

# **Ben & Jerry's**

**Advancing a Purpose-Driven Business  
Shared Value Summit - May 2014**

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# Statement of Mission

Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked prosperity.  
Our mission consists of 3 interrelated parts:

## PRODUCT *mission*



To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients & promoting business practices that respect the Earth & the Environment.

## ECONOMIC *mission*



To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders & expanding opportunities for development & career growth for our employees.



## SOCIAL *mission*

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally & internationally.



**CENTRAL TO THE MISSION** of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that commands deep respect for individuals in & outside the Company & supports the communities of which they are a part.

# The Power of Connecting Communities

Our Purpose is to courageously advance the global movement for social, economic, and environmental justice through our linked prosperity business model.



Our Social Mission  
Priorities are  
anchored in our  
Core Values



# It also works as a Business Model !

- 2.5 X Loyalty
- Personal branding in social media drives awareness
- People want to make a difference
- It's a global community

**MADE OF SOMETHING BETTER**

**DENSE, NOT AIRY**  
We don't add a lot of air to our pints. Which means rich & creamy ice cream, heavy pints, and more bent spoons.

**CARING DAIRY**  
Caring Dairy means happy cows, happy farmers and a happy planet. And buying from small family farms means a happy local economy, too.

**NO GMOs**  
We source ingredients that are not genetically modified.

**BROWNIES THAT DO GOOD**  
Greyston Bakery provides jobs & training to the disadvantaged – and provides amazing brownies for our ice cream.

**FAIRTRADE INGREDIENTS**  
We're committed to Fairtrade, which assures farmers a fair price and benefits their families, communities & the environment.

**WE'RE A CERTIFIED B CORP**  
We've baked social & environmental commitments into our business, and share our progress with the world.

**Ben & Jerry's**  
Vermont's Finest Ice Cream  
**Chocolate Fudge Brownie**  
Chocolate Ice Cream with Fudge Brownies

**Fairtrade**

To learn more about our business model, values & ingredients, go to [benjerry.com](http://benjerry.com)

All cows and some of the ice cream base are tested to compliance with Fairtrade standards. We're still working on converting the chunks & swirls to Fairtrade.  
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# What is the B&J Marketing Mix?



# Act Now

Purpose Led – top talent – connected and aligned

Think Emotional - engage their heart and soul

Celebrate Failure – the risk of not acting now is bigger

Outrageous Transparency – people can help you

Join a movement – Fairtrade, B-Corp., etc

Have fun – we are part of the solution so leverage positive energy

