

Tweet our Report

Strauss Group Sustainability Highlights 2012



About Strauss Group

- We deliver fresh, delicious, nutritious, and innovative products which make your lives easier, healthier, and more enjoyable. @StraussGroup
- Our global team is made up of 14,000 employees in 20 countries @StraussGroup
- We maintain an increasingly global presence with activities in 20 countries. @StraussGroup
- @StraussGroup is five businesses in one Group: each brings a different experience to our diverse customers and consumers #sustainability

Responsibility in Business

- In 2012, we have tried to listen more, engage more, deliver more, innovate more, and improve more @StraussGroup #responsibility
- Our vision @StraussGroup Creating Wonder out of Basics keeps driving us forward #responsibility
- Throughout our value chain, @StraussGroup embeds principles of responsible business. #driven
- You are our #stakeholders. You represent diverse interests and perspectives. @StraussGroup, we value your views
- Our #stakeholder roundtable in Israel at @StraussGroup confirmed we should contribute to economic development through our core business #CSR
- @StraussGroup is committed to upholding the principles of the United Nations Global Compact #UNGC

Responsibility in our Industry

Changing consumer attitudes

- Food takes center stage in lifestyle considerations. @StraussGroup we appreciate the role of food in our lives #CSR
- Consumers have an appetite for wellbeing, not only tasty food. We must adapt our value chain to meet new needs @StraussGroup #health
- Hummus enjoys 56% market share in its category in the U.S. @StraussGroup #greattaste
- How much would you pay for great-tasting hummus? @StraussGroup #pay-as-you-wish

Healthy food choices

- As consumers, you want foods which are good for your health. That's what you tell us at @StraussGroup. #healthyfoods
- We introduced Actimel in 1998, Activia in 2005, and Danacol in 2012 to Israeli consumers for better health @StraussGroup #Danone
- Danacol was introduced by Danone Group in 2004 in Europe, and is available today in over 15 countries around the world @StraussGroup #Danone

- Combine health and indulgence by applying portion control @StraussGroup #chocolate

Access to pure water

- You want more than pure, healthy, clean water. You want great tasting water. @StraussGroup #WaterBars
- In 2012, we improved our patent-protected, cutting-edge water purification technology @StraussGroup #WaterBars

- In 2012, in China, we launched a new WaterBar for Chinese consumers, offering access to pure water @StraussGroup #WaterBars

- In 2012, in the UK, we launched Virgin Pure, a new experience for British water-drinkers @StraussGroup #WaterBars

Reducing food waste

- We waste too much food – all of us. Up to 50% of food worldwide is wasted @StraussGroup #crisis
- Please don't waste our products, because we want you to enjoy them instead @StraussGroup #waste #reduce
- In 2012, we salvaged 1,700 tons of edible chilled food waste and reused it for animal feed @StraussGroup #waste #reduce
- In 2012, we diverted 2,102,765 units of unsalable food products and donated them to those in need @StraussGroup #waste #reduce
- We were delighted to receive the Inspiring Corporate Social Responsibility award from @Leket_Israel @StraussGroup #waste #reduce

Responsible Sourcing

- You are interested in fresh vegetable produce which is sourced in a responsible manner. @StraussGroup #lettuce #tomatoes #parsley #eggplant
- @StraussGroup works closely with 30 local growers in Israel to ensure best quality fresh produce for you and your family #quality #safety
- @StraussGroup maintains partnership relationships with growers, based on a mutual commitment to quality and long-term supply #carrots #onions #garlic

- In 2012, @StraussGroup issued our Strauss Growers Quality Manual, a complete guide for ensuring the quality of agricultural produce #quality

Responsibility in Practice

Environmental Stewardship

- @StraussGroup knows that you want corporations, including us, to be environmentally responsible #sustainability
- Reduce, Reuse and Recycle is our approach to environmental stewardship @StraussGroup
- To satisfy our coffee-drinking consumers all over the world, we purchased 179,000 tons of green coffee in 2012 #greattaste @StraussGroup
- Yotvata Choco Drink – now in lightweight PET bottles with 25% less plastic. #packaging
- Hummus salads and dips packaging is made from 30-45% post-consumer recycled plastic #packaging @Sabra
- @StraussGroup is committed to achieving a lower energy footprint in our global operations #sustainability #energyreduction
- @StraussGroup reduced energy consumption per ton of product by 2.6% over 2 years (2010-2012) #energyefficiency
- @StraussGroup reduced absolute energy consumption by 2.8% over two years (2010-2012) while increasing production by 16% #energyefficiency
- Between 2010 and 2012, @StraussGroup reduced greenhouse gases emitted to the atmosphere per ton of manufactured product by 13.92% #climatechange



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Continued



- Reducing 300 tons of carbon emissions @StraussGroup through biomass energy equaled more than 60 cars off the road in Serbia in 2012
- For the first time in 2012, @StraussGroup measured Scope Three emissions from air travel. We flew around the world 21 times.
- @StraussGroup emitted 7 tons of ozone-depleting substances in different coolants in 2012, less than half of 2011 ODS emissions #ODS #ozone
- In 2012, @StraussGroup reduced water consumption per ton of product by 1.31% versus 2011. #water
- In 2012, @StraussGroup recycled or reused over 79% of our total solid waste #waste
- In 2012, water discharged from our @StraussGroup operations amounted to 79 % of our total water consumption. #wastewater
- More progress can be expected from @StraussGroup in the area of environmental stewardship in the future. New targets in 2013.

Product Innovation

- Leveraging our 'start-up-nation' capabilities, we work to find solutions to food industry challenges @StraussGroup #agri-tech #innovation
- We strive to "accelerate the development of the Israeli Food Tech Community" @StraussGroup #alfastrauss #entrepreneurship
- Supporting research to combat crop diseases and improve quality @StraussGroup #lettuce #big-vein- disease

Consumer and Customer Care

- We hear you wherever you are, in your home or in cyberspace @StraussGroup #consumer care
- Over 500,000 consumers and other stakeholders connect with @StraussGroup each month via our digital platforms
- We visited 840 consumers in their homes in 2012 to resolve their concerns @StraussGroup #home-visits
- Driven by a responsibility to support small retailers @StraussGroup #smallretailers

Employee Engagement

- We go beyond the basics, and strive to truly engage our employees in our vision, through our values, toward to a more sustainable society. @StraussGroup

Our employees

- @StraussGroup want to be part of a caring, responsive, nurturing workplace #career
- Our global team numbers 14,000 employees – growth of 27% in employment since 2007 @StraussGroup
- Our global management @StraussGroup understands you, our consumers, wherever you are. 99.8% of managers are locally hired.
- We paid over U.S.\$1.5 billion to our employees in salary and to cover the cost of non-salary benefits in 2012 @StraussGroup #employees #compensation
- In 2012, as required by law, 164 merchandiser roles ended in Israel. We supported them fully. 85% secured alternative jobs @StraussGroup or elsewhere.

- You want us to maintain a safe workplace. @StraussGroup we must improve our safety record. #safety
- In 2012, Strauss launched a new Leadership and Core Competency Model #values #vision #execution
- We invested in almost 50,000 hours of formal leadership and other professional skills and competency-based training in 2012 @StraussGroup
- In 2012, we embarked on a global plan to engage all Strauss companies in our diversity efforts. @StraussGroup #diversity #inclusion
- Around the world, in 2012, we recruited 3,670 new employees, of whom 1,511 were women (41%) @StraussGroup #gender #women #diversity
- Around the world, we have 33% women in senior management, and 43% women overall @StraussGroup #gender #women #diversity

Supplier Relations

- As a supplier, you look to @StraussGroup to behave ethically and fairly and meet our commitments.
- In 2012, @StraussGroup developed three new yogurt flavors in our Innovation Process with a flavors supplier. #collaboration
- In 2012, we developed a new Supplier Evaluation Program in Israel @StraussGroup as part of our ethical supply chain.

Community Investment

- In 2012, the total value of @StraussGroup investment in our communities was U.S.\$ 2.76 million.

- In 2012, over 3,000 @StraussGroup employees invested 12,300 hours of volunteer time in the community.
- We are committed to advancing women in business @StraussGroup #women #gender #diversity
- The 100 largest publically-traded companies in Israel have only eight female CEO's. Strauss Catalyst Census 2012 @StraussGroup #women
- In Romania @StraussGroup employees cleaned up a beach and supported a local kindergarten #women
- Max Brenner U.S.A donated warm cookies and hot chocolate to Hurricane Sandy victims @StraussGroup

Responsibility in Governance

- In 2012, a Strauss Water Code of Ethics was developed to specifically address ethical considerations in our @StraussGroup WaterBar business
- This @StraussGroup report follows the Global Reporting Initiative (GRI) G3.1 Guidelines at an Application Level A
- This report is our sixth annual Sustainability Report and we intend to continue to report each year.

