



Transforming Business *Enhancing Food Sustainability*

Business benefits our clients have gained:

- Reduced risk
- Efficiency gains and cost savings
- Enhanced reputation and leadership status
- Unleashed innovation and growth opportunities
- Engagement across the company and the supply chain

We deliver solutions

with results: One client reduced cost of goods sold by one percentage point through sustainability-driven manufacturing improvements.

Since 1998, Pure Strategies has helped set meaningful goals, develop effective strategies, and make proactive changes to products and supply chains that deliver value to the business and society.

Why Pure Strategies?

We bring a unique combination of talents together in one cohesive team with:

- Deep and broad expertise in the food industry
- Insightful and collaborative approach
- Track record of delivering impactful results

Pure Strategies helps food and beverage companies build programs and integrate sustainability into sourcing, development, and manufacturing to:

- Advance their programs with leading goals, R&D guidance, and supply chain engagement
- Optimize manufacturing and distribution with energy, water, and waste efficiencies
- Build consumer trust and reduce risks by addressing supply chain issues such as carbon emissions, chemicals of concern, animal welfare, antibiotics, and deforestation



Stonyfield partnered with Pure Strategies to launch new sustainable packaging.



“Pure Strategies provides us thoughtful and innovative solutions to hard environmental questions; we appreciate their team’s expertise!”

— Andrea Asch, Manager of Natural Resources, Ben & Jerry’s



“Optimism, purpose, and a clear understanding of the challenges agriculture faces drive our work for meaningful change in the sustainability performance of our customers.”

— Tim Greiner, Managing Director, Pure Strategies



pure
ENTERPRISE

**ACHIEVE DESIRED
SUSTAINABILITY POSITIONING**



We helped Annie's develop priorities for their sustainability program through a carbon footprint of the company's product portfolio and strategies to ensure their efforts achieve meaningful gains.



pure
PRODUCT

**EVALUATING PRODUCT
IMPACTS AND
OPPORTUNITIES**



Pure Strategies created an innovative Safe Additives Guide and strategy to ensure that Stonyfield's bioplastic yogurt packaging is free of harmful additives and continues to earn consumer trust.



pure
SUPPLY

**IDENTIFY RISKS, ENGAGE
SUPPLIERS, AND DRIVE
CHANGE**



Our firm helped Walmart develop and implement an approach to reduce risk and proactively address emerging sustainability issues such as antibiotic use and animal welfare in the company's food supply chain.



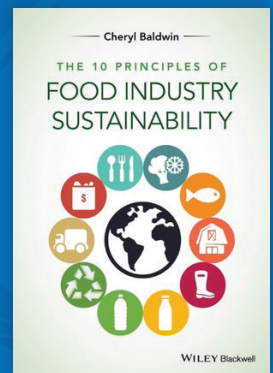
"Pure Strategies has provided us with their expertise on a broad range of projects over the years. They are the first people we call when we need outside expertise on a sustainability effort. I'm pleased to have a firm available to us that truly understands us and our unique needs related to sustainability."

— Jonathan Reinbold, Sustainability Research & Grant Manager, Organic Valley



"Working with and in the food industry over the last 20 years, I am encouraged by the accelerating progress in sustainability and am passionate about helping companies get closer to delivering an overall benefit to society."

— Cheryl Baldwin, VP of Consulting and author of the 2015 book, *The 10 Principles of Food Industry Sustainability*



Meet the team:
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