



# Mission Highlights

Fiscal Year 2018

# OUR MISSION

*is to*

⇒ **NOURISH** ⇒

LITTLE ONES

*with the very best* | *from the very first*

**FOOD** | **BITE.**

*oh, and!*

*we believe*

**IN USING BUSINESS**

*as a*

**FORCE FOR**

⇒ **GOOD.** ⇒

Plum<sup>®</sup>  
organics



## PLUM AS A PUBLIC BENEFIT CORPORATION

.....

A Public Benefit Corporation is a type of corporate entity, like “Inc” or “LLC,” which ensures that if corporate ownership ever changes our mission and public benefit will not!

Plum’s public benefit is to deliver nourishing organic food to our nation’s little ones and to raise awareness and advance solutions for childhood hunger and malnutrition in the United States.

## OUR MISSION INGREDIENTS

.....



VERY BEST  
FOOD



GIVE  
BACK



RESPONSIBLE  
BUSINESS

 We've been a proud certified B Corp since 2008!



# Very best food

We believe that every little one deserves the best food from the start. For us, the best food is that which looks and tastes like the food from which it was born. It's nutritious, simple, organic, and made of quality ingredients.



of Plum products are **Certified Organic**



100,000,000+ **meals and snacks** sold in FY18



pounds of **organic ingredients** purchased in FY18

## WE LOVE ORGANIC!



Increases local economic development

Builds healthy soil from techniques like crop rotation<sup>2</sup>

Sequesters carbon from the atmosphere<sup>3</sup>



Fewer persistent pesticides or herbicides

Fewer synthetic growth hormones or antibiotics

No genetically modified organisms (GMOs)



### DID YOU KNOW?

Organic food currently makes up about 5% of total food sales, while devoted organic agriculture acreage is less than 1% of total US crop land.

## COMMITTED TO THE BEST ORGANIC FOOD

Quality and transparency are woven into the fibers of our brand. We go beyond standard regulatory compliance to ensure integrity of our products. This includes:

- Organic, and non-GMO, always
- Strict ingredient requirements
- Regular supplier audits

# A mighty start

At Plum, we hope to empower nutritious choices, expose little ones to new flavors and textures, and offer convenient options for busy families. This year, we kept the feeding journey fun and added two new products to our Mighty line.



## MIGHTY NUT BAR

After the FDA released the Qualified Health Claim supporting early peanut introductions, we felt more comfortable putting a nutty twist on snack time: a multigrain bar made with whole grains and a creamy nut butter filling.

## MIGHTY PROTEIN & FIBER

No Dairy? No why! Our new protein & fiber pouches offer 3g of plant-based protein like fruits, veggies, and seeds. This protein is not isolated, meaning it only comes from whole foods. Now, that's a mighty win!



## Pouch update

We transitioned to a clear pouch and added recipe illustrations onto pouches to celebrate ingredients and empower parents to try making food at home!



Mango



Apple



Sweet  
Potato



Millet





# All little ones



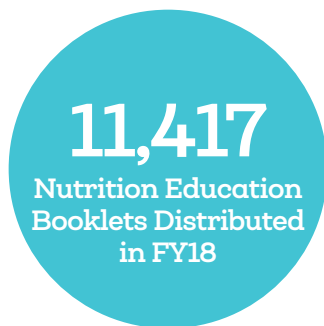
We believe  
*all little ones*  
deserve the very  
best food and  
the very best  
start to life.

# Product Donations

In FY18, we expanded Conscious Alliance's "Bring Nutrition Home" backpack program and brought on 9 new daycares in Colorado and on the Pine Ridge Reservation. Each student is given 3 Super Smoothies to take home over the weekend to ensure that children who rely on school meals do not go hungry.



# Nutrition Education



We increased distribution of nutrition education materials in both rural and metropolitan areas in collaboration with our nonprofit partners. We also developed a bilingual nutrition education booklet to meet the needs of communities.

### DID YOU KNOW?

According to USDA 2017 data, food insecure households with children had higher rates of insecurity than those without.



# Disaster Relief

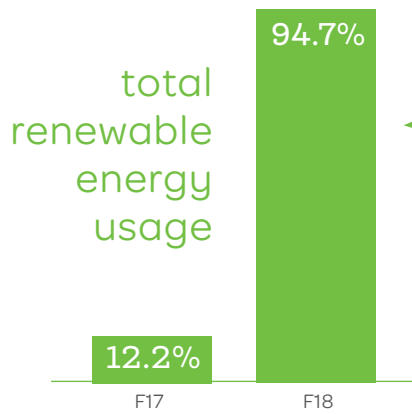
With an increasing number of natural disasters in FY18, Plum employees found ways to support communities by donating products, volunteering, fundraising, and assembling emergency kits for disaster survivors both near and far from home.





# Business for good

For 10 years, we've used business for good to support the **planet, people, and little ones** now and those to come. We've come a long way, but there is always more we can do.



### DID YOU KNOW?

Our Emeryville office opted into Solar Community Choice Aggregation to utilize renewable energy.



of packaging formats support the How2Recycle logo, which provides direction on how to properly dispose of packaging




of our fruits and veggies are traced back to their origins

# ↓ 90%

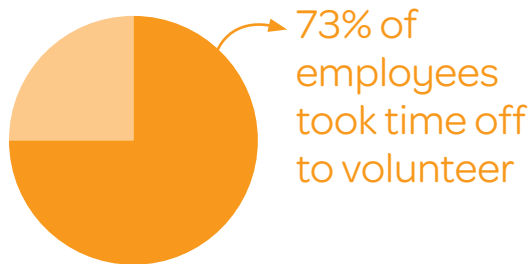
reduction in total greenhouse gas emissions from corporate HQ (in metric tonnes CO<sub>2</sub>e)







We empower employees to **engage in the community** through volunteerism and fundraising.



**\$5,528**  
raised through  
Employee Giving



**271**  
total  
employee  
volunteer  
hours



*We believe in a more inclusive economy.*

• **Diversity & Inclusion Committee**

An internal employee committee was established to support programs, be the voice of the people, and drive inclusion initiatives.

• **Change Agility Training**

Employees were provided tools and resources to use during times of change.

• **Inclusive Leadership Training**

Leadership participated in trainings that educated and advocated for inclusive people management.

 Plum<sup>®</sup>  
organics

