



fa!rlife®



2020
— *annual* —
**STEWARDSHIP
REPORT**



“

Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.”

LAO TZU

welcome TO OUR JOURNEY.

Without a doubt, 2020 was an unprecedented year in every way. Through it all, the fairlife family supported each other and those in our communities to not just survive, but to thrive. As evidence of that, despite all the barriers and turmoil in 2020, I am pleased to say that more than 22 million U.S. households turned to great-tasting fairlife dairy products to nourish their families this past year—helping propel us to our sixth consecutive year of growth. This continued growth not only helps nourish more consumers but also helps support development of the communities where we work and the growth of the customers who sell our products. Therefore, it’s important that we can sustain this growth by ensuring that we properly **care for the people, animals and planet** that make it possible.



With those values in mind, I am proud to share fairlife’s first Annual Stewardship Report. The following pages go into more detail on the progress we’ve made, but here are a few highlights:

- Directly added more than 200 new jobs in communities across North America
- Introduced fairlife® Creamers and our first-ever fairlife® Light Ice Cream—both providing great-tasting dairy nutrition with no lactose, and less sugar than the leading creamer and ice cream brands
- Conducted over 100 audits of supplying farms using fairlife’s new animal welfare standards, which are based on the National Milk Producers Federation’s FARM 4.0 standards. Now, all farms supplying fairlife are Validus-Certified in Animal Care, Environmental Practice, and Biosecurity
- Hired our first Director of Animal Welfare and Sustainable Farming, Dr. Marissa Hake DVM, and kicked off our newly-formed fairlife Animal Welfare Advisory Council, to help guide the evolution of improved animal care at all supplying farms



We’re proud of the progress we’ve made, but know that good stewardship is an ongoing effort. We invite you to be part of our journey. Please let us know how we can be even better at [fairlife.com](https://www.fairlife.com).

Thank you,

Tim Doelman
CEO of fairlife, LLC



what we believe

We believe everyone deserves quality nutrition, and we are dedicated to developing a wide range of better-for-you products that provide nourishment and vitality to consumers. However, our delicious products are only one piece of a much larger purpose—to responsibly nourish the world while helping to care for *people, animals*, and the *planet* in the process.



care for people

Our mission starts with developing better-for-you products to nourish *consumers*, but we also strive to inspire and empower our family of employees and local *communities* to make a difference with us.



consumers

Our dedication to help improve consumer diets motivates us to develop products that taste good and have strong nutrition profiles.



>22 million households
nourished by fairlife products



~35 million lbs of high quality protein (>17 thousand tons) added to U.S. diets through fairlife products



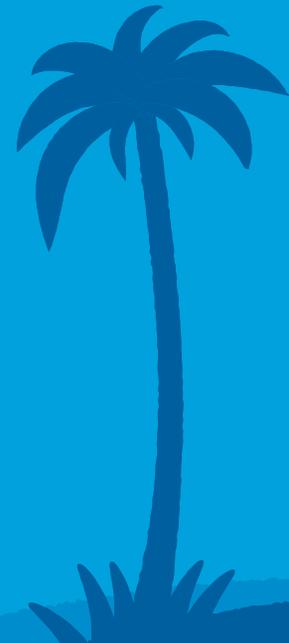
>13 million lbs of sugar (>6 thousand tons) removed from consumer diets through great-tasting dairy with less sugar (compared to ordinary dairy products)

community

We believe in enriching lives, adding value, and playing an active role in community relations efforts for neighborhoods all over North America.



Contributed over \$1 million to help nourish underserved communities with our [Community Grant Program](#), product donations, and support of Covid relief efforts with [FrontlineFoods](#).



care for animals

Animal health and welfare is a top priority at fairlife, and we recognize the importance of working with our suppliers to ensure that they maintain our high standards of animal care.

This year, we brought together several third-party academic experts from varying fields of animal health to form an independent advisory group, the *fairlife animal welfare advisory council*. This group will help guide us and our supplying farmers as we explore, innovate, and implement animal welfare practices that help maintain responsible farming, strong governance, and transparency.



animal care standards

We have zero tolerance for animal abuse.



>\$8 million invested in new animal welfare programs with like-minded farmers who supply us with milk



Worked with 23 supplying farms across the U.S. on new audit standards to be one of the **leaders in animal care**

strong governance

Building on FARM Animal Care Version 4.0, we have added standards and policies well beyond traditional industry requirements, in consultation with experts from our animal welfare advisory council.



Established the **fairlife Animal Welfare Advisory Council**



>100 audits performed of our supplying farms by third-party auditors

farmer partnerships

We work closely with supplying farmers to ensure their dairy cows have a good quality of life.



100% of our milk supply came from dairy farms with **verified veterinary partners** who regularly monitor and oversee the health of their cows



100% of our critical care standards consistently passed by all supplying farms, which include newborn calf care, access to proper nutrition, pain management, and zero branding or tail docking of the cows

CITY OF
COOPERSVILLE



care for planet

We have set in place significant policies to help ensure we *reduce the environmental impacts* from the production and manufacturing of our products.



sustainability practices

Our cross-functional sustainability team is dedicated to maintaining the progress of our sustainability efforts, as well as finding new ways to improve them.



fairlife and supplying farmers were ranked **1st out of 18 large U.S. dairy processors** for the most sustainable dairy practices by The Sustainability Consortium, a national survey organization used by some of the world's largest retailers to evaluate the environmental impact of supplier practices

carbon footprint

From our production plants to our office locations, we are implementing more sustainable practices and economically-sound processes, to help conserve energy and natural resources.



Eliminated 3.6 million pounds of carbon waste from our system by reducing transportation miles per case by -10% via directly shipping product to retailers instead of intermediary stops



Launched fairlife® ultra-filtered milk made in Canada, made with 100% local Canadian milk in partnership with Dairy Farmers of Ontario, to reduce freight and support local Canadian business

waste reduction

We continue to seek ways to incorporate reuse and recycling practices into our manufacturing and productions processes and evolve our processing facilities to be more efficient, without compromising the quality and safety of our products.



100% recyclable packages introduced with the launch of fairlife® creamers

Our new plant in Goodyear, Arizona has:



Systems capable of **90% recovery of water** from milk processing, reused for local irrigation



Zero water waste while filling bottles, thanks to vapour sterilization methods



Skylights, which **eliminate -60% of the energy** needed for lighting



where we're going

Proper nourishment allows us all to grow and thrive, which is why we dedicate so much to our efforts to make the world a better place for people, animals, and the planet. We welcome your thoughts and ideas on how fairlife can work to achieve these goals as we strive to nourish the world.



Expand **fairlife Grant Program** into more cities



Kick off the **fairlife Cup for Leadership in Animal Welfare**, to recognize leaders in Animal Care and Sustainable Farming



Continue our journey towards **100% recyclable & recycled PET** for all packages by 2030



Add at least 5 supplying farms and conduct **third-party audits semi annually** at >30 farms across the U.S.



10% more reduction in freight miles per case shipped by using direct shipment to more retailers



Establish science-based goals for the current carbon and water usage at our processing plants

let's connect

To learn more about the path we're on, please visit fairlife.com

855-LIVEFAIR or **855-548-3324**

fairlife customer service reps are available weekdays from 9 am to 7 pm EST

email us



fairlife, LLC

c/o Communications Dept
1001 West Adams Street
Chicago, IL 60607



great-tasting nutrition that's made with care
for *people, animals, and the planet.*

join us on our journey!

