

LEVERAGING THE POWER OF OUR BRAND

To do good things

Errol Schweizer | Global Executive Grocery Coordinator

Mitch Madoff | Global Executive Exclusive Brands Coordinator



SHARE THE BUZZ Campaign



Picnic with bees



Picnic without bees

SHARE THE BUZZ Campaign

Raising awareness

Educating customers

BEEES ARE VITAL FOR THE GRASSES THAT
FEED DAIRY COWS. WITHOUT THEM, **MILK, CHEESE,**
YOGURT AND BUTTER COULD DISAPPEAR.



Dairy choices with bees



Dairy choices without bees

SHARE THE BUZZ Campaign

Raising money

Influencing supply chain



These brands support pollinator preservation.
Choose their products to help give bees a chance!



Whole Foods Market
Exclusive Brands

PARTNERSHIP FOR POLLINATOR CONSERVATION

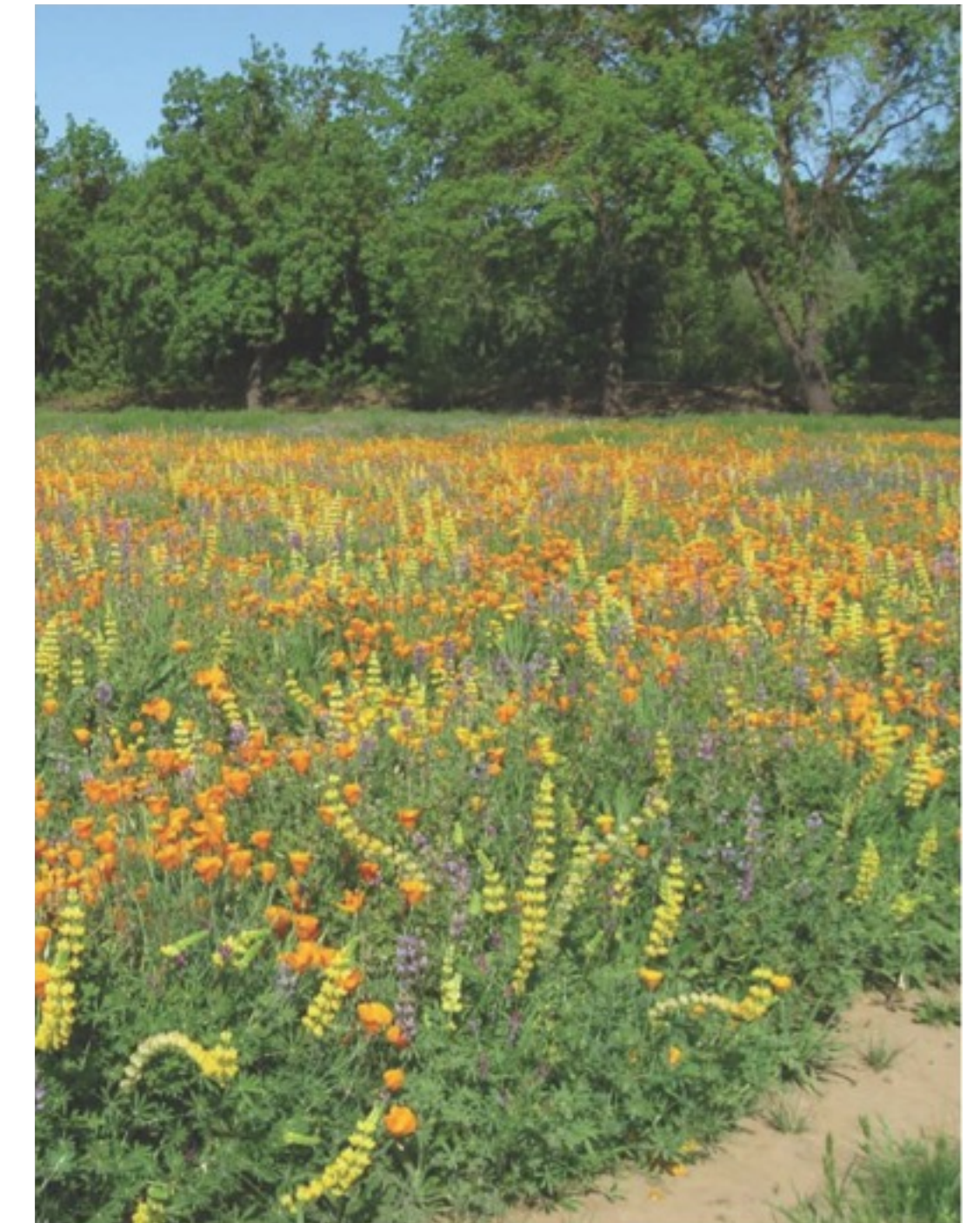


PARTNERSHIP FOR POLLINATOR **Conservation**

> 40M heard the news

125 events attended by 12,000 customers

+169,000 new acres protected habitat



PARTNERSHIP FOR POLLINATOR Conservation

> 1M pounds pollinator-friendly almonds





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