

CO-OP

COOPERATIVE

Sustainability Report

SECOND EDITION

—
*Serving Our Mission
and Growing the
Organic Movement*



SUSTAINABILITY: HOW WE'RE DOING

2014	ECOLOGY <i>soil, water, grass, total acreage, avoided chemicals</i>	EMISSIONS <i>waste, electricity, fuel</i>	EDUCATION <i>young farmer, leadership development</i>
FARMS	Water Strategy Needed	Organic Requires More Tillage for Weed Control	Generation Organic & CROPP Staff
CROPP COOPERATIVE	Procure and Transition Local Land to Certified Organic Status	Two Biodiesel Stations to Fuel CROPP Vehicles	Training Incentives
COMMUNITY	Employee Garden Club	Community Recycling Events & Employee Vanpools	Environmental Documentary Films & Trainings

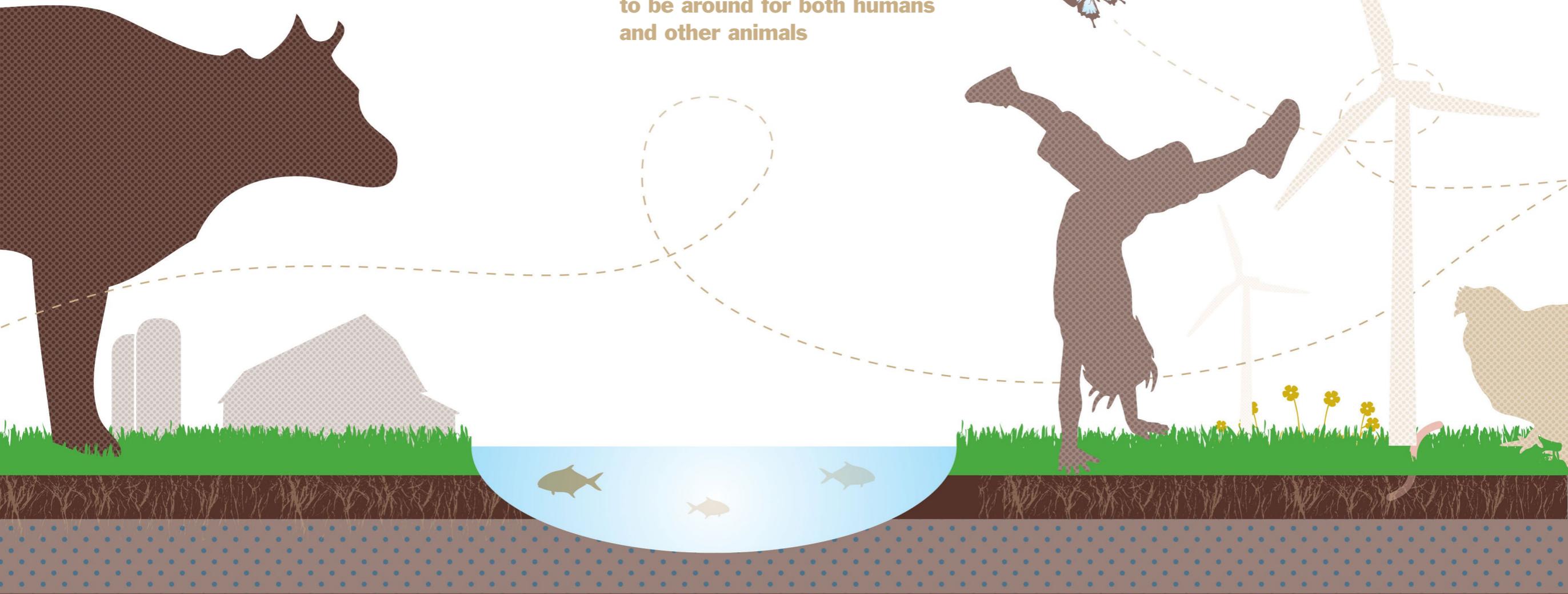
-  **Successfully Pursuing Our Mission**
-  **Actively Improving Our Performance**



ON FARM SUSTAINABILITY

Organic farming promotes water and air quality, prohibits the use of toxic pesticides, insecticides and synthetic fertilizers, increases biodiversity and builds soil fertility and structure.

- Cows grazing organic pasture are in their natural environment, eating what they're meant to eat
- Organic pasture builds soil health
- Healthy soil retains moisture
- The plant roots retain soil
- Soil and water erosion and run-off are reduced
- Ground-and-surface-water is protected
- Low-stress animals are safer to be around for both humans and other animals
- Animals at peak health resist illness and bounce back to peak health quickly when stressed
- Fewer pesticides means more healthy critters





MILK CARTON RECYCLING

We don't label our milk cartons as recyclable—*but they are.*

To feature a recycling symbol on a package, recycling of that type of packaging must be available to 60% of households — and the United States is almost there!

52% in 2014... **60% in 2015?**

- Outer polyethylene (Liquid barrier)
- Paperboard (Stability)
- Inner polyethylene (Liquid barrier)



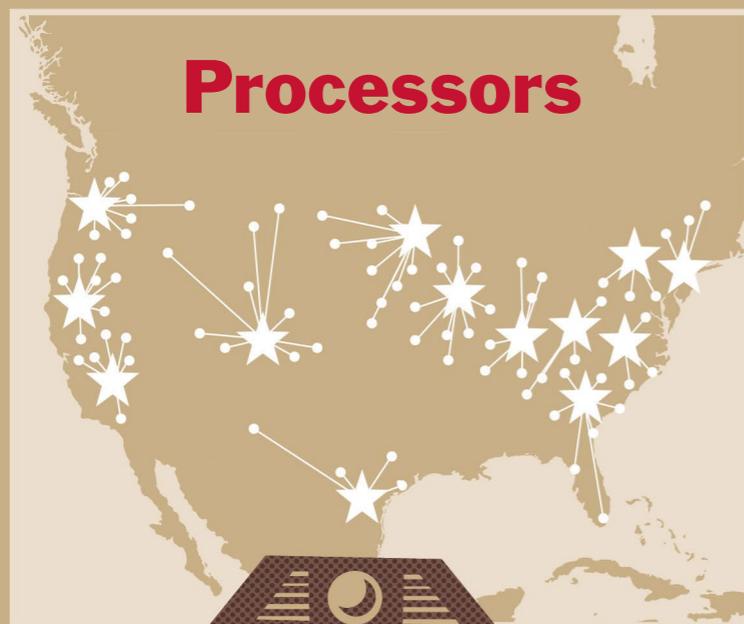
80%
Paperboard

20%
Low Density Polyethylene (LDPE) #4 resin

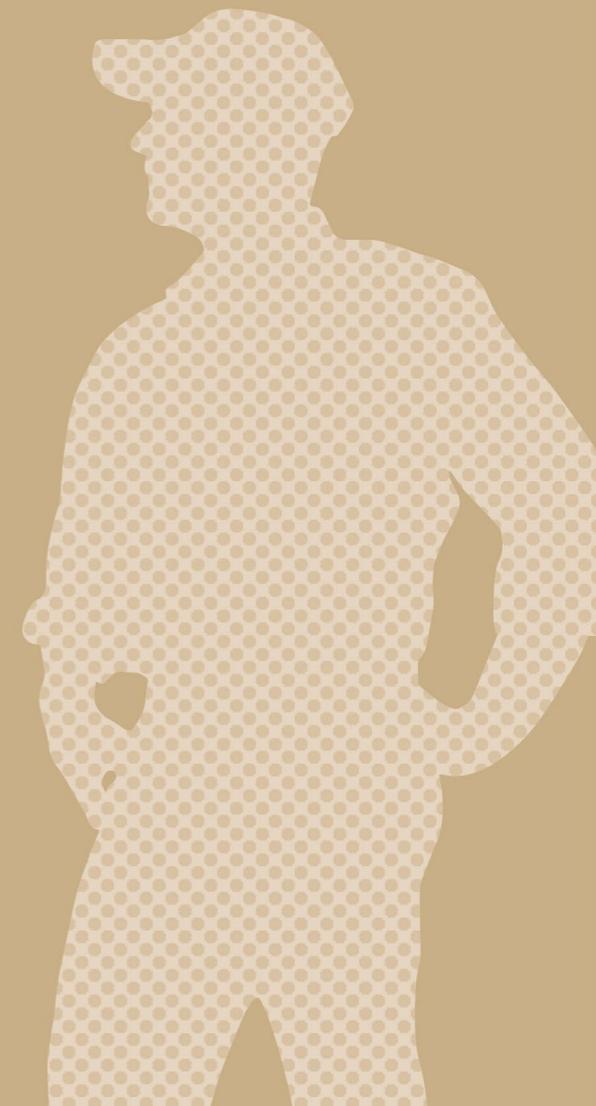
SUSTAINABLE OPERATIONS



By keeping our products as local as possible with regional pooling, we're able to **connect consumers to their farmers** and minimize our overall environmental footprint.



- HQ powered by wind and sun
- 1,799 farms in U.S., Canada, & Australia
- Farm to bottle to consumer within regions
- Transport by rail whenever possible



OUR GIVING PROGRAM

Power of We™

Beyond its mission to provide a sustainable living for family farmers, **CROPP gives 5%** of its profits to hundreds of grassroots organizations that:

- Support organic family farmers
- Grow organic food systems
- Promote environmental sustainability
- Foster health and wellness through organic
- Do good in their communities

\$3.25M in cash & product
donated in 2014

Over 1,000
causes supported
in 2014!

ONE OF OUR 2014 HEROES



Vida Verde:
Changing Children's Lives,
One Farm Animal at a Time

www.vveducation.org

THE NEXT GENERATION OF FARMERS

generation. organic™

Sustainable farms are multi-generational. CROPP's Generation Organic¹ (Gen-O) program supports over 300 young farmers as they begin managing their own farms and helps attract new young farmers into organic farming.

Gen-Os in The Classroom

Connected with kids in 88 elementary school classrooms across the country.



FARMER-OWNED, ORGANIC & SUSTAINABLE



CROPP's
**Renewable
Energy**
generation
in 2014
**Prevented
690
Tons
of CO2**
from
entering our
atmosphere



Organic Valley



Pasture-Raised Whole Milk has

**62% Higher
Total Omega-3
Fatty Acids**

compared to conventional

whole milk

more of the heart-healthy
fatty acids our bodies need
for good health

**GRASS
UP!**
for good health

**608,481
Acres of Land**

stewarded by
CROPP farmers



CROPP uses
(fuel-efficient)
trains to transport
**Organic Valley and
Organic Prairie products**
whenever possible



In 2014 CROPP
gave more than

\$3.2M
in Cash & Product
to organizations

across the U.S.



Cows on CROPP farms
get an average of

**60% of Their
Feed from
Pasture**

– that's double the
USDA requirement



FARMER-OWNED, ORGANIC & SUSTAINABLE



Synthetic fertilizers use non-renewable fossil fuels.

The energy consumed to make synthetic nitrogen for NON-ORGANIC U.S. farmers for one year (13.1 million tons) would heat about **5.5 million** Midwestern homes all year long



In 2010, **The President's Cancer Panel Report** recommended choosing food grown without pesticides and chemical fertilizers to **reduce our risk for cancer**
deainfo.nci.nih.gov/

FARMERS ADVOCATING FOR ORGANICS

CROPP farmers have donated:

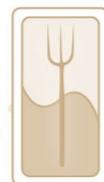
\$2.5M in grants since 2007, to projects in these four categories

CONSUMER EDUCATION
The benefits of choosing organic

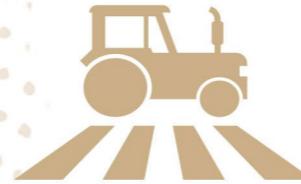
RESEARCH
Proving organic is better than conventional

FARMER EDUCATION
On-farm dynamics

SUCCESSION PLANNING
Bring on the next generation of farmers



FARMERS ADVOCATING FOR ORGANICS



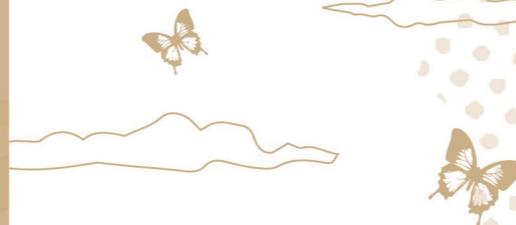
Sustainable soil management could

Produce 58%

MORE FOOD



For more on the Year of Soils, visit: www.fao.org/soils-2015/en/



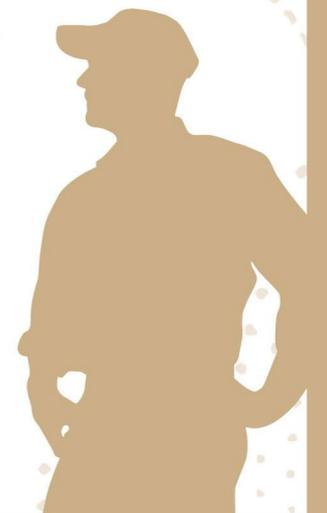
CROPP farmers have kept **more than 235** Million Pounds of Pesticides & Synthetic Fertilizers OFF THE LAND since 1988



CROPP's **GENERATION ORGANIC** program supports over **300** Young Farmers

as they begin managing their own farms

generation. organic





“ We are a
part of nature,
not separate from it.

The health of our
bodies, our land and
our animals
are all the same.”

Rick Adamski

SHAWANO COUNTY, WI
CROPP FARMER / OWNER