our chunks and swirls in the US may include GM ingredients, but in most cases it doesn't amount to much. We are transitioning to non-GM formulations for all chunks and swirls in the US. We will take a vocal role in calling for strong regulation of novel food technologies.
5. We will promote the development of more resilient global food systems at both local and global levels, through our own initiatives; in partnership with Unilever; and through partnerships with innovative organizations around the world.
6. We are growing partnerships with organizations committed to building peace and justice at home and around the world. We will be a vocal advocate for a renewed peace-building movement. (See PeaceBuilding position paper.)
7. We are measuring the progress of our Company in moving towards restorative business practices and relationships through the use of a quantitative metric that will be tallied annually, audited by an independent third party and reported publicly.
8. We will continue to seek the leading edge of socially responsible business practices and look for ways to be an activist company in the name of our values. ●