Consumers are Key:
Engaging End Consumers to Mitigate Climate

17. October. 2018
COMMIT. ACT. IMPACT.
Climate Collaborative Commitment Areas

- **Agriculture**: Integrate carbon farming into the agricultural supply chains
- **Energy Efficiency**: Increase energy efficiency
- **Food Waste**: Reduce food-waste in the supply chain
- **Forests**: Remove commodity-driven deforestation from supply chains
- **Policy**: Responsible engagement in climate policy
- **Packaging**: Reduce the climate impact of packaging
- **Renewable Energy**: Commit to 100% renewable power
- **Climate Pollutants**: Reduce short-lived climate pollutant emissions
- **Transportation**: Reduce climate impacts of transportation
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
How many companies have committed?

309 Companies Committing to Action

1154 Commitments
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
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

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.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOHAS*</td>
<td>23%</td>
</tr>
<tr>
<td>Personal and planetary health priority</td>
<td></td>
</tr>
<tr>
<td>Sustainability is entrenched in lifestyle</td>
<td></td>
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<tr>
<td>Heaviest purchasers of ‘green’</td>
<td></td>
</tr>
<tr>
<td>Early adopters &amp; influencers</td>
<td></td>
</tr>
<tr>
<td>Drifters*</td>
<td>24%</td>
</tr>
<tr>
<td>Green followers</td>
<td></td>
</tr>
<tr>
<td>Newer to the ‘green’ marketplace</td>
<td></td>
</tr>
<tr>
<td>Want to be seen as doing their part</td>
<td></td>
</tr>
<tr>
<td>In search of easy green changes</td>
<td></td>
</tr>
<tr>
<td>Naturalites*</td>
<td>20%</td>
</tr>
<tr>
<td>Personal health drivers greater than planetary health</td>
<td></td>
</tr>
<tr>
<td>Strong secondary target for natural/green CPG brands</td>
<td></td>
</tr>
<tr>
<td>Unconcerned*</td>
<td>17%</td>
</tr>
<tr>
<td>Less concerned about the environment and society</td>
<td></td>
</tr>
<tr>
<td>Conventionals*</td>
<td>16%</td>
</tr>
<tr>
<td>Practical &amp; rational</td>
<td></td>
</tr>
<tr>
<td>Driven by cost savings</td>
<td></td>
</tr>
<tr>
<td>Eco-benefits secondary</td>
<td></td>
</tr>
</tbody>
</table>
LOHAS Consumers lead the charge for all sustainability behavior, including Climate change

New Products/Services ➔ Marketplace Impact ➔ Mainstreamed Products

- Bio-based products
- Car sharing
- Carbon offsets
- Green banking
- Organic clothing
- Many others...

➢ Awareness
➢ Trial
➢ Adoption
➢ Loyalty
➢ Influence

- Energy-efficient appliances
- Reusable grocery bags
- Air purifiers
- Energy-efficient vehicles
- LEDs
- Organics
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.

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

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

- Water quality
- Access to fresh healthy food
- Dependence on foreign oil/energy ('fuels' changed to 'oil' 2009)
- Global warming/Climate change
- Drought/water shortages
- Food waste (away from home, such as a restaurant)
- Protecting endangered species
- Water conservation
- Deforestation
- Chemicals in personal care products
- Pollution from cars and trucks
Concern about Global Warming/Climate Change
U.S. General Population
2018-2013

Global warming/Climate change

<table>
<thead>
<tr>
<th>Year</th>
<th>Concern Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>44%</td>
</tr>
<tr>
<td>2014</td>
<td>47%</td>
</tr>
<tr>
<td>2015</td>
<td>53%</td>
</tr>
<tr>
<td>2016</td>
<td>52%</td>
</tr>
<tr>
<td>2017</td>
<td>54%</td>
</tr>
<tr>
<td>2018</td>
<td>51%</td>
</tr>
</tbody>
</table>
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

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

Top 3 for each segment **BOLDED**
Even LOHAS consumers need help bridging the gap between Concern & Action

<table>
<thead>
<tr>
<th>Concern</th>
<th>LOHAS</th>
<th>Action</th>
<th>LOHAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate Change</td>
<td>85%</td>
<td>Personally changed behavior to minimize effects on global warming</td>
<td>33%</td>
</tr>
<tr>
<td>Pkg. filling up landfills</td>
<td>73%</td>
<td>Save &amp; reuse to reduce waste; Support Ban on plastic grocery bags</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>49%</td>
</tr>
</tbody>
</table>
• **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.

Impact...?
Climate impact not quantified

Cost/load lower

Not clear

... 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?

What can I do?

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

Use paper instead of plastic

Use re-usable

Use re-usable made from recycled materials

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.

“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

## Awareness
- **LOHAS**: Why is this important to me? Who is raising the concern? Who is positing a solution?
- **NATURALITE**: Awareness & Social Health
- **DRIFTER**: Personal Health
- **CONVENTIONAL**: Animals, Cost Savings, Life Sustaining
- **UNCONCERNED**:

## 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***
Issue Advocacy
“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

WHERE IT STARTS

CAUSE MARKETING

Consumers Interests
What do our Consumers care about?

CAMPAIGN DEVELOPMENT

How do we emotionally connect with them?

Our Values
What we believe

GOAL

How do we align our brand with their cause?

Build Brand Equity

Progressive Social & Environmental Change

Inspiring consumers to take action

The change we seek to make

seventh generation
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
CASE STUDY: Ingredient Disclosure

What we believe

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

The change we seek to make

Inspiring consumers to take action

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.2720) by contacting your US representative.
18+ Month Campaign for Right to Know

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

Why companies don’t show the ingredients in their cleaning products.

What’s the biggest difference between ‘natural’ and ‘organic’ products?

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

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

#RIGHTTOKNOW
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

<table>
<thead>
<tr>
<th>Step 0: Sign Up for R4100</th>
<th>Step 1: Education</th>
<th>Step 2: Community Movement</th>
<th>Step 3: Offline Engagement</th>
<th>Step 4: R4100 Locally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action via one of our media sources or on SVG.com</td>
<td>Take a quiz to learn more about renewable energy for all</td>
<td>Participate in a Mass Call</td>
<td>1) 100 Stories for 100 2) House Parties</td>
<td>Launch R4100 campaign in your city or organize a 100% clean energy group</td>
</tr>
</tbody>
</table>
CONGRATULATIONS

CALIFORNIA

FOR COMMITTING TO CLEAN

+ 82 U.S. Cities
THANK YOU
DR. BRONNER'S ALL ONE!

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

1. Work hard! Grow!
2. Do right by customers
3. Treat employees like family
4. Be fair to suppliers
5. Treat the earth like home
6. Fund & fight for what’s right!

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.
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
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
• 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

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

INTRODUCING REGENERATIVE ORGANIC CERTIFICATION

CLIMATE CHANGE NOW!
Conventional agriculture relies on fossil-fuel intensive synthetic fertilizers and pesticides. These require huge piles of mined minerals that release soil carbon into the air. Regenerative agriculture uses natural nitrogen-fixing cover crops, compost, and biological methods to draw carbon into the soil—the largest land-based sink—where it nourishes plants & soil, and helps mitigate the climate crisis.

END FACTORY FARMING!
More than 50% of animals used for produce U.S. meat, eggs & dairy are raised under horrific conditions on Conventional Animal Feeding Operations (CAFOs) and consume most of the carbon and water intensive conventional corn and soy legumes. These monoculture feed diets are like a million burning oil wells, destroying soil and generating massive greenhouse gas, CAR & other secretions from pasture-based animals only

Three pillars of Regenerative Organic: 1. Integrated soil organic matter. 2. Improve animal welfare! Five freedoms for farm animals: no synthetic feed or pesticides! 3. Better treatment for the animals & long-term feeding commitments in live-producing and meat-producing animals: no factory farms!
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. It is a test of how we take care of one another, how we forge our own path into a health, happy, just, and free future in which all people and animals have the space, opportunity, and resources to thrive—"—Howard Berry

"Kiss the Ground" is the grand chocolate of the "Deep Green" series by 20th Century Studios. Watch the film and take the pledge at KissTheGround.com to support regenerative agriculture. "Kiss the Ground" is a feature-length documentary film co-directed by Josh Tickell and his wife, Rachel and produced by Disney+.
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.

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)!

What’s wrong with conventional agriculture?

Conventional industrial agriculture poisons the earth 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-life 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).

End Factory Farming of Animals and Improve Animal Welfare!

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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 biocreative habitats—nourish plants, people, animals and help mitigate climate change!

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.

Compost! Check out Rodale Institute’s Vermi-composting for Beginners to learn how, or sign up for your municipal composting program!

Regeneratians 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.”—J. Hickel, 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 drbronners.com
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
HEAL THE EARTH WITH DR. BRONNER’S

Because they love our planet, being environmental advocates has long been important to Dr. Bronner’s. Since 2005, 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 Projects®, Patagonia® and Compassion in World Farming®—helping to create Regenerative Organic Certified standards.

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.

Social Reach
- 85K reach
- 3.1K link clicks
- 716 reactions
- 60 comments
- 47 shares
SOCIAL MEDIA SUPPORT
Facebook

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
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
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

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.
USER GENERATED CONTENT

- My all time favorite @drbronner. Thank you for putting a powerful message on all your products!

- Futuristic Yerba Maté gourd and bombilla from @bytmate

- Loving the new packaging 🌿

- Prolific new labeling from @drbronner

- @drbronner

- Certified Fair Trade Ingredients

- Made with Organic Ingredients:
  - Water, Organic Coconut Oil, Vegetable glycerin, Organic Palm Kernel Oil, Organic Olive Oil, Organic Organic Hemp Oil, Citric Acid, Tocopherol.

- Cost-Consumer Recycled Plastic Bottle

- Free from sulfates, dyes, preservatives, parabens, and phthalates

- 18-in-1 Hemp Lavender Pure-Castile Soap

- 18-in-1 Hemp Peppermint Pure-Castile Soap

- 18-in-1 Hemp Peppermint Pure-Castile Soap

- 18-in-1 Hemp Peppermint Pure-Castile Soap

- 18-in-1 Hemp Peppermint Pure-Castile Soap
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)

Regenerative Organic Agriculture for Healthy Soil, People, Planet!
Regenerative organic agriculture builds rich soil, sequesters carbon, treats workers justly, prescribes high animal welfare standards, and helps mitigate catastrophic climate change on Spaceship Earth! Dr. Bronner’s is committed to having our primary ingredients Regenerative Organic Certified in the coming years! Learn more about regenerative organic agriculture: bit.ly/RegenOrg
EVENT & FILM SUPPORT

Regenetarians Unite!

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

Regenerative Agriculture, Soil and Microorganisms

Soil is the original living library of the human and planetary health. Physically, soil is the foundation for growing the necessary crops and vegetables for human survival. Soil determines crop yields and is fundamental to food security. Soil and animal farming through regenerative practices are key to reversing climate change and reducing the impact of human activities on soil health. Regenerative agriculture involves cultivating land with methods that mimic natural ecosystems, such as crop rotation, cover cropping, and integrated pest management. This approach helps to build healthy soils, improve water retention, and sequester carbon, contributing to the mitigation of climate change.

Three pillars of Regenerative Organic Agriculture:
1. Increase soil organic matter: Sequester carbon in the soil. No-till farming reduces soil erosion and improves soil carbon levels.
2. Improve animal welfare: Five freedoms for farm animals: no hunger or thirst, no discomfort, no pain, injury or disease, freedom to express normal behaviors, no fear or distress. Limited grazing and rotational grazing practices help maintain soil health.
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.

Learn more: https://www.regenerativeorganic.org/

Watch and Read: KISS THE GROUND & EATING ANIMALS
INDUSTRY ALLIES

PILOT PROGRAM PARTICIPANTS

- Alexandre Family Farm
- ALTER EGO
- APRICOT LANE
- Audubon
- Bonterra
- Big Country bliss
- Dandrea
- Many Hands Organic Farm
- Maple Hill Organics
- Legend Organic Farm
- Patagonia
- Patagonia Provisions
- Pura
- Vega
- SOL SIMPLE
- Dr. Bronner's All-One!
ROC & HEAL EARTH PRESS COVERAGE
Instances of press coverage: 21 • Total circulation/views of press coverage: 3,069,937+
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