



NIELSEN · MASSEY®

FINE VANILLAS & FLAVORS

COMMITMENT TO CARE

An Update on Our
Sustainability Initiatives

August 2019

Commitment to Care:

An Update on Our Sustainability Initiatives

Earlier this year, Nielsen-Massey Vanillas published its inaugural Sustainability & Corporate Responsibility report, formally outlining our sustainability goals and providing greater transparency and accountability into our impact and progress against those goals. Since then, we've been busy making new developments across various sustainability initiatives and in our community, and we're proud to share an update with you.

Madagascar Sustainability Initiatives

Following our 2018 visit to Madagascar, Sustainability Manager Emily Silman returned in March 2019 to meet with project suppliers, visit project sites and attend a Sustainable Vanilla Initiative-hosted meeting in which both vanilla importers and exporters convened to discuss the upcoming 2019 crop.

We returned to the village of Andranovato, which grows our organic Fairtrade vanilla, to visit the project sites for our clean water and sanitation projects and gained important new information and context that will ensure this initiative's success.



Nielsen-Massey Vanillas Sustainability Manager Emily Silman (lower right) meets with vanilla suppliers and farmers in Andranovato, Madagascar

We also formally committed to two new initiatives proposed by our supplier partners, which are both now underway:

- ◆ We are funding the construction of a primary school in Ambohitsara. The project was requested by the local vanilla farmers' cooperative because the existing school had been heavily damaged during recent cyclones. This project supports our commitments to improve the livelihoods of vanilla farmers and their families, as well as improve access to education for the children of our vanilla farmers.
- ◆ In the village of Ampohibe, we are funding the construction of a solar-powered, centrally located water pump. The pump will provide clean water via 10 access points throughout the village, ultimately ensuring 3,300 people have access to clean water. Funding will also cover training to ensure local residents are able to maintain and repair the new system.



Ampohibe villagers collect water from the area's single well

While in Madagascar, Emily also met with Ampohibe's farmer cooperative and toured two of the farmers' vanilla plots, which were lush with strong, healthy vanilla vines. Although many of the vines had already grown large green pods, these knowledgeable farmers knew they had to be left on the vine for several more months to develop their full flavor potential – this deep farming knowledge is just one of the reasons why the country is the source for 80 percent of the world's vanilla.

Indonesia Sustainability Initiatives

Our Chief Executive Officer Kirk Trofholz, and Owner and Vice President of Sustainability Craig Nielsen, returned to Indonesia in April 2019 to meet with suppliers and gain additional insight on the “Food Forest Garden” program, which is designed to increase crop diversification and improve the livelihoods of the vanilla farmers who participate.

The project is overseen by one of our Indonesian suppliers, and during the trip Nielsen-Massey formally agreed to sign on and support the program.

Throughout their visit, Kirk and Craig visited vanilla farms on the islands of Sulawesi and Selayar, including two farms that will participate in the program, as well as one that is already involved. Although still in early stages, the farmer has already built up an impressive level of intercropping with vanilla vines, planted clove trees, durian fruit trees, and more.



Nielsen-Massey Vanillas Chief Executive Officer Kirk Trofholz (third from left) and Owner and Vice President of Sustainability Craig Nielsen (fourth from left) visit a new “Food Forest Garden” project on Selayar Island with local suppliers

In Batu Agung, on the island of Bali, farmers are reporting successful harvests of fruits and spices such as bananas, coconuts and nutmeg. The vanilla vines in this area are only two years old and will begin producing beans sometime in the next few years. These early successes are encouraging because it demonstrates the strong potential of the intercropping system for future harvests and projects.

Since Nielsen-Massey's visit in April, our supplier has been actively bringing new vanilla farmers into the "Food Forest Garden" program, working with farmer groups both small and large. Farmers from the community of Bulo Barani on the island of Selayar have signed on to participate and agreed to devote 10 hectares of land to adopting "Food Forest Garden" methods and techniques. The farmers will focus on reforesting the area with native trees; approximately 30 percent of the land will be planted with vanilla vines while the remainder will be planted with other income-producing crops. The first crop the farmers plan to plant and harvest is arenga, a type of palm whose sap can be cooked down into palm sugar.

The community of Randu Agung, East Java, in collaboration with a local NGO, has also committed to managing 1,200 hectares of vanilla-growing forest and 460 hectares of premier tropical forest. Our supplier is working with them to help them adopt "Food Forest Garden" practices.

Community Relations Initiatives

Consistent with our company values, the Nielsen-Massey team supported a variety of local organizations and charities through financial contributions and volunteer service. This is in line with our community relations objectives to show our support of education, youth, veterans and the environment to demonstrate the difference we can make as a team.

- ◆ Nielsen-Massey's Charitable Contributions Committee evaluated and issued grants to two organizations in the spring of 2019:
 - Boys & Girls Club of Lake County: www.bgclc.com
 - Kenosha Public Library: www.mykpl.info
- ◆ The Committee approved in-kind donations of company product to the following organizations:
 - Northern Illinois Food Bank: www.solvehungertoday.org
 - Purple Asparagus: www.purpleasparagus.org
 - Nicasa: www.nicasa.org
- ◆ The Committee, along with Vice President of Culinary Beth Nielsen, Vice President Strategic Initiatives Matt Nielsen, and CEO Kirk Trofholz, hosted six students from the Roberti Community House Culinary Pathway for a Vanilla 101 class, facility tour and lunch.



Owners Matt (far left) and Beth Nielsen (third from left) along with Chief Executive Officer Kirk Trofholz (fifth from right) host students from Roberti Community House Culinary Pathway

- ◆ Nielsen-Massey supported two large scale employee volunteer events at the following organizations:
 - A Safe Place: www.asafeplaceforhelp.org
 - Employees packed event gift bags for a fund-raiser to support A Safe Place and its mission to end domestic violence
 - Boys & Girls Club of Lake County: www.bgclc.com
 - Employees served hot breakfasts to dozens of children at the Boys & Girls Club of Lake County



From left to right: Nielsen-Massey employees Matt Nielsen, Laura Fisher, Jahaziel Mancille and Juan Gonzalez volunteer at the Boys & Girls Club of Lake County