

DO GOOD Stamp Corporate/Brand Recognition Application

Name of Corporation/Brand: Conifer Specialties, Canterbury Naturals brand

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Please complete all that applies below (*NOTE: criterion will be weighted; please be thorough and include any additional information to help the 'Do Good' Advisory Panel make an accurate, informed decision*)

1. Corporate/Brand Mission or Philosophy:

Conifer Specialties believes that when people eat better food, they feel better. When they feel better, they face each day with an optimistic outlook. Which, the way we see it, is one way we can work together to make the world a better place—one great tasting meal at a time. It's real food for a good life.

In 1977, we made a commitment to use local, natural and organic ingredients and to be an innovator in the "food revolution." This long-standing dedication to quality isn't just a business goal, it's our mission. Our vision. Our responsibility.

Conifer uses only natural or organic ingredients, and our products contain no trans fats, hydrogenated oils, or artificial ingredients. This effort extends to green business practices, such as reducing fuel consumption and packaging waste to minimize our carbon footprint.

2. Tell us about the "Do Good" initiatives within your organization that promotes giving back to the community (i.e., corporate programs, mentor/intern programs, food drives):

Conifer Specialties supports local farmers through a partnership with Shepherd's Grain, a cooperative of 33 local farmers who use sustainable agriculture farming methods. Shepherd's Grain supplies Conifer with a local source of organic wheat, and provides small farms with a steady buyer for their grains, helping save local farms. The program also reduces fuel use and greenhouse gas emissions because the grain is transported locally to the Conifer plant instead of from thousands of miles away.

To help our customers lead healthier lives, Conifer has partnered with Treeswing, a non-profit organization dedicated to helping kids lead healthier lives. Each package of a Canterbury Naturals product has healthy lifestyle and good eating tips by Treeswing.

3. In what ways to you encourage your employees to "Do Good" (i.e., employee contribution programs, corporate matching on personal donations, volunteering or grant programs)?

Leading by example, Conifer is deeply involved in the community and charitable works and employees are encouraged to participate at all levels.

In 2010, Conifer will be shutting the manufacturing plant down for one day to give back the community. The whole team will have a chance to participate in the day of service (possibly an Arbor Day project).

Conifer also covers the entry fees for any employee participating in a benefit run, and sponsors events and programs at charities where employees are involved--for example at the request of an employee, Conifer recently sponsored a Friends of the Children event.

4. List out the charitable organization(s) that your corporation is currently affiliated with, or foundation(s) that your corporation has initiated, and the length of the relationship(s):

Organization(s): Food Lifeline

Timing: 9 years

Conifer Specialties has an ongoing partnership with Food Lifeline, Washington's largest hunger relief agency, to provide them with baking mix and other food throughout the year, and to support the increased need at the holiday season. Last year, Conifer donated more than 50,000 pounds of baking mixes to Food Lifeline, and a total of more than \$78,000 in food products.

Organization(s): Seattle Children's Hospital

Timing: 3 years

Conifer has donated more than \$15,000 to support the Children's Hospital through the Purchase a Miracle campaign. Conifer's Director of Sales and Marketing is now the co-chairman for the advisory board for Purchase a Miracle.

Organization(s): Treeswing, to offer healthy lifestyle tips for kids on Canterbury Naturals product packaging.

Timing: 2 years

Conifer also strives to stay connected with our community and environment by regularly supporting a large number of local organizations that share our passion for health and wellness.

Conifer donates about \$100,000 a year in cash and product to multiple charities and out of that approximately 70% goes toward Food Lifeline. Some of the other current causes Conifer is involved with are Treeswing, American Heart Association, Habitat for Humanity, Martin de Porres Shelter, local food banks, Seattle Children's Hospital, the Hope Heart Institute, Families for Effective Autism Treatment of Washington, Little Bit Therapeutic Riding Center, Overlake Hospital, Mary Bridge Children's Hospital and Health Center, and the Doernbecher Children's Hospital.

5. Has your corporation or any profit center or individual within your corporation received recognition for charitable efforts? Please list:

The Alliance of Eastside Agencies honored Conifer Specialties as Business of the Year with the Outstanding Contribution to Human Services Award in 2009 for support of Food Lifeline, Washington's largest hunger relief agency.

6. Tell us about any of your products/services marketed towards making philanthropic contributions:

Canterbury Naturals products are part of the Purchase a Miracle Campaign, where a portion of sales support Seattle Children's Hospital. Many products also feature wheat from Shepherd's Grain, supporting local, sustainable farms.

7. Tell us about any philanthropic efforts planned for the upcoming year(s):

As detailed above, as part of the company's ongoing philanthropy, in 2010, Conifer will closing the offices and plant for an all staff day of service, continuing supporting Food Lifeline and many other charities, and sponsoring events.

8. Tell us what you/your corporation is most proud of:

In addition to manufacturing quality food products and a maintaining healthy work environment for employees, Conifer is most proud of efforts to reduce our carbon footprint on the environment through lower-emission manufacturing and shipping processes, reduced packaging, and the use of local and natural ingredients.

In 2009, Conifer conducted a study of the carbon footprint of our soups and found that from the in-house manufacturing, to the end of life phases, dry soups mixes are more than twice as climate-friendly as the canned soup alternative.

Canterbury Naturals dry soup mix produced 61 percent less greenhouse gas emissions than the alternative of canning the same soup. That's the equivalent to removing 792,755 cars from the road for an entire year, if U.S. households replaced canned soup with dry soup.

The significant increase in climate changing emissions for the canned soup alternative comes primarily from manufacturing packaging, in-can sterilization, and transporting liquid soups to the store. Conifer is currently working on additional practices to reduce our footprint even further such and increases local sourcing and reduced shipping packaging.

In addition to reducing greenhouse gases, we are continually improving processes and recipes to be better for the earth and better for you. Last year, Conifer eliminated all Genetically-Modified Organisms (GMOs) from Canterbury Naturals soup mixes, reduced the packing by 60% and are now made of 100% recyclable materials.

9. Share any additional information that may be helpful:

Conifer believes charity begins at home—from employee practices to promoting from within, safe working conditions and community involvement, we strive to make Conifer Specialties a great environment for our staff.

Conifer's products are all natural, so manufacturing staff (and consumers!) aren't exposed to chemicals, preservatives or other harmful additives. We offer generous leave policies ad insurance coverage, tuition-reimbursement for classes, bi-lingual training, and of course, lots of healthy food perks!

Conifer Specialties is also built on a foundation of promoting from within--employee Mike Maher started his career making Conifer's beloved Fisher Fair Scones at a booth at Northwest fairs like the Puyallup Fair. His dedication paid off and he's moved up from scone-making over the years--now he's CEO of the company.