



Consumers are Key:
*Engaging End Consumers to
Mitigate Climate*

17. October. 2018



a project of



COMMIT. ACT. IMPACT.

Climate Collaborative Commitment Areas



Integrate carbon farming into the agricultural supply chains



Increase energy efficiency



Reduce food-waste in the supply chain



Remove commodity-driven deforestation from supply chains



Responsible engagement in climate policy



Reduce the climate impact of packaging



Commit to 100% renewable power



Reduce short-lived climate pollutant emissions



Reduce climate impacts of transportation

How to commit



TAKE ACTION

BLOG

MEDIA & RESOURCES

EVENTS

ABOUT

DONATE



More companies are taking action to reverse climate change than ever before. They're tackling this global challenge not only because it's essential to the future of our planet but also because doing so offers tremendous opportunities for growth, job creation, and prosperity.

Companies can help reverse climate change by making a commitment to one or more of these initiatives.

WHY TAKE ACTION?

Climate change is both the greatest threat our planet has ever faced

MAKE A COMMITMENT

SIGNUP FOR UPDATES

Add Your Email Address



How many companies have committed?

Justin's



gaia
HERBS

309

Companies
Committing to Action

1154

Commitments



Community
FOOD CO OP



Veritable
Vegetable

NUMI
ORGANIC TEA

REBBL

seventh
generation.

General
Mills
Making Food
People Love



MOM
MOM's Organic Market

MegaFood
Fresh From Farm To Tablet™

nutiva
NURTURE VITALITY™

HappyFAMILY
ORGANICS

Stonyfield
ORGANIC



THANK YOU TO OUR DONORS!

Alter Eco

Annie's

Associated Brands

Califia Farms

California Olive Ranch

Cheer Pack

Clif Bar & Company

Connective Impact

Danone North

America

Decker and Jessica

Rolph

Dr. Bronner's

Elk Packaging

Foodstirs

Gaia Herbs

General Mills

Good Earth Natural
Foods

GrandyOats

GreenSeed Contract
Packaging

Guayaki

Happy Family

INFRA

KeHE

Kuli Kuli Foods

Lotus Foods

Lundberg Family
Farms

MegaFood

Melt Organic

MOM's Organic
Market

Mountain Rose Herbs

National Co+op
Grocers

Natural Habitats

Nature's Path

New Hope Network

Numi

Nutiva

Oregon's Wild Harvest

Organic India

Organic Valley

Outpost Natural Foods

Patagonia

Plum Organics

Pluot Consulting

Presence Marketing

Rebbl

Stahlbush Island Farms

Stonyfield

Straus Family

Creamery

Studio Fab

Tacoma Park Silver

Spring Co-op

Traditional Medicinals

Trayak

Our Speakers



Moderator: **Lisa Spicka**
Associate Director
Sustainable Food Trade
Association, SFTA



Diane Ray
Vice President Strategic Innovation
NMI



Ashley Orgain
Director of Mission Advocacy and
Outreach
Seventh Generation



Christina Volgyesi
Director of Marketing
Dr. Bronner's

Today's Outlook

Consumer Messaging Trends & Climate

Harmonizing Purpose with Business

Climate Messaging Lessons & Tips

Discussion



Consumer Trends Messaging for Climate Impact



November 2018

NMI Provides Unparalleled Global Expertise in Health & Sustainability

- ❖ NMI is an international strategic consumer insights firm, specializing in consumer trends and innovation since 1990.
- ❖ Our mission is to focus on the interconnectedness of personal health/wellness, sustainability, and healthy aging.
- ❖ Our goal is to help clients grow their business through the identification and validation of new ideas and solutions.



NMI's Global Consumer Databases

Over 1 million interviews in 30+ countries since 1999

Health & Wellness

Health and Lifestyle Focus

- Food
- Beverage
- Natural/Organic
- Non-GMO
- Exercise
- Diet/Nutrition
- Supplements
- Sports nutrition
- Health conditions

- Healthy lifestyle drivers
- Association of ingredients with specific health benefits
- Lifestyle and demographic measures
- Usage patterns across foods, supplements, healthcare, personal care
- Shopping Behavior
- Brands, influence and media

Health & Wellness Trends Database Since 1999

Healthy Aging

Multifaceted Category Breadth

- CPG
- Care giving
- Financial Services
- Retirement
- Rx
- Insurance
- Technology
- Many others

- 200+ attitudes surrounding major industries and categories
- Advertising/marketing attitudes
- Drivers of a healthy lifestyle
- Usage patterns across industries/product categories
- Behavior/Demos
- Information sources

Healthy Aging Database Since 2005

Sustainability

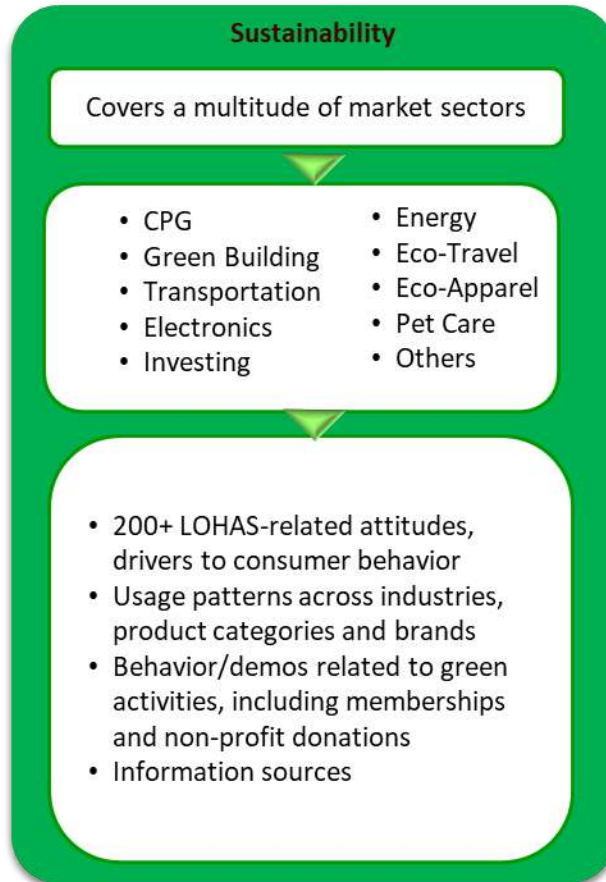
Covers 15 market sectors

- CPG
- Green Building
- Transportation
- Electronics
- Investing
- Energy
- Eco-Travel
- Eco-Apparel
- Pet Care
- Others

- 200 LOHAS-related attitudes, drivers to consumer behavior across health and sustainability
- Usage patterns across industries, product categories and brands
- Behavior/demos related to green activities, including memberships and non-profit donations
- Information sources

Sustainability Database Since 2002

NMI's Sustainability Consumer Database is a key source for this presentation



*U.S. Sustainability Consumer Trends
Database®
Since 2002*

Scope:

- Quantifies the size of the consumer market for environmentally and socially responsible products and services
- Measures the importance of environmental and societal issues as well as corporate social responsibility
- Explores environmentally conscious behavior
- Determines consumer usage of sustainable products and services
- Annual tracking study in U.S. since 2002 and globally since 2005

Methodology:

- 3,000 U.S. adults in 2018, nationally projectable to the U.S. adult population and accurate at the 95% confidence level to +/- 1.2%
- Conducted online
- 51,000+ U.S. consumers in database
- Conducted in 23 countries; 150,000+ global consumers interviewed

Consumer segmentation helps us understand who is most likely to engage in mitigation efforts and how to reach them

LOHAS®: 23%

- Personal and planetary health priority
- Sustainability is entrenched in lifestyle
 - Heaviest purchasers of 'green'
 - Early adopters & influencers



DRIFTERS®: 24%

- Green followers
- Newer to the 'green' marketplace
- Want to be seen as doing their part
- In search of easy green changes



UNCONCERNEDS®: 17%

- Less concerned about the environment and society



NATURALITES®: 20%

- Personal health drivers greater than planetary health
- Strong secondary target for natural/green CPG brands

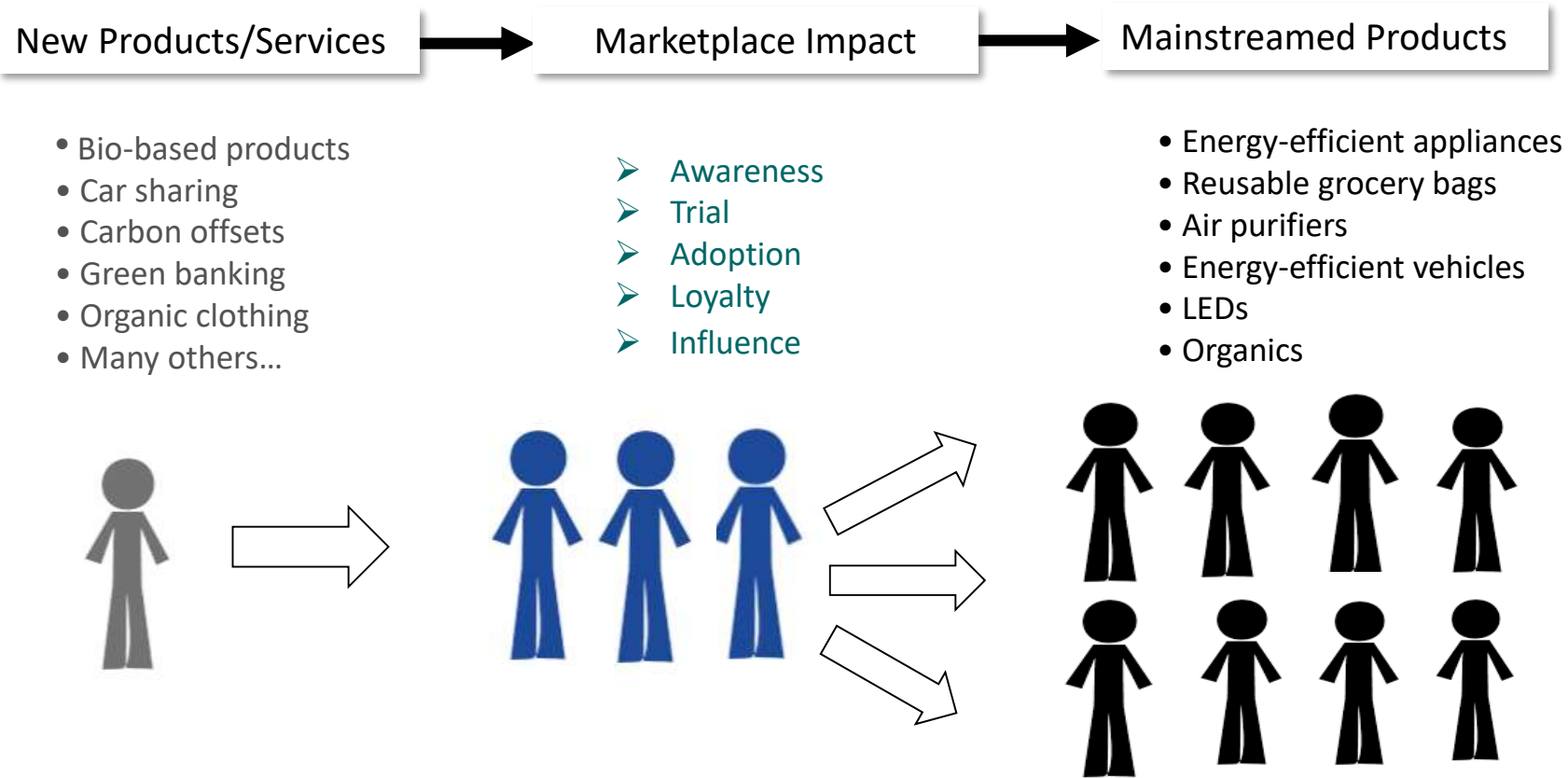


CONVENTIONALS®: 16%

- Practical & rational
- Driven by cost savings
- Eco-benefits secondary



LOHAS Consumers lead the charge for all sustainability behavior, including Climate change



The mainstream segments, **NATURALITES**, **DRIFTERS**, and **CONVENTIONALS**, represent 60% of American Adults and provide many organizations with ‘critical mass’ and scale for messaging



NATURALITES: 20%
Environmental strivers with more personal health focus



DRIFTERS: 24%
Want to be sustainable but seek easy solutions



CONVENTIONALS: 16%
Practical and rational; looking for cost and environmental savings



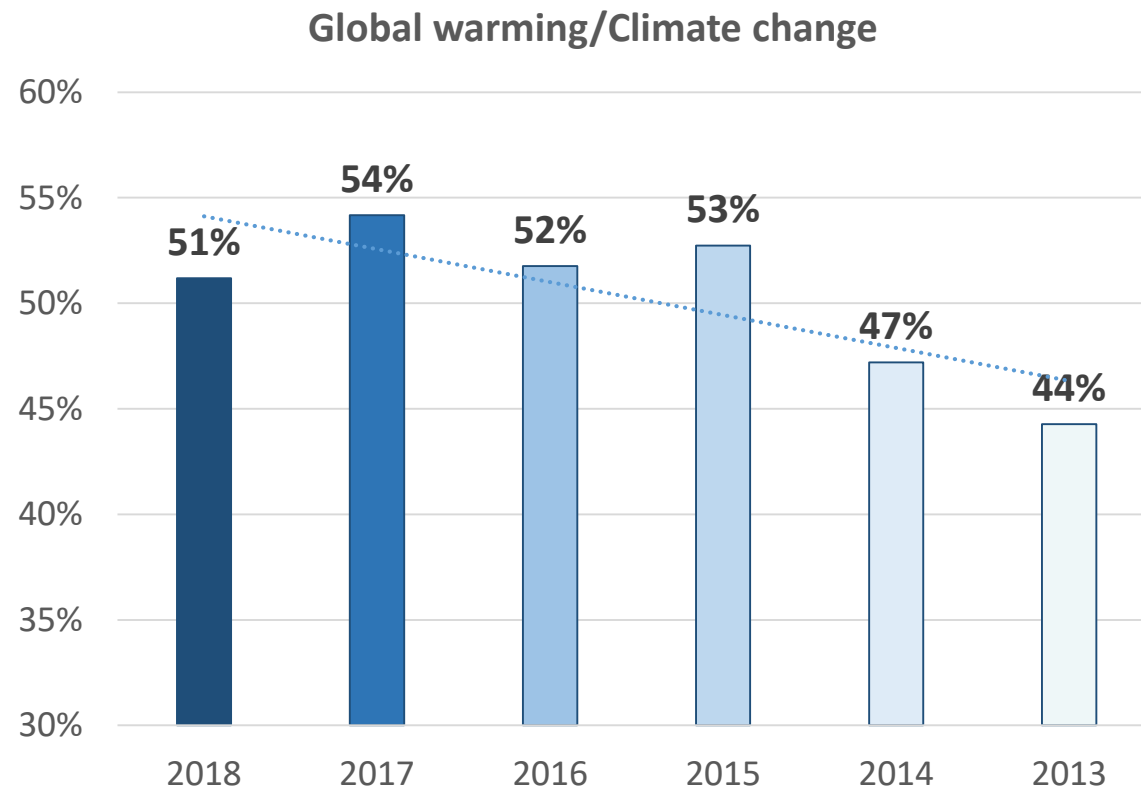
Collectively referred to as the **“SUSTAINABLE MAINSTREAM” (SM): 60%**
The Sustainable Mainstream wants to be more involved in sustainability but there also needs to be something in it for them; they are striving behaviorally to do more for the environment and feel somewhat empowered that they can make a difference

Top 10 Environmental Issues of Concern U.S. General Population 2018-2013

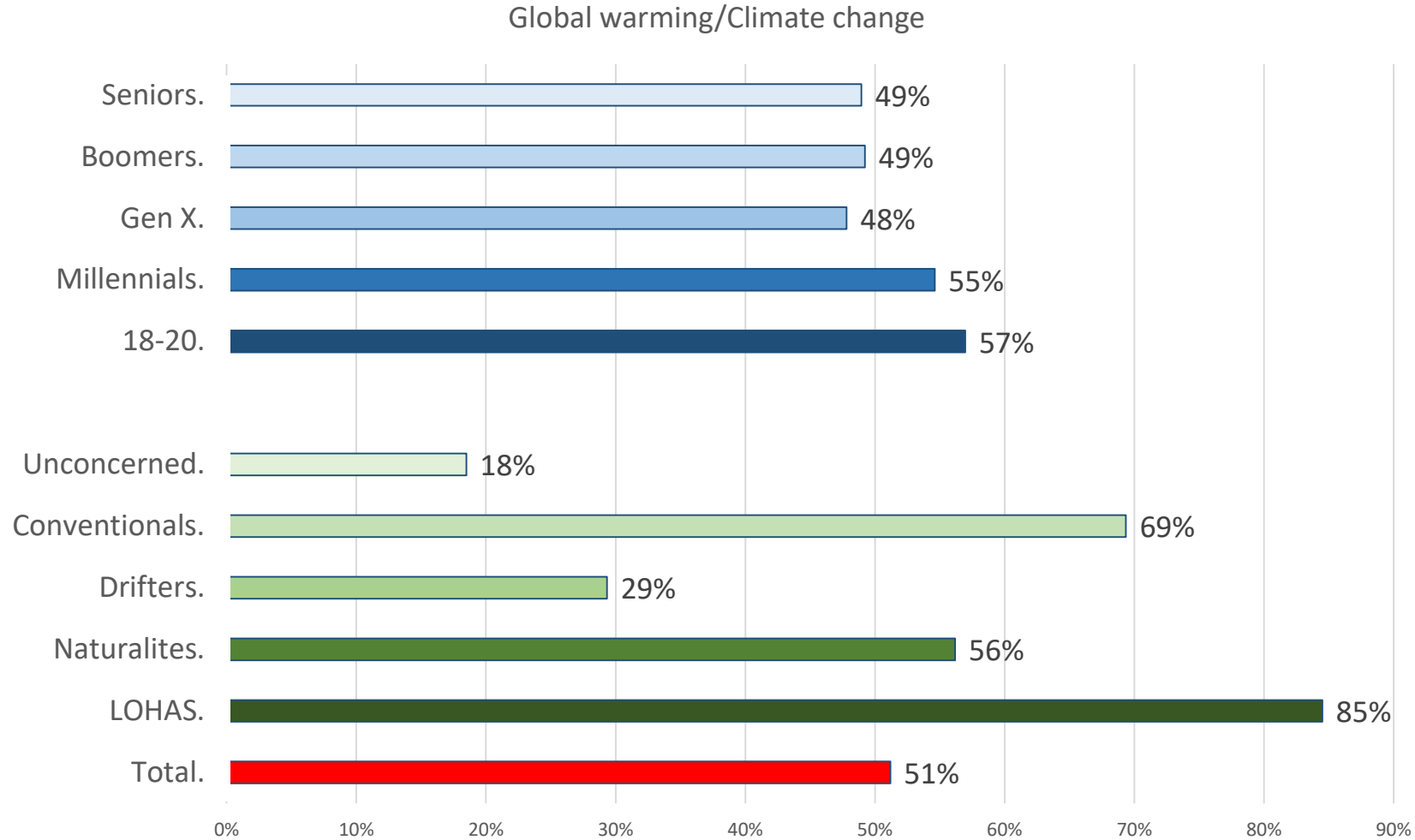
Top 10 Environmental Issues of Concern
US General Population
2018-2013



Concern about Global Warming/Climate Change U.S. General Population 2018-2013



Global Warming/Climate Change 2018 Concern by Segment & Generation



Segmentation is more differentiating than demographics alone and helps direct messaging to those most likely to take action

Must speak to the concerns of each segment to drive action



Concern – Top 3	LOHAS	NATURALITE	DRIFTER	CONVENTIONAL	UNCONCERNED
Restaurant Food Waste	73%	61%	32%	61%	30%
Water Quality	87%	77%	48%	82%	57%
Water Conservation	80%	60%	19%	62%	20%
Climate Change	85%	56%	29%	69%	18%
Deforestation	81%	45%	24%	64%	26%
Pkg. filling up landfills	73%	47%	18%	58%	20%

Top 3 for each segment **BOLDED**

Even LOHAS consumers need help bridging the gap between Concern & Action



Concern	LOHAS	Action	LOHAS
Climate Change	85%	Personally changed behavior to minimize effects on global warming	33%
Pkg. filling up landfills	73%	Save & reuse to reduce waste; Support Ban on plastic grocery bags	57% 49%

Messaging elements that drive ACTION

- **Raises Awareness:** Consumer have to know the reality of the problem, and who is creating the solution..
- **Compelling:** Must appeal to the head and the heart. Needs to draw shoppers into the need and the effort without applying guilt. Show authentic confidence that we should and can solve this issue.
- **Uses Facts/Data Appropriately:** Define the scope of the problem, show how funds are being used, and show progress against goals.
- **Includes a Call-to-Action:** Don't be afraid to ask for a commitment.
- **Provides Simple, Easy Engagement:** Example - the products you already know and love now enable XXX. Be straightforward, not complicated. Over time, offer additional levels of engagement for cause lovers (LOHAS).
- **Makes a Difference:** Show how individually and collectively we are making a difference – progress against the cause. Show them their ROI.



Condensed to 3 key questions

What actions are creating climate concerns?

What can I do?

How are climate concerns being mitigated? Is progress being made?



Example: Buying Concentrated Laundry Detergent, Plant Based Packaging



How my action affects...?

Method bottle states, **over 400 million gallons of water are used to dilute conventional laundry detergents. The concentrated formulas use less water...**



According to the Seventh Generation bottle, **if every U.S. household replaced one bottle of petroleum-based detergent with a plant-based one, 149,000 barrels of oil could be saved...**

Performance reassurance...?

...but still rinse clean — and work in both conventional and high-efficiency machines.

Not clear

Impact...?

Climate impact not quantified

Cost/load lower

... enough to heat and cool 8,500 homes for a year

Potential..what is actually realized??

Example: Reusable/Recyclable Bags vs. Plastic

What actions are creating climate concerns?



An estimated 12 million barrels of oil are used to manufacture the 30 million plastic bags that Americans use each year. That is equivalent to the amount of oil in our Strategic Oil Reserve. When used for bags, it is a wasteful and unnecessary way to deplete our oil supply and contribute to CO2 build-up in our atmosphere.

But the build up of plastic in our oceans is a greater cause of eco-system disruption. An estimated 100,000 marine animals die each year from suffocating on or ingesting bags.

What can I do?

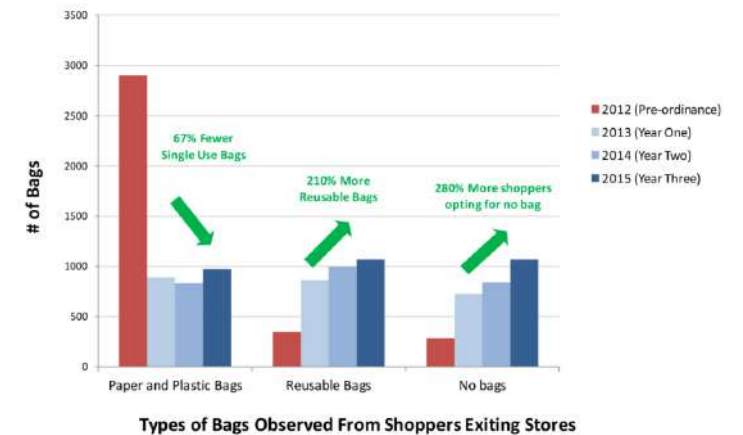
Use paper instead of plastic

Use re-usable

Use re-usable made from recycled materials

How are climate concerns being mitigated? Is progress being made?

“We’ve seen an 80 percent reduction in the number of bags -- paper and plastic,” said Meri Soll, senior program manager at [StopWaste](#). The agency oversees waste management in Alameda County



Need more positive reinforcement!

Impactful Messages by Segment



	LOHAS	NATURALITE	DRIFTER	CONVENTIONAL	UNCONCERNED
Awareness	Why is this important to me? Who is raising the concern? Who is positing a solution?				
Compelling	Environmental & Social Health	Personal Health	Animals	Cost Savings	Life Sustaining
Facts/Data	The problem and the solution and the progress –by the numbers!				
Call to Action	How do I help? How do I get others to help?	Local/Regional	My Friends	My Whole Family	Mandated
Simple/Easy Engagement	Personal	Affects my health	Trendy	Practical	Mandated
Makes a Difference	What's the Climate Impact ROI?				

Top 3 for each segment **BOLDED**



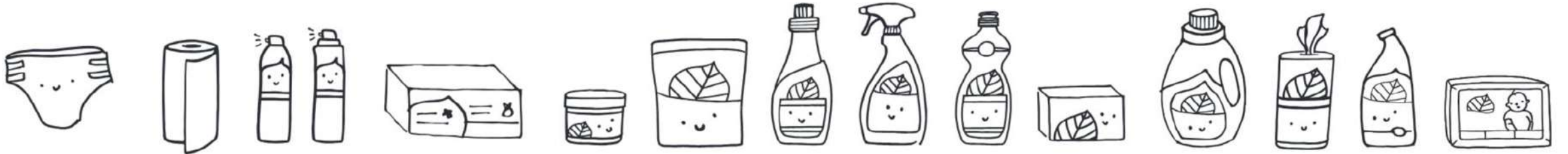
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November 2018



Issue Advocacy





3.

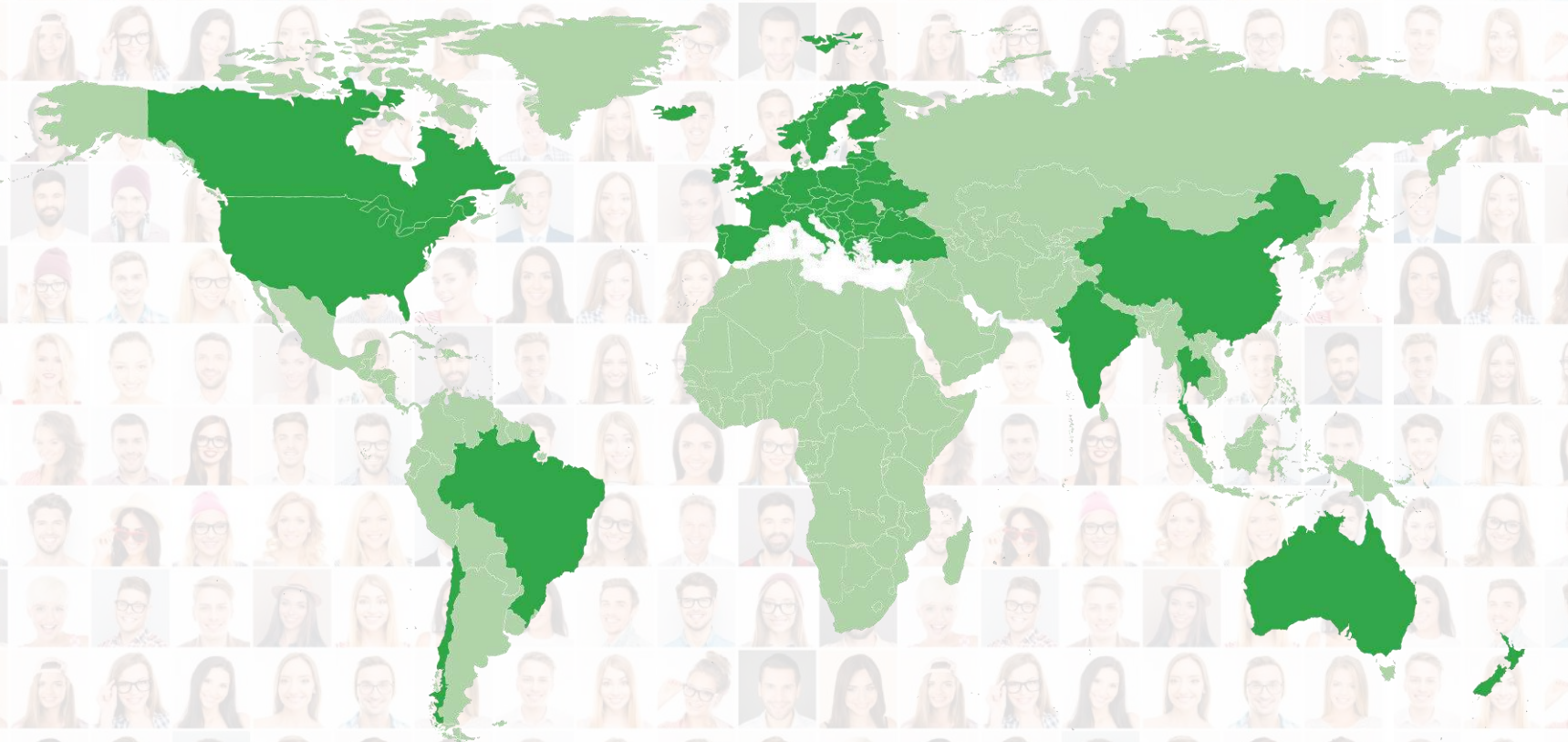
“WHAT MATTERS MOST IS HARNESSING THE POWER OF BUSINESS TO MAKE THE WORLD A BETTER PLACE”



In our every deliberation we must consider the impact of our decisions on the next seven generations.

- The Great Law of the Iroquois

TO TRANSFORM THE WORLD *into a* HEALTHY,
SUSTAINABLE & EQUITABLE PLACE FOR THE
NEXT SEVEN GENERATIONS



SPEAKING UP & SPEAKING OUT, IT'S IN OUR GENES

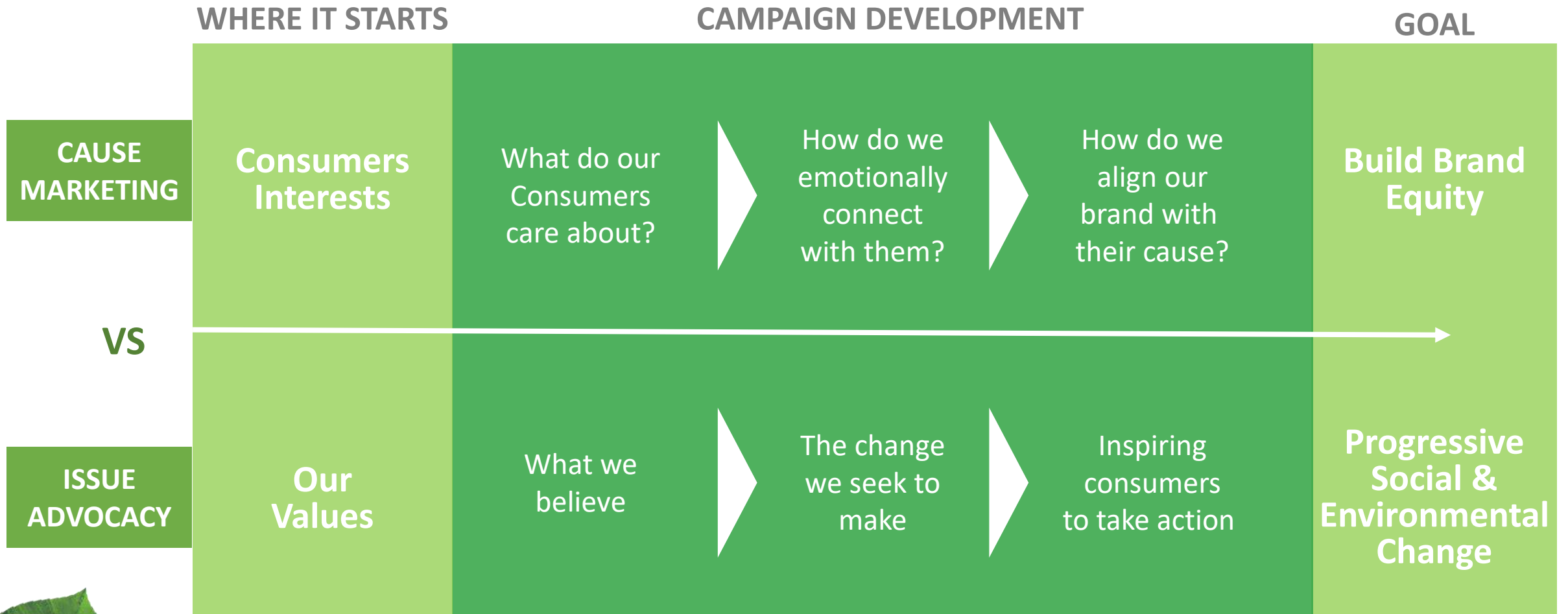


We are an **ACTIVIST** Company



- We **STAND** for something
- We **ACT** on our values
- We **INVITE** our consumers to join us in taking action

VALUES LEAD ADVOCACY VS CAUSE MARKETING



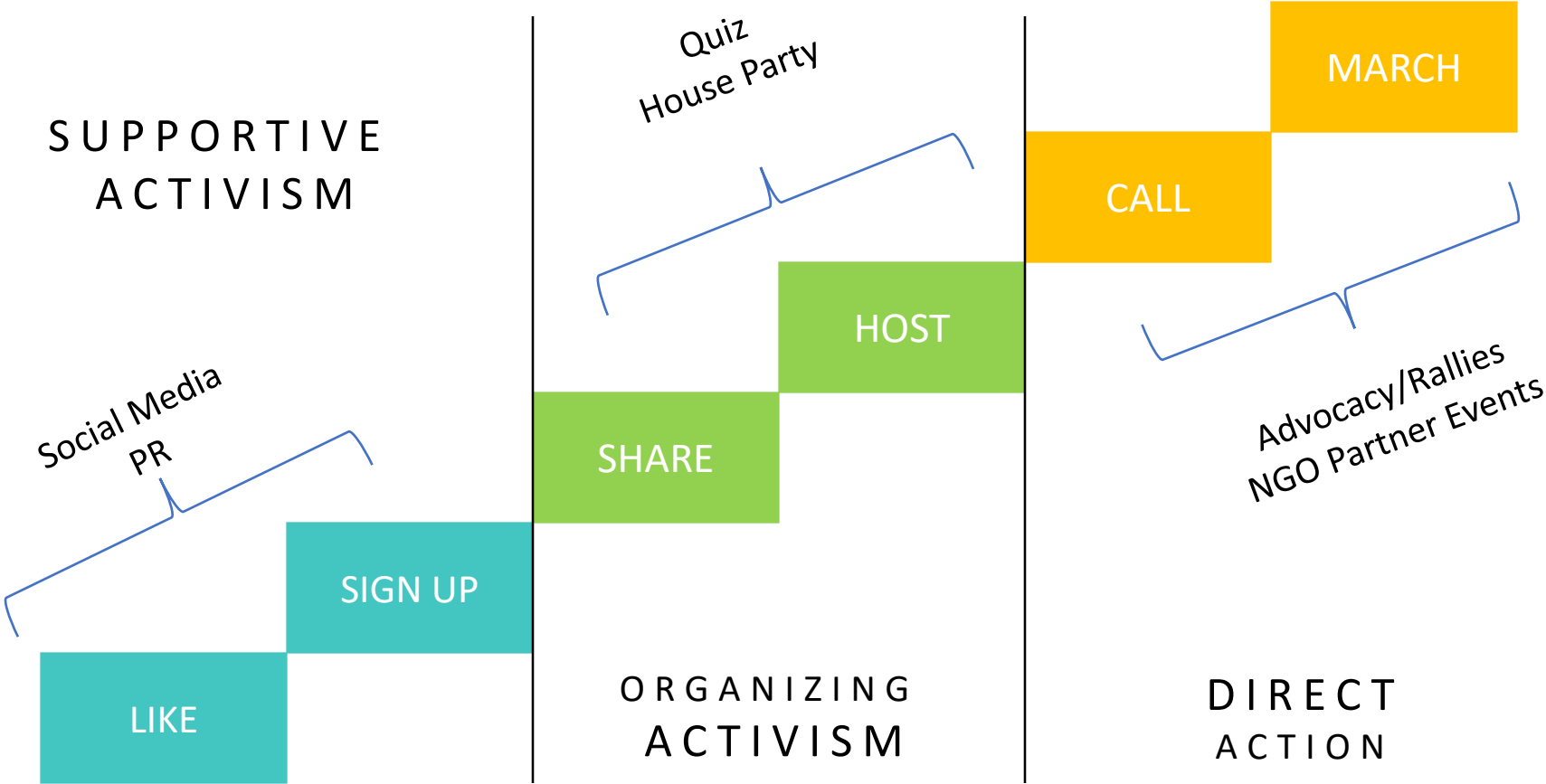
GROUNDED IN PARTNERSHIP

We work with partners who....

- are policy and issue experts (because we're not)
- support policies that address root causes, eliminating environmental and social injustices at the source
- build dynamic grassroots movements
- move people up a ladder of activism, beyond being responsible consumers to active citizens not engage in cause related marketing campaigns or actions



LADDER OF ENGAGEMENT



CASE STUDY: Ingredient Disclosure

You have a right to **know** what goes into the cleaning products you use.



What
we
believe



The change
we seek to
make

WHAT YOU CAN DO

- Make sure you're only using products that list their ingredients on the labels
- Support the Cleaning Product Right to Know Act (H.R.2728) by contacting your US representative.

> ACT NOW

Inspiring
consumers
to take action



18+ Month Campaign for Right to Know



Environmentalists call these 12 chemicals the Dirty Dozen. Here's why.

Missing: Add authors (if any)



Why companies don't show the ingredients in their cleaning products



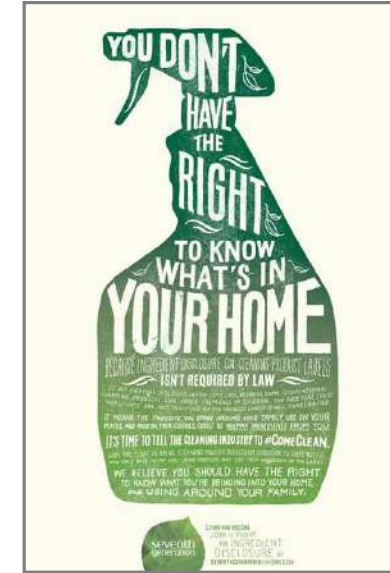
What's the biggest difference between 'natural' and 'organic' products?

Seventh Generation @SeventhGen

Tell your representative to support the Cleaning Products Right to Know Act!! ----> 7gen.us/q1

RETWEETS 414 LIKES 972

3:42 PM - 24 May 2016



FAST COMPANY

We Have A Right To Know What's In Our Household Sprays, Soaps, And Cleaners

Cryptic fragrances: Questions, legislation linger in California



Seventh Generation @SeventhGen

SB258 has passed CA senate committee - let's keep the momentum going! Contact your legislator here: 7gen.us/87 #comeclean

RETWEETS 18 LIKES 49

9:16 AM - 5 Apr 2017



CALIFORNIA HAS JUST
#COMECLEAN

#RIGHT TO
KNOW

seventh
generation.

COMMIT TO CLEAN

for the next generation



Moving 100 cities to 100% renewable energy



Celebrating everyday change makers

Climate Justice League
Boise, Idaho



Haven Coleman
Denver, Colorado



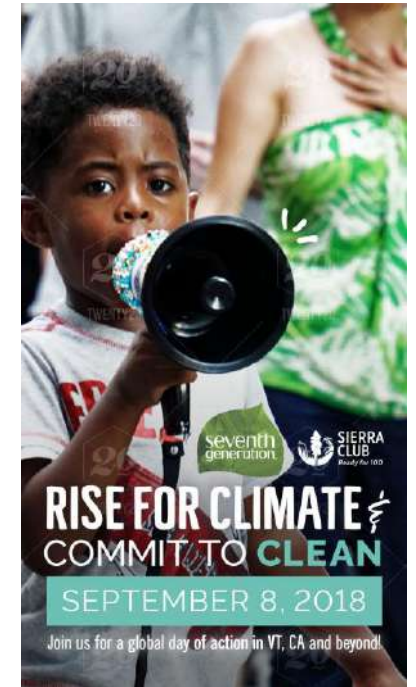
Rev. Roderick Burton
St. Louis, Missouri



Relatable & Relevant



Ladder of Engagement



Step 0: Sign Up for R4100	Step 1: Education	Step 2: Community Movement	Step 3: Offline Engagement	Step 4: R4100 Locally
Action via one of our media sources or on SVG.com	Take a quiz to learn more about renewable energy for all	Participate in a Mass Call	<ol style="list-style-type: none"> 1) 100 Stories for 100 2) House Parties 	Launch R4100 campaign in your city or organize a 100% clean energy group





CONGRATULATIONS
CALIFORNIA
FOR COMMITTING TO **CLEAN**

seventh
generation.

SIERRA
CLUB
Ready for 100

+ 82 U.S. Cities

seventh
generation.



THANK YOU



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

HEAL EARTH! CAMPAIGN

Consumer Engagement Strategies to fight Climate Change

FAMILY SOAPMAKERS SINCE 1858



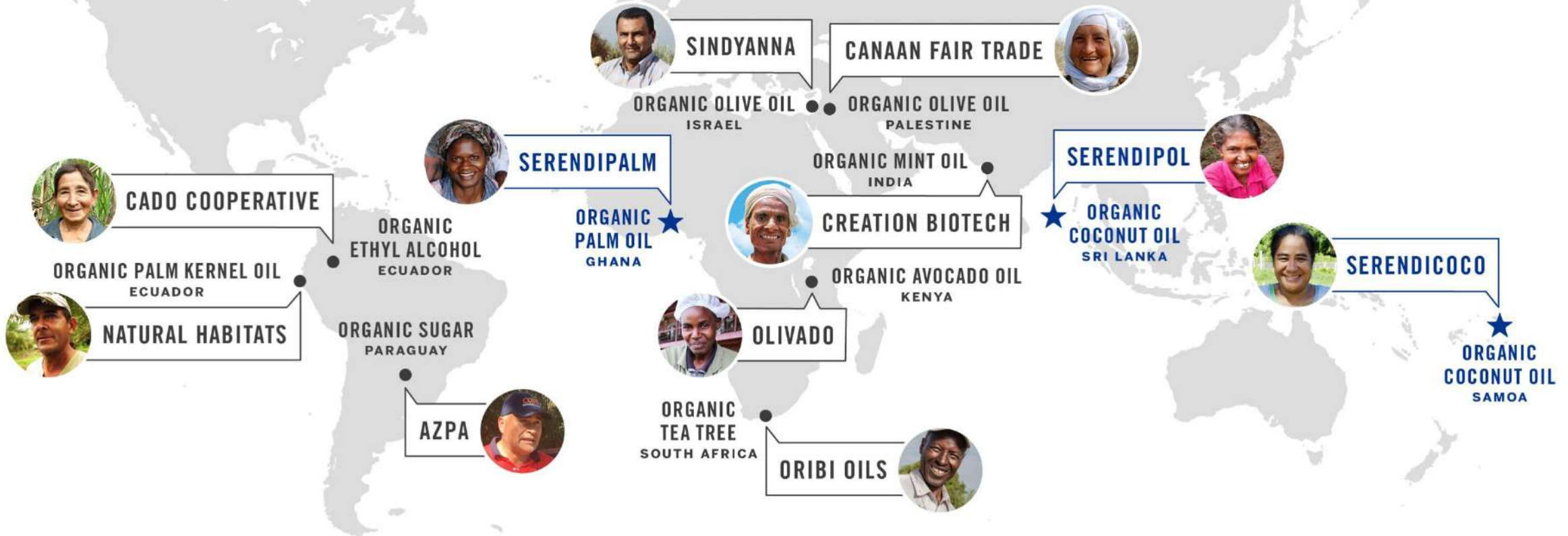
OUR COSMIC PRINCIPLES



Our six Cosmic Principles define our most important relationships and guide us in everything we do, from soapmaking to peacemaking—All-One!

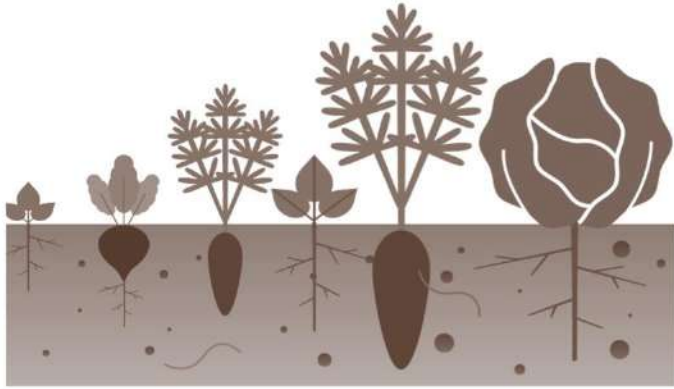
DR. BRONNER'S GLOBAL SUPPLY CHAIN

All major ingredients are organic & fair trade certified.
Coconut oil & palm oil projects are piloting new Regenerative Organic Certified standard



WHAT IS REGENERATIVE ORGANIC AGRICULTURE?

A holistic approach to farming that encompasses:



SOIL HEALTH

Treats healthy soil as the foundation of good farming



ANIMAL WELFARE

Provides animals with the highest standard of welfare



SOCIAL FAIRNESS

Ensures farmers, farm workers and ranchers receive fair prices, long-term business relationships, fair and safe working conditions

CONTEXT

Campaign Goals

1. Educate on practices of regenerative organic agriculture
2. Drive connection between regenerative organic agriculture and potential to reverse climate change
3. Introduce new Regenerative Organic Certification and its three pillars: soil health, fair labor, and animal welfare



VIRGIN COCONUT OIL

A socially and environmentally regenerative project conceived in the wake of the 2004 Sri Lanka tsunami

SERENDIPOL, SRI LANKA





HOW DR. BRONNER MARKETED HIS SOAPS

- Label was vehicle for Emanuel to spread his message
- Lectured extensively throughout the country
- Personal phone number on label gave Emanuel grassroots ability to connect with those who called
- Earned media coverage in newspapers & magazines due to personality and personal exploits
- Eccentricities of the label got people talking about it and sharing it with others = viral marketing
- “Put it on a shelf and it’ll sell!”



SPECIAL LABELS





DR. BRONNER'S
ALL-ONE!

- Heal Earth!
- Label defines regenerative organic agriculture
- Quotes from voices in labor, environment & social justice movement
- Acknowledgement of Rodale Institute and other allies working on the standard.
- Three pillars defined
- Take Action for consumers to learn more

"We urgently need a new narrative, where instead of hubris we have humility. Instead of destruction we have respect and stewardship. Instead of disconnection, we have deep connection—to nature, to each other, to ourselves and to our future." —Roz Savage

Industrial agriculture plows through and destroys our life-giving soil. Overuse of synthetic fertilizers and pesticides—intensive tillage & plowing—failure to cover resting soil with fertility-building cover crops—overgrazing—all destroy soil health, releasing greenhouse gases into the air! Healthy soil—a miraculous living membrane—breathes in CO₂, breathes out bounty of crops & wilderness that sustains all living beings! RESTORE SOIL—REVIVE PLANET!—ALL-ONE!

NO DETERGENTS
OVER 150 YEARS & 5 GENERATIONS OF SOAP EXCELLENCE

Enjoy only 2 cosmetics, enough sleep & Dr. Bronner's Magic Soap to clean body-mind-soul-spirit instantly uniting One! Absolute cleanliness is Goddess! For facial packs, scalp & soothing body rub, add dash on bath towel in sink of hot water. Wring out. Lay over face & scalp. Massage with fingertips. Repeat 3 or 4 times. Wipe arms, legs & all are rubbed, always towards the heart. Rinse towel in plain hot water and massage again. Breathe deeply!

MADE IN U.S.A.

SUPPORT REGENERATIVE ORGANIC AGRICULTURE! HEAL THE SOIL!

HEAL EARTH!

REGENERATE SOIL-FARMS-COMMUNITIES-CLIMATE-PLANET-LIFE!

FAMILY SOAPMAKERS SINCE 1858

DR. BRONNER'S

18-IN-1 HEMP PEPPERMINT PURE-CASTILE SOAP

CERTIFIED FAIR TRADE
MADE WITH ORGANIC OILS

INGREDIENTS: Water, Organic Coconut Oil, Potassium Hydroxide, Organic Palm Kernel Oil, Organic Olive Oil, Mentha Arvensis, Organic Hemp Oil, Organic Jojoba Oil, Mentha Piperita, Citric Acid, Tocopherol

*CERTIFIED FAIR TRADE INGREDIENTS
*None remains after saponifying oils into soap & glycerin.

100% POST-CONSUMER RECYCLED PLASTIC BOTTLE!
2-3x more concentrated than many leading liquid soaps, cleansers & bodywashes. Dilute with water. Clouds when cold. Put in warm room/water; clears at about 70°F.

WARNING! Don't drink soap! Keep out of eyes. If cap clogs, poke it clear. Do not squeeze bottle and shoot out soap. Soap can clog and spurt with pump dispensers. Flush eyes well with water for 15 minutes. Consult a physician if irritation persists.



DR. BRONNER'S
ALL-ONE!
MAGIC SOAPS

In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!

CERTIFIED UNDER THE USDA NATIONAL ORGANIC PROGRAM

NO FOAMING AGENTS

Dilute: Enjoy 1 soap for 18 different uses! Shave-Shampoo-Shower-Bath-Mop-Laundry-Degrease! Dr. Bronner's Pure-Castile is the very best soap for body, home and Spaceship Earth! Synthetic preservatives? Detergents? Foaming agents? NONE! Health is our greatest wealth! Enjoy body rub to stimulate body-mind-soul-spirit and teach the Essence Moral ABC uniting all free in the shepherd-astronomer Israel's greatest All-One-God-Faith!

100% BIODEGRADABLE!

Regenerative organic agriculture builds rich soil, sequesters carbon, retains and stores water, provides healthy food, creates biodiverse habitat for wildlife—mitigates catastrophic climate change on Spaceship Earth!

INTRODUCING REGENERATIVE ORGANIC CERTIFICATION

Rodale Institute, in a cooperative effort with Agricultural Justice Project, Compassion in World Farming, Demeter, Dr. Bronner's, Fair World Project, Grain Place Foods, Maple Hill Creamery, Patagonia, White Oak Pastures, and many other farmers, ranchers, nonprofits, scientists, and brands, is proud to introduce a new high-bar standard for regenerative organic agriculture. The standard encompasses guidelines for soil health and land management, animal welfare, and farmer and worker fairness. Re-100-year legacy of organic movement visionaries like generative Organic Certification builds on the new J.J. Rodale and Dr. Rudolf Steiner, and Dr. Bronner's and products under the ROC by the end of 2018.

32 FL OZ / 946 mL

"What gives me hope is sowing a seed into fertile soil." —Vandana Shiva
"We have been born of the soil and are supported by the products of the soil, and there is something within each of us which cannot forget the great meaning that plants give to life." —Robert Rodale
"Returning to a simpler way allows us to regain our dignity, puts us in touch with the land, and makes us value human contact again." —Yvon Chouinard
"As eaters, we are all farmers deciding what kind of farming system exists in the world that feeds us: our fork is our pitchfork, our plate is our farm." —David Bronner
Learn about Dr. Bronner's commitment to Regenerative Organic Agriculture at drbronner.com

DILUTE! DILUTE! OK!

1. One small squirt applied to wet hands or washcloth to wash hands-face-body.
2. Work ½ tsp. into wet hair, rinse with Dr. Bronner's Organic Hair Rinse.
3. Dilute 1:10 with water for hand-washed dishes, best in soft water.
4. For laundry, ½-½ cup soap in large load, add ½ cup vinegar in rinse cycle.
5. Mop floor with ½ cup of soap diluted in 3 gallons of hot water.
6. Wash dog by wetting fur, then massage soap in for good lather, rinse thoroughly.
7. A dash in bowl of water to remove residue from Fruit & Veggies. Rinse clean.
8. All-Purpose Cleaner: add ¼ cup of soap to quart of water in spray bottle.
9. One tsp. in quart of water to spray plants for bugs. Dash of cayenne optional.
10. Shave face-underarms-legs: lather up 5-10 drops in wet hands, apply.

DR. BRONNER'S IS CERTIFIED



Contains at least 70% Fair for Life Fair Trade certified ingredients



CLIMATE ACTION NOW!

Conventional agriculture relies on fossil-fuel intensive synthetic nitrogen fertilizer & aggressive tillage practices that release soil carbon into the air. Regenerative agriculture uses natural nitrogen-fixing cover crops, compost & no/low-till methods to draw carbon into the soil—the largest land-based sink!—where it nourishes plants & people, and helps mitigate climate change!

END FACTORY FARMING!

More than 95% of animals used to produce U.S. meat, eggs & dairy are raised under horrific conditions on Confined Animal Feeding Operations (CAFOs) and consume most of the carbon and water-intensive conventional corn and soy we grow. These monoculture deserts of feed are like a million burning oil wells, destroying soil and generating massive greenhouse gas. Eat less & better meat from pasture-raised animals only!

Three pillars of Regenerative Organic Agriculture: 1. Increase soil organic matter! Sequester carbon in the soil! No/low-tillage—cover-crops and crop rotation—rotational grazing practices—no synthetic fertilizers or pesticides! 2. Improve animal welfare! Five freedoms for farm animals: no hunger or thirst, no discomfort, no pain-injury-disease, freedom to express normal behaviors, no fear or distress! Only grass-fed and pasture-raised—suitable shelter & minimum transport distances—no Confined Animal Feeding Operations (no CAFOs)! 3. Be fair to farmers-ranchers-workers! Provide living wages and long-term commitments—fair pricing for all buyers-farmers—no child labor—no forced labor!

WATCH AND READ KISS THE GROUND & EATING ANIMALS!

Learn how your choices can support regenerative organic agriculture and protect farm animals! "Our choice of foods will make or break our civilization." —Josh Tickell, *Kiss the Ground* "Our response to the factory farm is ultimately a test of how we respond to the powerless, to the most disquieting, to the voiceless—it is a test of how we act when no one is forcing us to act one way or another." —Jonathan Safran Foer, *Eating Animals*

"Honor the hands that harvest your crops." —Dolores Huerta "The soil is the great connector of lives, the source and destination of all. It is the healer and restorer and resurrector, by which disease passes into health, age into youth, death into life." —Wendell Berry

"He who seeds the soil with toil, love & diligence will reap greater volume, greater wisdom, greater merit, and greater love as he who would write 180 books, repeat 99 prayers, or spend 100 years in meditation." —Zoroaster with assist from Dr. Bronner

"Kindness and compassion towards all living things is a mark of a civilized society. Conversely, cruelty, whether it is directed against human beings or against animals, is not the exclusive province of any one culture or community of people." —César Chávez

ROZ SAVAGE

YVON CHOUINARD

DAVID BRONNER

ROBERT RODALE

VANDANA SHIVA

"We urgently need a new narrative, where instead of hubris we have humility. Instead of destruction we have respect and stewardship. Instead of disconnection, we have deep connection—to nature, to each other, to ourselves and to our future." —Roz Savage

SUPPORT REGENERATIVE ORGANIC AGRICULTURE! HEAL THE SOIL!

HEAL EARTH!

REGENERATE SOIL-FARMS-COMMUNITIES-CLIMATE-PLANET-LIFE!

"What gives me hope is sowing a seed into fertile soil." —Vandana Shiva
"We have been born of the soil and are supported by the products of the soil, and there is something within each of us which cannot forget the great meaning that plants give to life." —Robert Rodale
"Returning to a simpler way allows us to regain our dignity, puts us in touch with the land, and makes us value human contact again." —Yvon Chouinard
"As eaters, we are all farmers deciding what kind of farming system exists in the world that feeds us: our fork is our pitchfork, our plate is our farm." —David Bronner
Learn about Dr. Bronner's commitment to Regenerative Organic Agriculture at drbronner.com

Industrial agriculture plows through and destroys our life-giving soil. Overuse of synthetic fertilizers and pesticides—intensive tillage & plowing—failure to cover resting soil with fertility-building cover crops—overgrazing—all destroy soil health, releasing greenhouse gases into the air! Healthy soil—a miraculous living membrane—breathes in CO₂, breathes out bounty of crops & wilderness that sustains all living beings! RESTORE SOIL—REVIVE PLANET—ALL-ONE!

FAMILY SOAPMAKERS SINCE 1858
DR. BRONNER'S

NO DETERGENTS

Enjoy only 2 cosmetics, enough sleep & Dr. Bronner's 'Magic Soap' to clean body-mind-soul-spirit instantly uniting One! Absolute cleanliness is Godliness! For facial packs, scalp & soothing body rub, add dash on bath towel in sink of hot water. Wring out. Lay over face & scalp. Massage with fingertips. Repeat 3 or 4 times. 'Til arms, legs & all are rubbed, always towards the heart. Rinse towel in plain hot water and massage again. Breathe deeply!

OVER 150 YEARS & 5 GENERATIONS OF SOAP EXCELLENCE

18-IN-1 HEMP PEPPERMINT PURE-CASTILE SOAP

CERTIFIED FAIR TRADE
MADE WITH ORGANIC OILS

INGREDIENTS: Water, Organic Coconut Oil, Potassium Hydroxide, Organic Palm Kernel Oil, Organic Olive Oil, Mentha Arvensis, Organic Hemp Oil, Organic Jojoba Oil, Mentha Piperita, Citric Acid, Tocopherol

CERTIFIED FAIR TRADE INGREDIENTS

*None remains after saponifying oils into soap & glycerin.

100% POST-CONSUMER RECYCLED PLASTIC BOTTLE!
2–3x more concentrated than many leading liquid soaps, cleansers & body washes. Dilute with water. Clouds when cold. Put in warm room/water: clears at about 70°F.

WARNING! Don't drink soap! Keep out of eyes. If cap clogs, poke it clear. Do not squeeze bottle and shoot out soap. Soap can clog and sput with pump dispensers. Flush eyes well with water for 15 minutes. Consult a physician if irritation persists.



DR. BRONNER'S
ALL-ONE!
MAGIC SOAPS

In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!

NO FOAMING AGENTS

CERTIFIED UNDER THE USDA NATIONAL ORGANIC PROGRAM

Dilute: Enjoy 1 soap for 18 different uses! Shampoo-Shower Bath-Mop-Laundry-Degrease! Dr. Bronner's Pure-Castile is the very best soap for body, home and Spaceship Earth! Synthetic preservatives? Detergents? Foaming agents? NONE! Health is our greatest wealth! Enjoy body rub to stimulate body-mind-soul-spirit and teach the Essence Moral ABC uniting all free in the shepherd-astronomer Israel's greatest: All-One-God-Faith!

100% BIODEGRADABLE!

DILUTE! DILUTE! OK!

1. One small squirt applied to wet hands or washcloth to wash hands-face-body.
2. Work ½ tbsp. into wet hair, rinse with Dr. Bronner's Organic Hair Rinse.
3. Dilute 1:10 with water for hand-washed dishes, best in soft water.
4. For laundry, ½ – ⅓ cup soap in large load, add ½ cup vinegar in rinse cycle.
5. Mop floor with ½ cup of soap diluted in 3 gallons of hot water.
6. Wash dog by wetting fur, then massage soap in for good lather, rinse thoroughly.
7. A dash in bowl of water to remove residue from Fruit & Veggies. Rinse clean.
8. All-Purpose Cleaner: add ¼ cup of soap to quart of water in spray bottle.
9. One tbsp. in quart of water to spray plants for bugs. Dash of cayenne optional.
10. Shave face-underarms-legs: lather up 5-10 drops in wet hands, apply.

Dr. Bronner's was founded in 1846 by Emanuel Bronner, a third generation Cumanian Jew who immigrated to the United States in 1858. He was a chemist and a soap maker who believed in the power of soap to cleanse the body and the soul. He was also a humanitarian who believed in the power of soap to cleanse the world. He was a visionary who believed in the power of soap to create a better world for all. He was a pioneer who believed in the power of soap to change the world. He was a leader who believed in the power of soap to inspire the world. He was a hero who believed in the power of soap to save the world. He was a saint who believed in the power of soap to heal the world. He was a prophet who believed in the power of soap to bring the world back to God. He was a messiah who believed in the power of soap to bring the world back to life. He was a savior who believed in the power of soap to bring the world back to love. He was a redeemer who believed in the power of soap to bring the world back to grace. He was a liberator who believed in the power of soap to bring the world back to freedom. He was a peacemaker who believed in the power of soap to bring the world back to harmony. He was a reconciler who believed in the power of soap to bring the world back to unity. He was a restorer who believed in the power of soap to bring the world back to wholeness. He was a renewer who believed in the power of soap to bring the world back to youth. He was a reviver who believed in the power of soap to bring the world back to life. He was a raiser up who believed in the power of soap to bring the world back to hope. He was a comforter who believed in the power of soap to bring the world back to peace. He was a counselor who believed in the power of soap to bring the world back to wisdom. He was a teacher who believed in the power of soap to bring the world back to knowledge. He was a guide who believed in the power of soap to bring the world back to truth. He was a savior who believed in the power of soap to bring the world back to God. He was a messiah who believed in the power of soap to bring the world back to life. He was a savior who believed in the power of soap to bring the world back to love. He was a redeemer who believed in the power of soap to bring the world back to grace. He was a liberator who believed in the power of soap to bring the world back to freedom. He was a peacemaker who believed in the power of soap to bring the world back to harmony. He was a reconciler who believed in the power of soap to bring the world back to unity. He was a restorer who believed in the power of soap to bring the world back to wholeness. He was a renewer who believed in the power of soap to bring the world back to youth. He was a reviver who believed in the power of soap to bring the world back to life. He was a raiser up who believed in the power of soap to bring the world back to hope. He was a comforter who believed in the power of soap to bring the world back to peace. He was a counselor who believed in the power of soap to bring the world back to wisdom. He was a teacher who believed in the power of soap to bring the world back to knowledge. He was a guide who believed in the power of soap to bring the world back to truth.

DR. BRONNER'S IS CERTIFIED



Contains at least 70% Fair for Life Fair Trade certified ingredients



CLIMATE ACTION NOW!

Conventional agriculture relies on fossil-fuel intensive synthetic nitrogen fertilizer & aggressive tillage practices that release soil carbon into the air. Regenerative agriculture uses natural nitrogen-fixing cover crops, compost & no/low-till methods to draw carbon into the soil—the largest land-based sink!—where it nourishes plants & people, and helps mitigate climate change!

END FACTORY FARMING!

More than 95% of animals used to produce U.S. meat, eggs & dairy are raised under horrific conditions on Confined Animal Feeding Operations (CAFOs) and consume most of the carbon and water-intensive conventional corn and soy we grow. These monoculture deserts of feed are like a million burning oil wells, destroying soil and generating massive greenhouse gas. Eat less & better meat from pasture-raised animals only!

Three pillars of Regenerative Organic Agriculture: 1. Increase soil organic matter! Sequester carbon in the soil! No/low-tillage – cover-crops and crop rotation – rotational grazing practices – no synthetic fertilizers or pesticides! 2. Improve animal welfare! Five freedoms for farm animals: no hunger or thirst, no discomfort, no pain-injury-disease, freedom to express normal behaviors, no fear or distress! Only grass-fed and pasture-raised – suitable shelter & minimum transport distances – no Confined Animal Feeding Operations (no CAFOs)! 3. Be fair to farmers-ranchers-workers! Provide living wages and long-term commitments – fair pricing for all buyers-farmers – no child labor – no forced labor!

WATCH AND READ KISS THE GROUND & EATING ANIMALS!

Learn how your choices can support regenerative organic agriculture and protect farm animals! "Our choice of foods will make or break our civilization." —Josh Tickell, *Kiss the Ground* "Our response to the factory farm is ultimately a test of how we respond to the powerless, to the most distant, to the voiceless—it is a test of how we act when no one is forcing us to act one way or another." —Jonathan Safran Foer, *Eating Animals*

CÉSAR CHÁVEZ

WENDELL BERRY

DOLORES HUERTA

ZOROASTER

JONATHAN SAFRAN FOER

JOSH TICKELL

"Kindness and compassion towards all living things is a mark of a civilized society. Conversely, cruelty, whether it is directed against human beings or against animals, is not the exclusive province of any one culture or community of people." —César Chávez

"The soil is the great connector of lives, the source and destination of all. It is the healer and restorer and resurrector, by which disease passes into health, age into youth, death into life." —Wendell Berry

"He who seeds the soil with toil, love & diligence will reap great volume, greater wisdom, greater merit, and greater love as the who would write 180 books, repeat 99 prayers, or spend 100 years in meditation." —Zoroaster with assist from Dr. Bronner

DR. BRONNER'S GUIDE TO Regenerative Organic Agriculture

Heal Earth! Care For Soil-Farms-
Ecosystems-Communities!



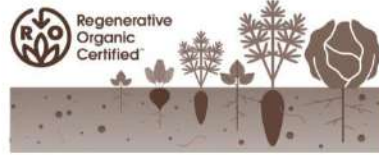
DR. BRONNER'S
ALL-ONE!
P.O. Box 1958, Vista, CA 92085

IN ALL WE DO, LET US BE
generous, fair & loving
to Spaceship Earth and all
its inhabitants. For we're
ALL-ONE OR NONE! ALL-ONE!

What is Regenerative Organic Agriculture?

Regenerative organic agriculture is a holistic approach to farming that treats healthy soil as the foundation of good farming, while taking good care of the farmers, farm workers and farm animals who work and live on the land. Soil is a miraculous living membrane, bringing forth the bounty that feeds us and our fellow animals!

Regenerative Organic Certification (ROC) codifies these practices into a strong new standard, building on existing high-bar organic, animal welfare and fair trade certifications.



What's wrong with conventional agriculture?

Conventional industrial agriculture plows through and destroys soil. Overuse of synthetic fertilizers and pesticides—intensive tillage and plowing—failure to cover resting soil with fertility-building cover crops—overgrazing—all destroy soil biota necessary for soil health, oxidizing soil organic matter into the air.

Even worse: farmers & farm workers are paid poverty wages to grow synthetically fertilized commodity crops in dead soil. These crops are mostly used to feed factory farmed animals suffering in CAFOs (Confined Animal Feeding Operations).



How Does Regenerative Organic Agriculture Rebuild Soil?

Conservation Tillage: minimal soil disturbance maintains soil biology and structure, retains water, prevents erosion & carbon loss!

Cover Crops & Crop Rotation: diverse and nitrogen-fixing cover crops drawdown carbon, return nutrients to soil, control pests, prevent erosion & decrease weeds.

Rotational Grazing: grass-fed and grass-finished ruminants like cattle rotate through paddocked pastures, return nutrient-rich manure to topsoil, give land time to rest between grazing cycles.

No Synthetic Fertilizers or Pesticides: land is spared from toxic chemicals and soil ecology is sustained; fertility and pest-control is achieved by composting and rotating in beneficial plants, animals & insects.

End Factory Farming of Animals and Improve Animal Welfare!

Regenerative organic agriculture requires that all farm animals be granted five freedoms: no hunger or thirst, no discomfort, no pain-injury-disease, freedom to express natural behaviors, no fear or distress!

As consumers we must eat less meat and choose only from pastured, humanely-raised animals. No Confined Animal Feeding Operations (CAFOs)!



Be Fair to Farmers-Ranchers-Workers!

As a holistic system, regenerative organic agriculture works to establish economic stability and create resilient communities for those who grow our crops and raise our farm animals.

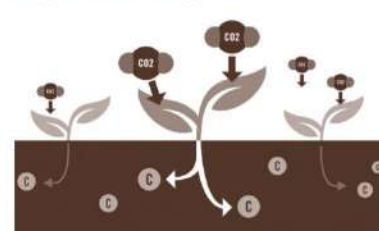


Based on existing fair trade and agricultural justice principles, it provides living wages, long-term commitments, and fair pricing for all buyers and farmers.

Regenerative Organic Can Cool the Planet!

Regenerative organic agriculture uses diverse crop rotations, nitrogen-fixing cover crops, rotational grazing, compost and conservation tillage to fertilize and build organic matter in soil—the largest land-based carbon sink.

In this way we can build rich soil, retain water, grow healthy food, create biodiverse habitat—nourish plants, people, animals and help mitigate climate change!



Compost! Check out Rodale Institute's *Vermicomposting for Beginners* to learn how, or sign up for your municipal composting program!

Regenarians Unite! Eat less meat, dairy and eggs—only from humanely raised high-bar certified sources like Animal Welfare Approved, Certified Humane, Global Animal Partnership (GAP), and Regenerative Organic Certified (when available).

Choose Fair Trade! Check out FairWorldProject.org to support fair pay and conditions for regenerative organic farmers.

Learn More! Watch and read *Kiss the Ground* and *Eating Animals*—“Our choice of foods will make or break our civilization.”—Josh Tickell, *Kiss the Ground* “Our response to the factory farm is ultimately a test of how we respond to the powerless, to the most distant, to the voiceless.”—Jonathan Safran Foer, *Eating Animals*

Dr. Bronner's is committed to obtaining Regenerative Organic Certification for major ingredients in 2018. Learn more at drbronner.com

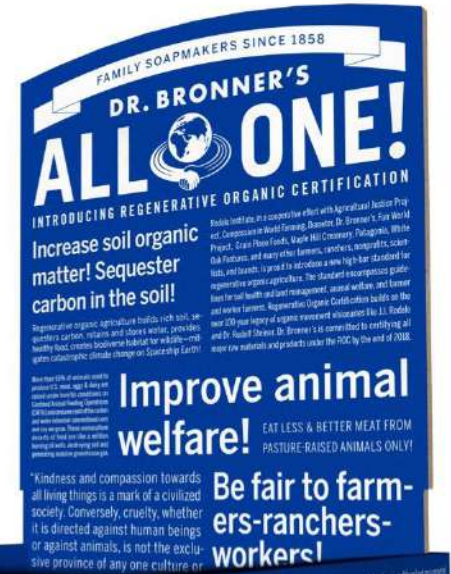
BRPG-01 01/22/18

HEAL EARTH RETAIL PROGRAM

1673 stores promoted Heal Earth sales promotions

156 active demos + 370 passive demos.

- 42,080+ samples distributed
- 5260 educational pocket guides
- Online toolkit w/signage + social content



CONSUMER ENGAGEMENT

In-store + Social



SHARE THE LOVE! www.mothermarket.com MAIL ORDER 1-800-595-6667

MOTHER'S MARKET

WELLNESS INSIDE & OUT

<p>Dr. Bronner's Pure Castile Soap Select 32 oz. varieties</p> <p>\$11.99 Reg. \$14.00</p>	<p>Amazing Grass Protein Superfood Select 15.7 oz. varieties</p> <p>\$24.99 Reg. \$29.99</p>	
<p>Cascadian Farms Cereal Select 8.5 oz. varieties</p> <p>2 for \$5 Reg. \$4.99 ea.</p>	<p>Organic Healthy Kids Protein Select 8.5 oz. varieties</p> <p>2 for \$3 Reg. \$2.99 ea.</p>	<p>Smart Chicken Sausage Select 8.5 oz. varieties</p> <p>\$6.49 Reg. \$6.99</p>

VENDOR SPOTLIGHT

Support Regenerative Organic Agriculture! Heal the Soil!

Make Soaps. Heal Earth! Dr. Bronner's is committed to certifying all major raw materials as Regenerative Organic. Regenerative organic agriculture builds rich soil, sequesters carbon, restores water, provides healthy food, creates jobs, and restores biodiversity. For more on soil, see our new white paper: [soil.com](#) or visit [soil.com](#) on our website. [soil.com](#) on our website.

SELECT 8 oz. & 32 oz. DR. BRONNER'S SOAP ON SALE THRU APRIL

*Product Selection May Vary By Location.



RETAILER LOVE

Sprouts Online Promotion

The screenshot shows the Sprouts Farmers Market website. At the top, there are navigation links: EXPLORE & DISCOVER, HEALTHY LIVING, RECIPES, PRODUCTS, DELIVERY, and a search icon. The Sprouts Farmers Market logo is centered. Below the logo, there's a section titled "Healthy Living Resources" with navigation arrows and a "VIEW ALL" button. The main content area features a large heading: "HEAL THE EARTH WITH DR. BRONNER'S". Below the heading are social sharing icons for Facebook, Twitter, Pinterest, and Print. The text below reads: "Because they love our planet, being environmental advocates has long been important to Dr. Bronner's. Since 2003, they've boldly insisted that all the raw materials for their products be sourced from organic farms. Now, 15 years later, Dr. Bronner's is blazing new organic trails— alongside the Rodale Institute, Fair World Project, Patagonia and Compassion in World Farming—helping to create Regenerative Organic Certified standards." Below this is another paragraph: "Regenerative farming is about feeding the soil that feeds our plants by practicing various farming techniques, including diverse crop rotations, fertility-building cover crops, minimal soil disturbance and rotational farm-animal grazing. Building upon existing organic standards, regenerative farming takes organic farming to the next level by requiring soil health and land management, animal welfare and worker fairness. Read more about this exciting new organic frontier at the Regenerative Organic Certified website." A small image of Dr. Bronner's products is visible on the right side of the text.

The screenshot shows a Facebook post from Sprouts Farmers Market, dated April 13. The post text says: "Join us in celebrating Earth Month with Dr. Bronner's and enter for a chance to win an earth-friendly gift bundle! Click 'learn more' to find out how." Below the text is a photo of a woven basket filled with various Dr. Bronner's products, including bottles of soap and a jar of coconut oil. Below the photo, it says "SPROUTS.COM" and "Enter to win!" with a "Learn More" button. The post also shows engagement metrics: 716 reactions (likes, comments, shares), 47 Shares, and 32 Comments.

Social Reach

- 85K reach
- 3.1K link clicks
- 716 reactions
- 60 comments
- 47 shares

SOCIAL MEDIA SUPPORT

Facebook

Top-Performing Facebook Post

Facebook Campaign Performance

- 21 total posts
- 494,924 total post reach*
- 23,567 average people reached per post
- 12,138 post “likes”
- 480 comments
- 2,508 shares

*total reach does not account for unique people reached



Dr. Bronner's
Published by Stacey Opa (?) · April 6 · 🌐

"To industrial ag, soil is just dirt, a lifeless medium to plow through and soak with fertilizers and poisons. But soil is alive! A single tablespoon holds more living organisms than there are people on the planet. To sicken the soil is to sicken ourselves and our planet." —David Bronner, CEO of Dr. Bronner's

Click here to learn more about soil-rebuilding regenerative organic agriculture: <http://bit.ly/healsoil>

SOIL FERTILITY
Compost, mulch, and cover crops build up soil carbon (humus), return nutrients to the soil and provide habitat for beneficial microbes and fungi, which in turn provide nutrients to plants.

VERMICULITE COMPOST PILE, CREATION BIOTECH, INDIA

Performance for Your Post

46,075 People Reached

2,488 Reactions, Comments & Shares

1,572 Like	1,335 On Post	237 On Shares
273 Love	232 On Post	41 On Shares
3 Haha	2 On Post	1 On Shares
16 Wow	13 On Post	3 On Shares
27 Sad	25 On Post	2 On Shares
1 Angry	1 On Post	0 On Shares
81 Comments	47 On Post	34 On Shares
515 Shares	514 On Post	1 On Shares

46,075 people reached

Boost Again

Recent Activity

Boosted on Apr 06
Audience: United States, 18 - 65+, People who li...
By Stacey Opa · Completed

View Results

1,532 Post Clicks

212 Photo Views	101 Link Clicks	1,219 Other Clicks
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NEGATIVE FEEDBACK

13 Hide Post **6** Hide All Posts

1 Report as Spam **0** Unlike Page

1.5K 20 Comments 514 Shares

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



SOCIAL MEDIA SUPPORT

Instagram

Top-Performing Instagram Post

Instagram Campaign Performance

- 12 total posts
- 282,643 total post reach*
- 23,553 average people reached per post
- 22,307 post “likes”
- 479 comments
- 120 shares

*total reach does not account for unique people reached



drbronner Heal Earth! In support of regenerative organic agriculture—a holistic approach to farming that can help reverse climate change—you'll be seeing special Dr. Bronner's labels wrapped around our liquid castile soaps for a limited time!

Not sure what regenerative organic agriculture is? Read about it in our bio.

Photo by @kimbertonwholefoods
#drbronner #drbronnors #drbronner #healsoil #healearth #regenerative #regenorg #regenerativeorganic #organic #climate #climatechange #globalwarming #protectearth #factoryfarming #endfactoryfarming #climateaction #climateactionnow #regenerate #fairtrade diningoutsd The best



3,592 likes

APRIL 11

Add a comment...

SOCIAL MEDIA SUPPORT

Twitter

Twitter Campaign Performance

- 137 total posts
- 546,799 total post reach*
- 3,991 average people reached per post
- 2,972 post favorites
- 105 comments
- 1,125 shares

*total reach does not account for unique people reached



Top-Performing Twitter Post

A screenshot of a top-performing Twitter post from Dr. Bronner's (@DrBronner) dated 9:39 AM - 15 Mar 2018. The post features a white circular logo with a downward arrow and the letters 'R' and 'O' over a background of green plants. The text of the post reads: "The new Regenerative Organic Certification —spearheaded by Rodale Institute, Dr. Bronner's and Patagonia—will advance soil health and climate-positive agricultural practices while combining leading organic, fair trade and animal welfare standards." Below the image is a link to a Fast Company article titled "Regenerative Organic Certification Wants To Be The Ethical Standard To Rule..." with a snippet of the article text: "The new standard combines the best of all the usual players—fair trade, humane, non-GMO—into one label that aims to set a new bar for sustainable, ethical agricu...". The post has 55 Retweets and 148 Likes.

USER GENERATED CONTENT



USER GENERATED CONTENT



WEBSTORE PROMOTION

Postcard Sampling

- Marketing developed cause-promotion postcards with xela-sample attached for April web order shipments
- Drive trial of Liquid Castile during Heal Earth! April quart promotion
- Provide consumer education on regenerative organic agriculture
- 2332 customers received samples
- Cost = \$0.63 per customer (\$1,469 total)



EVENT & FILM SUPPORT



Regeneterians Unite!

March 04, 2017
 WRITTEN BY
 David Bronner
 16 comments
 CATEGORIES:
 Advocacy
 Featured
 Hot Posts
 LIKES
 600

How the Regenerative Agriculture and Animal Welfare Movements Can End Factory Farming, Restore Soil and Mitigate Climate Change

Regenerating Agriculture, Soil and Atmosphere

Soil is a miraculous living membrane, crucial for human and ecosystem health. Physically, soil sustains and nourishes us, each year bringing forth the bounty of crops and food that feed us and our fellow animals. Soil stores water, cycles nutrients and is the largest land-based sink for carbon. But we are literally plowing through and destroying this life-giving resource. The energy-intensive practices of industrial agriculture, involving the overuse of synthetic fertilizers and pesticides, intensive tillage and plowing, failure to cover resting soil with fertility-building cover crops, as well as overgrazing, has systematically destroyed soil biota necessary for proper cycling and drawing down of atmospheric carbon into soil. Instead we are oxidizing huge amounts of soil organic matter (SOM) and releasing it into the air.

Confined Animal Feeding Operations (CAFOs) are the lynchpin of the industrial ag machine. They produce 95% of the beef, chicken, pork, eggs and dairy in this country in horrific conditions, and consume most of the carbon and water-intensive conventional corn and soy grown in the US while generating huge manure lagoons. Over half of US farmland is dedicated to animal feed crops grown with synthetic carbon-intensive fertilizers and pesticides that ravage and destroy soil biota and non-target wildlife. CAFOs and their monoculture deserts of feed are like a million burning oil wells, destroying soil fertility and generating huge amounts of greenhouse gases (GHGs).



INDUSTRY ALLIES



PILOT PROGRAM PARTICIPANTS



ROC & HEAL EARTH PRESS COVERAGE

Instances of press coverage: **21** • Total circulation/views of press coverage: **3,069,937+**

FAST COMPANY



POLITICO

THE NEW
FOOD
ECONOMY

environmental
LEADER



Organic
authority



PrairieFarmer.

MissouriRuralist.

NebraskaFarmer.

WallacesFarmer.

WISCONSIN
Agriculturist.

AMERICAN
Agriculturist.



SJ SOURCING
JOURNAL



LEARNINGS

- **Be authentic**—connect climate-friendly strategies to your brand's practices
- **Communication channels**—utilize as many as you can
- **Message** — make it relevant, understandable to audience and channel appropriate
- **Labels/packaging** — Special packaging requires long lead times, difficult to target but reach is huge.
- **Retail** —electronic toolkit and printed signage, long lead times and outreach will pay off in sales
- **Social** —UGC love keeps message circulating
- **Allies** - work with ally orgs + industry partners for greater reach, movement building
- **Take Action** - offer consumers a way to learn more and incentivize them
- **Measure where you can** – sales, social (A/B test messages), samples, etc.



Discussion



Moderator: **Lisa Spicka**
Associate Director
Sustainable Food Trade
Association, SFTA



Diane Ray
Vice President Strategic Innovation
NMI



Ashley Orgain
Director of Mission Advocacy and
Outreach
Seventh Generation



Christina Volgyesi
Director of Marketing
Dr. Bronner's



Commit. Act. Impact.



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