



STONYFIELD profits for the planet

From its founding as an organic farming school, Stonyfield has a long-standing, deep commitment to help create a better world in its “DNA.” In 1993, Stonyfield introduced Profits for the Planet, a program for investing in projects that reflect the company’s philosophy of creating healthy food and a healthy planet.

Stonyfield donates 10 percent of its annual profits to various environmental projects around the country and the world. To date, Stonyfield Farm has contributed more than \$10 million to thousands of causes that cover a full spectrum of environmental activism, including organic farming, ecosystem preservation, sustainability and climate efforts, and consumer education.

Here’s a sampling of key projects Stonyfield Farm has supported over the years.

Climate Counts

The fight against global climate change is a cornerstone of Stonyfield Farm’s mission. In 2007, the company helped launch Climate Counts (climatecounts.org), a nonprofit organization that scores companies on their commitment to addressing the climate crisis.

Climate Counts annually rates corporate climate efforts in 13 (and growing) major industry sectors, such as toys and children’s equipment, airlines, food products, electronics, and apparel. The group grades companies on a 100-point scale covering 22 specific criteria, including whether they monitor their carbon footprint, work to reduce their impact on global warming, and support progressive climate legislation. The higher the score, the stronger the commitment. The scorecards also provide a snapshot of a company’s current progress compared to that of its closest sector competitors: Stuck, Starting, or Striding.

This is more than a corporate environmental report card; it’s an accessible guide for issue-conscious consumers. Through Climate Counts, consumers can support companies serious about tackling climate change, and in doing so, send a message to other businesses that need to work harder.

UNH Organic Dairy Farm

One reason Stonyfield Farm has funded numerous projects designed to promote and strengthen organic farming is that organic farmers lack the large-scale industry support enjoyed by traditional growers.

One such endeavor is the University of New Hampshire (UNH) Organic Dairy Farm. The 300-acre farm and think tank provides farmers with the expert advice and research they need to increase milk production, lower costs, and improve farm management—all of which helps make organic farming a more economically viable practice.

Stonyfield Farm has donated \$450,000 to the UNH Organic Dairy Farm, its largest grant to date.

The UNH Organic Dairy Farm not only supports current organic farmers, but will provide research opportunities that will benefit working farmers, those considering converting to organic, and UNH agriculture students. The more farms succeed and future farmers learn the benefits of organic, the stronger the organic movement becomes.

NOFA On-Farm Energy Improvements

Organic farmers often need assistance creating energy-efficient operations. Stonyfield Farm has helped with a two-year, \$60,000 grant to the Northeast Organic Farmers Association (NOFA) to support its On-Farm Energy Improvements Program. Launched two years ago, it offers complete energy audits for organic dairy farmers.

A team of trained NOFA auditors conduct a detailed operational analysis of the farm, including milking machinery, refrigeration equipment, water heaters, lighting, insulation, and other





supporting machinery and technology. The auditors locate areas where upgrades and/or equipment replacements can produce significant energy savings. NOFA then assists farmers with securing no-interest loans to make the necessary changes.

The program saves the average farmer \$1,000 per year in energy expenses. When farmers reduce their energy output, it not only lowers their costs for consumers, but also decreases greenhouse gas emissions. So far about 25 farmers with an average farm-size of 50 cows have used the program.

Guide to Pesticides in Produce

Food labels can tell you what's low fat, fat-free, cholesterol-free, or sugar-free. But when it comes to pesticides and produce, labels don't always tell the full story. How can you know how many pesticides were used on those apples and carrots unless they're clearly marked certified organic?

This motivated Stonyfield Farm to team with The Environmental Working Group (EWG) and create The Shopper's Guide to Pesticides in Produce, a reference guide that shows which produce has the lowest pesticide exposure. The guide ranks 47 fruits and vegetables in terms of overall pesticide load.

Organic is always the safest route, but if you can't shop organic, this guide can help you make healthier choices. Picking the right produce can reduce your exposure to dangerous chemicals by up to 90 percent.

The EWG is a nonprofit that lobbies for stronger environmental policies and conducts in-depth research to protect consumers against toxic exposure, as well as promote healthier farming practices, preserve natural resources, and expand cleaner energy sources.

Print out the Shoppers Guide to Pesticides in Produce or download to your iPhone at foodnews.org.

Some other PFP grant recipients include Earth University, Friends of Casco Bay, Organic Farming Research Foundation, Clean Air-Cool Planet, The Nature Conservancy, River Keepers, and Sustainable Harvest. See a more complete listing at Stonyfield.com.

Apply for a PFP grant

Need help helping the planet?

Stonyfield awards Profits for the Planet (PFP) funding and accepts grant requests throughout the year. They support efforts that help protect and restore the environment and generate measurable results.

To apply for a PFP grant, send Stonyfield a written request of 500 or fewer words. Tell them:

- Who you are
- What you've accomplished
- What your mission is
- What your goals are
- How you plan to achieve them
- How you'd use the grant

Include a detailed project budget and, where applicable, proof of 501 (c) 3 tax-exempt status*. Send your request by email, mail or fax to:

**President's Office, Special Projects Manager
Stonyfield Farm
10 Burton Drive
Londonderry, NH 03053
FAX 603-437-8915
pfp@stonyfield.com**

It takes time to review all requests so please be patient. Applications are accepted year-round with donations awarded on an ongoing basis.

*501(c) status is not a requirement for PFP funding.

