

Sustainability

brochure 2014



*Delight consumers
by conserving
the goodness of nature*





commitment from generation to generation

The Hero Group is present in 22 countries around the world, and sells products in many more. We employ more than 3,700 people within the group. Our success story continues under the leadership of the family's fifth generation. We are not just a family-owned business that has grown into an international group. More importantly, we are a successful enterprise that has remained a family.

Sustainable development has always been a fundamental tenet of our philosophy. We view this as an all-embracing concept impacting all aspects of our business and operations, with the overarching goal of combining commercial performance with environmental, social, and economic responsibility.

The Group has founded a *Sustainability Community* to apply our sustainability concept consistently across the Group, to set targets and measure progress, as well as balance the requirements of our various stakeholders,

In this community, Sustainability Ambassadors from our subsidiaries⁽¹⁾ and a Sustainability

Steering Committee regularly interact. This brochure is intended to summarize the current state of work and our goals in terms of environmental and social sustainability. For the talent and performance aspects, please refer to the respective sections on our website.

In this brochure, we cover our operations as well as sustainability upstream and downstream, incorporating our suppliers, co-packers, and logistics partners. Additionally, we are in the process of further extending our transparency vis-à-vis agriculture and consumers on sustainability.



environmental sustainability

To the planet we all share... It's a promise to protect the Earth's natural resources through innovation and more efficient use of energy, water, and packaging in our operations.



social sustainability

To the people of the world... It's a promise to encourage people to live healthier by offering a portfolio of enjoyable and healthy foods, produced in state-of-the-art quality, using fair and safe practices.



talent sustainability

To the associates of HERO... It's a promise to invest in our associates to help them succeed and develop the skills needed to drive the company's growth, while creating employment in the communities we serve.



performance

To our owners... It's a promise to deliver superior, sustainable financial performance.

⁽¹⁾ Subsidiaries: Schwartau Germany, Hero Spain, Hero Switzerland, Hero Netherlands, Semper Sweden, Vitrac Egypt, Hero Turkey, Beech-Nut USA, Signature Brands USA, plus our sales offices qualitatively covered: Organix UK, Juvela UK, Hero Czech, Hero Russia, and Hero Italy.

environmental sustainability
**protecting
the earth's natural
resources**

environmental sustainability

protecting the earth's natural resources

energy footprint

We **reduced energy consumption** by 23% from 2010 to 2013, and were able to make another phenomenal 10% cut in 2014. Thereby, we practically reached our goal of 260 CO₂ e/month⁽²⁾ which we had set for 2016. We measure energy consumption in CO₂ e/month to account for conversion efficiency as well as alternative sources of energy.



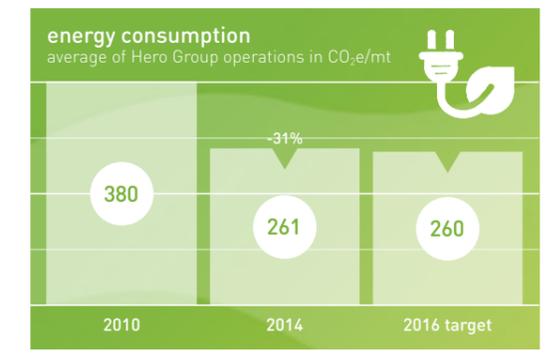
Rigid measurement and monitoring at all our sites has driven major initiatives for energy efficiency over the past four years, and already led to a total annual energy reduction of 31,000 tons CO₂ – which is equivalent to about 3,500 years of call time with a standard smartphone. A critical contributor to this achievement was the application of latest building standards for our newest factories in the USA (LEED®) and Switzerland (Minergie®), enabling a 7,500 tons CO₂/year reduction. Even at our most energy efficient plants, substantial savings were carved out of electricity and gas usage, for instance 1,600 tons CO₂/year in Spain.

We invested extensively in heat recovery systems at our major plants in Germany, Switzerland, Spain, US, Turkey, Sweden, and plans are in the pipeline for our Egyptian plant. For example, reductions in Germany totaled 170 tons CO₂/year, in Turkey 120 tons CO₂/year, and a drop of 20% in fuel consumption in Sweden's Falun bakery was reported.

We further optimized our steam and air systems, leading to impressive results, such as a 15% efficiency increase from a new boiler in Egypt, 700 tons CO₂/year saved through optimizing

running hours in Turkey, 145 tons CO₂/year from reduced leakage, plus 550 tons CO₂/year from demand control of ventilation, pumps, and water cooling systems in Germany, and 63 tons CO₂/year saved from eliminating leakage of pneumatic air and steam and optimizing ventilations systems in Sweden. Furthermore, an additional 105 tons CO₂/year were reduced from pre-heating and pump upgrades in Spain, 24 tons CO₂/year from pipe insulation at our Swiss plant, 71 tons CO₂/year saved thanks to reduced filling temperatures in the Netherlands, and 78 tons CO₂/year saved from reducing air leakage and optimizing air supply at the Spanish waste water treatment plant.

We use less CO₂-intensive energy sources where possible – for example, hydro power in Switzerland and Germany, or biofuel from forestry waste in Sweden. We also apply the latest lightning technologies such as LED, T8 fluorescent tubes, or light control with movement detectors – saving results include 304 tons CO₂/year at Signature Brands, 42 tons CO₂/year in the Netherlands, 74 tons CO₂/year in Spain, and a 70% decrease at our Organix office and warehouses, plus additional successes in Sweden, Germany, and Egypt.



With efficiency training, we encourage all our employees to make a difference in their everyday life. This is either part of the group-wide Lean program, as well as driven by local campaigns such as *Piénsatelo (Think about It)* in Spain, an energy saving training in Sweden, and our eco driving schemes in Sweden and Germany. Additionally, we increasingly challenge our co-packers and suppliers to increase their energy efficiency.

As part of our Lean program, we have also optimized product specifications for lower energy usage. For example, we optimized the slurry recipe to reduce drying time in Turkey, saving 60 tons CO₂/year of energy. We also use a CO₂ compensation scheme. One example is our new tree plantation in a park close to our Spanish factory, compensating for 20 tons CO₂/year.

⁽²⁾ CO₂e: Carbon dioxide emission equivalents, which measures the Green House Gas footprint implied by the energy consumed.



We have reduced our water consumption considerably, enough to fill 6,000 Olympic-sized swimming pools

water footprint

We **reduced water consumption** by 44% from 2010 to 2013, were able to cut another 5% in 2014. Our goal is to reduce consumption by a further 4% to 5.3 m³/mt by 2016. Up to now, we have reduced usage by 1.4 million m³/year – approximately the water needed to fill 6,000 Olympic-sized swimming pools.

The major contributor to this improvement is our LEED®-certified US plant, where the new building is equipped with efficient operating lines.

We manage our own water wells in our plants in Spain, Egypt, Sweden, and Germany. We constantly invest in efficient technology and processes. For example, we save 28,000 m³ in Spain through water recovery from autoclaves and pasteurizers, filter cleaning, and vacuum pumps. In Germany, we saved 1,200 m³/year from cooling water reduction while in Switzerland, we saved 20,000 m³ by using a circular cooling water system. A lot of effort was put in optimizing cleaning and change-overs, for example, leading to a 12% water savings in the Netherlands.

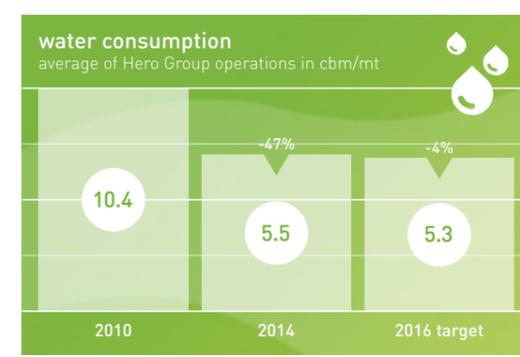
Turkey showcased a 4.3% water reduction by controlling autoclaves run-time. Switzerland demonstrated that also small measures make a difference, saving 750 m³/year by changing water taps and pistols.

Reduced water consumption also leads to reduced sewage. Additionally, we are working on **minimizing waste water** impact with various projects including cleansing in constructed wetlands in Sweden, a technically-modified cooling tower sump at Beech-Nut and specialized treatment of COD⁽³⁾ content in waste water at 'Signature Brands' popcorn plant that has led to a 53% COD reduction.

Furthermore, our Spanish company has introduced biological purification and reverse osmosis systems and we have outsourced fruit

washing in Egypt, resulting in a significantly reduced COD impact, and also connected our industrial waste stream to the municipal sewage system. Process optimization aimed at limiting product loss at our Swiss plant has led to a 9% COD reduction.

We are aiming to have all of our baby food production sites certified based on environmental management systems. Our main sites in the USA, Spain, and Sweden are already certified (either ISO 14001, EMAS, or LEED®). Our main jam factory in Germany is ISO 14001 and ISO 50001 certified. We are evaluating options for all other sites.



⁽³⁾ COD = Chemical Oxygen Demand (due to organic load in water)

a product's shelf life. Thus, in our packaging choices, we pay a lot of attention to striking the right balance between product protection and unnecessary packaging waste. That is why our jams and baby food are mostly packed in glass jars, and the reason we keep testing new materials. Also, in Switzerland, we partner with the non-profit organization *United Against Waste*, to establish practical solutions to reduce food waste along the entire supply chain.

packaging & food waste

Our primary goal is to **minimize food waste**. On the one hand, this applies directly to our supply chain, where our Group Lean Program plays an important role in streamlining processes at our factories and co-packers to reduce losses. On the other hand, we aim to minimize food waste during distribution and at the consumer level by guaranteeing food quality throughout

Our secondary goal is to **reduce packaging waste** by reducing the weight of packaging. We improved our packaging-to-product ratio from 45% to 42% last year, and we aim to reduce this further to 40% by 2016. Our work to optimize the specification in recent years has included substantial glass weight reductions of 4%-15% on jars used at our Spanish plant.



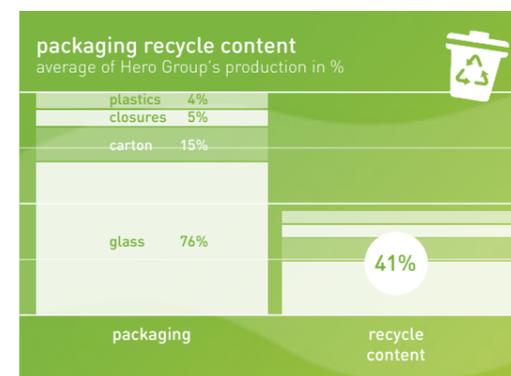
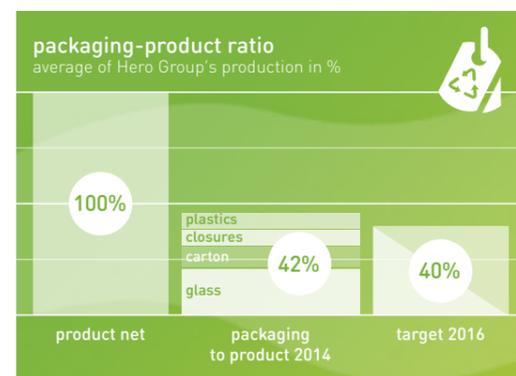
At the same time, we reduced metal closure material thickness by 3.4% and removed an unnecessary, non-recyclable plastic band. In the Netherlands, we saved 56 metric tons of PET through a packaging weight reduction program. In Germany, we use in-line printing for cartons to optimize requirements, and we showcased potential savings in secondary packaging, reducing 10,000 m² of plastic film being used in the palletization of glass jars.

closures, cardboard/corrugated paper, and PET bottles – are recyclable. However, we are aware that the actual recycling rate depends on the local recycling infrastructure and consumer application. We aim to inform consumers about recyclability on our packaging and increasingly participate in recycling schemes, including the green dot system and partnerships with recyclers. For waste from production and finished products we could not avoid, we have increased recycling efforts – for example, 550 metric tons went to a biogas plant in Germany, in the Netherlands we re-used rather than disposed of 15,000 drums.

We also measure the **recycle content** in our packaging materials. The group average is 41%, with 72% in cartons and 50% in closures. Our 35% rate in glass is very close to maximum achievable as the cullet content in our glass jars is already highly optimized.

We are also monitoring the newest scientific findings and regulations to ensure our packaging solutions are free of critical **migration components**. For example, all our infant formula tins and accessories are free of Bisphenol A (BPA).

In terms of end-of-life **recycling**, most of our packaging materials – such as glass, metal



upstream sustainability

Last year we extended our sustainability visibility upstream. We continued rolling out our **Hero Code of Conduct** to all suppliers and co-packers. Thereby, we clearly communicate our expectation from our business partners that they live up to our business principles and to operate in full compliance with all applicable laws.



To assess whether our suppliers and co-packers have the necessary policies and procedures in place, we use the **SEDEX** platform. SEDEX is shared by many of our industry peers, enabling suppliers to complete their site assessments or audits and share them with their customers,

thereby reducing duplication of efforts. The SEDEX assessment criteria, including business ethics, environment, labor, and health & safety, have become the accepted standard in the industry. Evaluation includes a complete risk concept taking into account self-assessment, supply chain role, and country risk. We continue engaging with our suppliers and ask them to join us on SEDEX and give us access to their self-assessment results. We covered 76% of our supply base by end of 2014 and aim at reaching 90% by 2016. We increasingly use SEDEX risk assessment results to prioritize supplier audits and take direct action in resolving sustainability non-compliance.



We are a major purchaser of agricultural raw materials. To ensure high quality, safe, and constant supply, these raw materials must be grown sustainably. Therefore, we have joined the **Sustainable Agriculture Initiative (SAI)**, a non-profit organization whose goal is to facilitate sharing, at a non-competitive level, of knowledge and initiatives to support the development and implementation of sustainable agriculture practices. SAI is the main food industry initiative supporting the development of sustainable agriculture worldwide and unites over 50 member companies that actively share

the same view on sustainable agriculture – namely “the efficient production of safe, high quality agricultural products, in a way that protects and improves the natural environment, the social and economic conditions of farmers, their employees and local communities, and safeguards the health and welfare of all farmed species”. Hero has joined the SAI fruit workgroup and is increasingly participating in projects at farm level. Schwartau has already launched development programs with five European fruit suppliers. Hero Turkey implemented a system to follow the vegetation cycle throughout the year and promote the use of manure and compost instead of chemical fertilizers and pesticides. And Organix has changed to a Turkish organic raisin supplier which showcases good agriculture practices coupled with socio-economic benefits.

We continue to extend our product portfolio made from **certified ingredients**. For example, all products sold under the Organix, Goodies, Adapta Bio, Semper Eco, and Smafolk brands are made from organic/bio ingredients. Hero Switzerland and Hero Netherlands feature a Fairtrade® product range. Schwartau buys UTZ certified cocoa and RSPO certified palm oil for their Corny products, and has become an RSPO member. From 2015, all plam oil used in

our products will derive from certified sources, and we are working on a group-wide RSPO membership. For carton packaging, we predominantly use FSC (Forest Stewardship Council)-certified paper.

Furthermore, we encourage **local sourcing**, not only to reduce our logistics footprint, but also because we believe local co-operation leads to more sustainable agriculture practices. For example, we nearly tripped the volume of locally sourced strawberries used in Germany from 2012 to 2014. In Switzerland, we only use Swiss fruit in our apricot, strawberry, and black cherry Le Fruit jams. In Sweden, we reduced the use of plam oil in infant category by 90%, replacing it with locally-sourced milk fat. In the Netherlands, we use locally grown blackcurrants for cassis products. Beech-Nut buys nearly all its requirements in North America, and one-third of all ingredients and all glass jars are sourced locally, from New York State.

*We used 65,000 million tons
of fruit last year.
The bee problem is our
problem, too*



bee careful initiative



we are committed to raising awareness about bees through education and support for bee keepers

The Hero Group launched the **bee careful**[®] initiative in an effort to better understand and address the bee colony collapse disorder problem. Bees pollinate about 80% of the world's plants – fruit in particular. In fact, without bees not only would orchard yields and fruit quality be much lower, but some fruits would practically disappear. Therefore, bees are essential for us all, and in particular for Hero as a major fruit user. We have teamed up with Prof. Jürgen Tautz, a bee expert from University of Würzburg. We are piloting a HOBOS research station at our German plant to actively support bee research,

which is the basis for our further activities in awareness creation, farmer education, and bee keeper support. Now, in 2015, we plan to expand the bee careful initiative across the whole Hero Group.



Reducing our logistic footprint for the benefit of the next generation



logistics footprint

With our **in-bound logistics** improvement projects, we are optimizing transportation from suppliers to our factories.

On one hand, this means buying from local suppliers. For example, 92% of packaging for our Swiss plant is bought from Switzerland or neighbouring countries. In Germany, we saved some 65 tons CO₂/year by increasing our share of locally-sourced strawberries. In Spain, we reduced transportation by shifting to metal closure supply from Barcelona rather than Hannover. Also, most of our glass jars are produced in local furnaces.

On the other hand, we are working on optimizing our in-bound logistics network. For example, Hero Spain is now receiving Bananas from Ecuador directly at the Alicante port, saving at least 170 km of trucking per container. Germany and Switzerland receive production and packaging materials directly at factories, saving 12 tons CO₂/year by cutting out warehousing. For imports to Turkey, we shifted to sea transport and different

packaging formats, saving 20 tons CO₂/year. A minor equipment upgrade in our Spanish plant allows us to improve truck utilization.

In an effort to address our downstream sustainability, we are working on **optimizing distribution**, including our transportation network and warehousing. For example, our Swedish operations reducing their logistics footprint by 690 tons CO₂/year by moving the warehouse hub to central Sweden. Furthermore, Semper saves 1,140 tons CO₂/year on their inter-company supply from Spain by moving from trucking to intermodal transportation solutions.

In the Netherlands, we participate in the *GROEI network* where we team up with Heinz, SCA, and our main customers to increase truckload size and delivery synchronization, leading to a combined CO₂ reduction of 20%. In a similar effort Organix teamed up with one of their retail customers to reduce 280 trucks per year. Schwartau is a founding member of the Lean & Green Initiative (GS1 Germany) and is well on the way to reaching their five-year target of reducing CO₂ by 20% by 2018. We started tracking our CO₂ logistics footprint on a group-wide level and are evaluating future targets.

Pioneering **alternative energy** usage in distribution, Organix has been working with logistics provider Howard Tenens for the last 10 years.



Howard Tenens transports our product with dual-fuel trucks, operating on a mixture of biomethane and diesel, which produces less-harmful air pollutants and additionally results in emission reductions of up to 60%. Howard Tenens is also a good example of how waste to landfills is being reduced, be it by recycling packaging waste or converting expired food into biomethane fuel in their own micro-anaerobic digestion plant.

Hero Netherlands' distribution for all ambient products is carbon neutral, where CO₂ is offset by Green Care projects. In our own factories and warehouses, we increasingly use electric forklifts. In Switzerland, we mostly shifted to vehicles with EURO 6 emission standards, aiming at the voluntary climate protection targets set by the Swiss Industry Energy Agency.

social sustainability
nutrition today,
health tomorrow

social sustainability

nutrition today, health tomorrow

healthy & safe foods

We want to bring the goodness of nature within everybody's reach, empowering consumers, both young and old, to enjoy life. And we want to do so in a responsible manner. We aim to enhance the quality of life of our consumers by offering healthy, nutritious, and delicious food choices. As a result, base our actions on scientifically-supported health claims. And in our marketing communication, we intend to represent our foods in a way that neither misleads consumers nor encourages over-consumption.

We continuously strive to introduce new products that improve consumers' diet and provide healthy nutrition. Based on this idea, we believe the goodness of nature should be the basis for infant nutrition, and this forms the guiding principle for our **infant food** mission, namely *Nutrition Today, Health Tomorrow*[®]. We support the World Health Organization's recommendation of exclusive breastfeeding up to six months, and continued breastfeeding with appropriate complementary foods up to two years or beyond. When the mother is unable to breast-feed, we provide a safe and nutritionally-adequate breast milk substitute as well as balanced and complete baby food. We offer a new approach to infant and toddler nutrition, and incorporate the latest scientific evidence to ensure that our infant and weaning food supports the development and healthy growth of babies and toddlers into healthy children and adults. We do this by working with our Hero Institute for Infant Nutrition and our Scientific Advisory Board, which is constituted of an independent group of renowned pediatricians and nutritionists.

Our infant milk and formula products are inspired by breast milk and the healthy natural development of breast-fed babies. Breast feeding is the most natural and best option for children, so we strive to produce a formula that is as close to breast milk as possible. To support baby and toddler development in the healthiest possible



way, we aim to offer products for children that enable them to explore natural tastes, colors and textures. This is particularly important during the first two years of life when a child learns all-important healthy eating habits.

We collaborate closely with universities, not only to get access to the latest information, but also to actively support research in infant food science. For instance, we support numerous academic theses, publish in scientific journals, and share our knowledge at scientific conferences and in training courses.

We increasingly invest in educating mothers and healthcare professionals on healthy baby nutrition. For example, we have an ongoing co-

operation with Spanish pediatricians, pediatric nursery and pharmacists. In Spain, Sweden, and the UK, we apply consultative digital channels. In the Netherlands, we run a free educational program, *Taste for life*, for nurseries and parents, and publish the *Baby's Digest* magazine.

In Sweden, we educate nurses at baby centers. We are also actively using mother advisers in Switzerland, and sponsoring seminars on nutrition and parenting in Egypt. Furthermore, we are passionate about bringing healthy food to the right consumers with the right information – in the USA, we actively participate in the Federal WIC (Women, Infants and Children) program, which allows us to reach 2.2 million infants of low income families with state-of-the-art nutrition.



For our **fruit and other business segments**, we aim to offer the best products using healthy ingredients and avoiding unnecessary additives. We have reduced additives to a minimum, reduced sugar content, and improved declaration of contents in our German, Swiss and Dutch products. For example, we have cut the sugar content in jams by more than 10% over the last 10 years. In other business segments, we are developing food for special nutritional uses, such as organic, gluten-free, lactose-free, low-calorie, and so forth.



Beech-Nut it's not baby food, it's real food for babies!

Following our mission of 'delighting the consumer by conserving the goodness of nature', Beech-Nut has invested in a new cold puree technology that allows offering honest, real, great-tasting food that is as close to home-made as possible.

Basically, we blend whole fresh fruits and vegetables and then extract the air, which helps preserve the puree without the need to add artificial preservatives. This process also keeps

all the real good stuff in – vibrant color, natural aroma, and thick texture. We then cook the product as we would at home, using minimum and ingredient-specific cooking times and indirect heat, so that none of the flavors and nutrients get watered down.

We use transparent, weight-optimized, and recyclable glass jars, and transparent labels, so everyone can see what the baby is eating – real, natural, colorful, nutritious food.



*Quality is a prerequisite
on which we
do not compromise*

Our commitment is to comply with all internal and external **quality and food safety**, regulatory and quality requirements. Food safety is our most important value, a non-negotiable principle which cannot under any circumstances be compromised. Also, we promote the same, high standards across the board.

We follow international food safety and quality standards including FSSC 22000, ISO 22000 and ISO 9001, and our compliance with these

standards is certified by independent third parties, as well as through internal audits. The United Nations' Food and Agriculture Organization (FAO) defines the food chain approach as recognition that responsibility for the supply of food that is safe, healthy and nutritious is shared along the entire food chain. This value, therefore, applies to all stakeholders involved with the production, processing, trade, and consumption of food. We expect our



partners to align with our requirements around food safety and compliance, and we work closely with local authorities to ensure that we comply with local legal requirements. We monitor our suppliers' compliance through SEDEX. Our company vision, *United Local Heroes*, means that everyone at Hero, no matter what part of the business and wherever in the world they work, is responsible for ensuring our high quality and safety standards

Under our continuous improvement scheme, we strive to update our solutions for contamination detection in our plants. In Schwartau, we have evaluated new 'foreign body detection technology' with very promising results. In the course of 2015, we are going to implement this state-of-the-art technology to further improve the food safety of our jams.

Schwartau also include a QR-code on their biggest range of jams, Schwartau Extra. This gives consumers full transparency and information on the fruit used to make the jams.

Our baby food plants are showcases for the 'controlled production' of meat, fish, fruit, vegetables, flour and dairy products to avoid pesticide, heavy metal, hormone or antibiotic contamination.

Our global Innovation and Quality (I+Q) experts track and mitigate potential risks across the group. In addition, I+Q experts provide proactive crisis management training and readiness preparation, and support in case a crisis unfolds.

*Caring for each other
is a core part of
our company values*



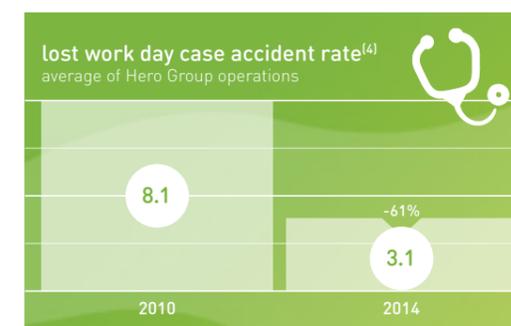
employee health & safety

We believe it's our 3,700+ employees who make our company successful. The proactive elimination of accidents, injuries, and illness is a way of life at Hero.

Our group entities have implemented **health and safety rules** in line with local regulations and certification standards as claimed by our

entities (e.g. OHSAS 18001). Beyond that, caring for each other is a core part of our Hero company values. Our entities support this with local employee programs. For example, *The Semper Way* in Sweden, *Naturally Healthy* in the Netherlands, and *We do Safety Better* at Signature Brands and *Echt gut gemacht* at Schwartau, Germany. All our entities have appointed a safety committee or safety officer and conduct regular training programs to instruct employees on safety procedures, prevention practices, and first aid. The SEDEX self-assessment of our sites has proven that our practices are up to industry standards. Shortcomings were addressed, for example, by updating the fire-fighting systems at our Egyptian plant.

We track 'Lost work day case accident rate' as a Group key performance indicator. By accepting the mutual responsibility on working safely, we continue to reduce injuries and illnesses, thereby contributing to the well-being of one another and the success of the company as a whole. The significant reduction of accidents last year is clear evidence of this.



We run numerous activities to encourage our employees to live a healthier life.

- In the USA and Sweden, we promote well-being and preventive measures (exercising, quit smoking) with health care and fitness center allowances
- In Switzerland, the Netherlands, Spain, and Germany, sports programs are sponsored, for example renting a gym for employee soccer games or by organizing running events
- Switzerland offers free annual flu shots
- In Spain, we run campaigns on food allergies and controlling blood pressure
- In the Netherlands, employees are offered a *FITcard* giving guidance to a healthier lifestyle.
- We are constantly improving employee working environments, for example, by optimizing acoustic and temperature comfort in our Spanish production facilities. In our Swedish Falun bakery, we have upgraded the ventilation system.

⁽⁴⁾ Lost Work day case accident rate = Total absent calendar days due to accidents / Total hours worked x 200,000 (=the average worked hours per year for a company of 100 employees)

fair practices

To codify our business principles we have published the **Hero Code of Conduct**. We strive to act with integrity, loyalty, honesty, and in full compliance with all applicable laws. We endorse fair practices in terms of human rights, non-discrimination, child labor, forced and compulsory labor, rights of association, anti-corruption, and anti-competitive behavior as defined by the United Nations Global Compact (UNGC) and the International Labor Organization (ILO). All our entities have adopted these principles in their local policies. For example, extensive employee handbooks are used in the US and Germany, while a *Code of Ethics and*

Conduct is signed by every employee in Spain. In addition, the Global Compact Progress Report has been completed. National regulations are referred to in other countries, such as Switzerland or Sweden.

We are assessing our sites' compliance with the Hero Code of Conduct through the SEDEX platform and track results through the Group key performance indicators.

As detailed in the chapter on upstream sustainability, we also rolled out our Hero Code of Conduct to our suppliers and co-packers, and are tracking compliance through our SEDEX supplier assessments. The results flow into our supplier audit schemes.

[↓ Hero Code of Conduct \(PDF\)](#)



shared value

Beyond providing healthy and safe food to millions of consumers, creating direct employment for more than 3,700 people and thousands of additional jobs at our business partners, we are also giving back to society in terms of a multitude of local projects – many with positive resonance for our brands or our image in the talent market.



In Spain, we have provided training for more than 50 students over the last years. We have donated jars under the *Jars of Happiness* campaign, encouraged blood donations, supported a campaign for safe driving, and collaborated with associations addressing child malnutrition in developing countries (i.e. Bangassou Foundation, Unicef, ACNUR, Caritas).



Our Swedish organization sponsors BRIS – Children's Rights in Society. BRIS is a voluntary organization that helps children with support and advice. BRIS' core services include help channels – phone, mail and chat – to which children can contact anonymously and free of charge when they need the support of an adult. Thousands of children call and write to BRIS every year.



In the USA, Signature Brands has sponsored the City of Ocala's PAAS Easter Egg decoration contest, a fundraiser for the ARC Marion Foundation that helps intellectually and developmentally-disabled people, a local boys and girls club, the *Teacher of the Year* event at the local elementary school, as well as the *Heart Walk* event of the American Heart Association. Also, Beech-Nut is involved in various projects in the local community in Amsterdam, NY, such as the Riverfront Project, Swim Program, or the Red Cross.



In the UK, Organix launched the *No Junk Challenge* using social media to share insights on healthy food choice for children, to avoid poor food advice, understand product labels and recipes, and ultimately choose good quality foods. Furthermore, career information days were offered to local pupils. Employees were also given the opportunity to give back to the community by supporting various local projects over the Christmas period.

*It's more than just the
bottom line -
it's about giving something
back to our society*



In the Netherlands, we work with a national organization called *Youth on Healthy Weight (JOGG)*. Our nutritionists contribute to healthy food lessons at primary schools. We partner with local colleges for internships at Hero Benelux. Finally, the annual quick-off day of the local school soccer competition is co-organized by more than 60 Hero Benelux employees.



In Egypt, we donate to a hospital that treats cancer patients and run a 'donation box' for our employees to support good causes. We create industry awareness by welcoming primary school visits to our factory, and give practical training to students from numerous universities.



In Germany, we sponsor the local handball team, the local athletics sports team, the VFL Bad Schwartau sports club, the Schleswig-Holstein music festival, and donate free products to several kindergartens and sport clubs. We also offer a scholarship for two students studying food processing at the Lübeck University of Applied Science, and run education projects with local schools.



In Switzerland, several charity organizations like Caritas or *Tischlein Deck Dich* were supported with food and 91 day-care centers with provided with Adapta infant nutrition. Furthermore, we engage with nurseries for education and nutritional advice.



In the Czech Republic, we organized a donation of Hero products – including Corny bars, Sunar snacks and jars – for 144 children in a local home.



Furthermore, in the last years, our operations worked with **Food Banks** in an effort to reduce food waste from obsolete stock. These products were distributed less well-off people for free.

