



Supporting WFM  
**“FORAGERS”**

March 8, 2012

Live the color. BeGreen  
PACKAGING LLC

**2007** —Be Green Packaging signs “Exclusive Agreement” for fiber packaging to meet needs for WFM.

**2008-9** —Be Green sells into all 12 WFM Regions in record time.

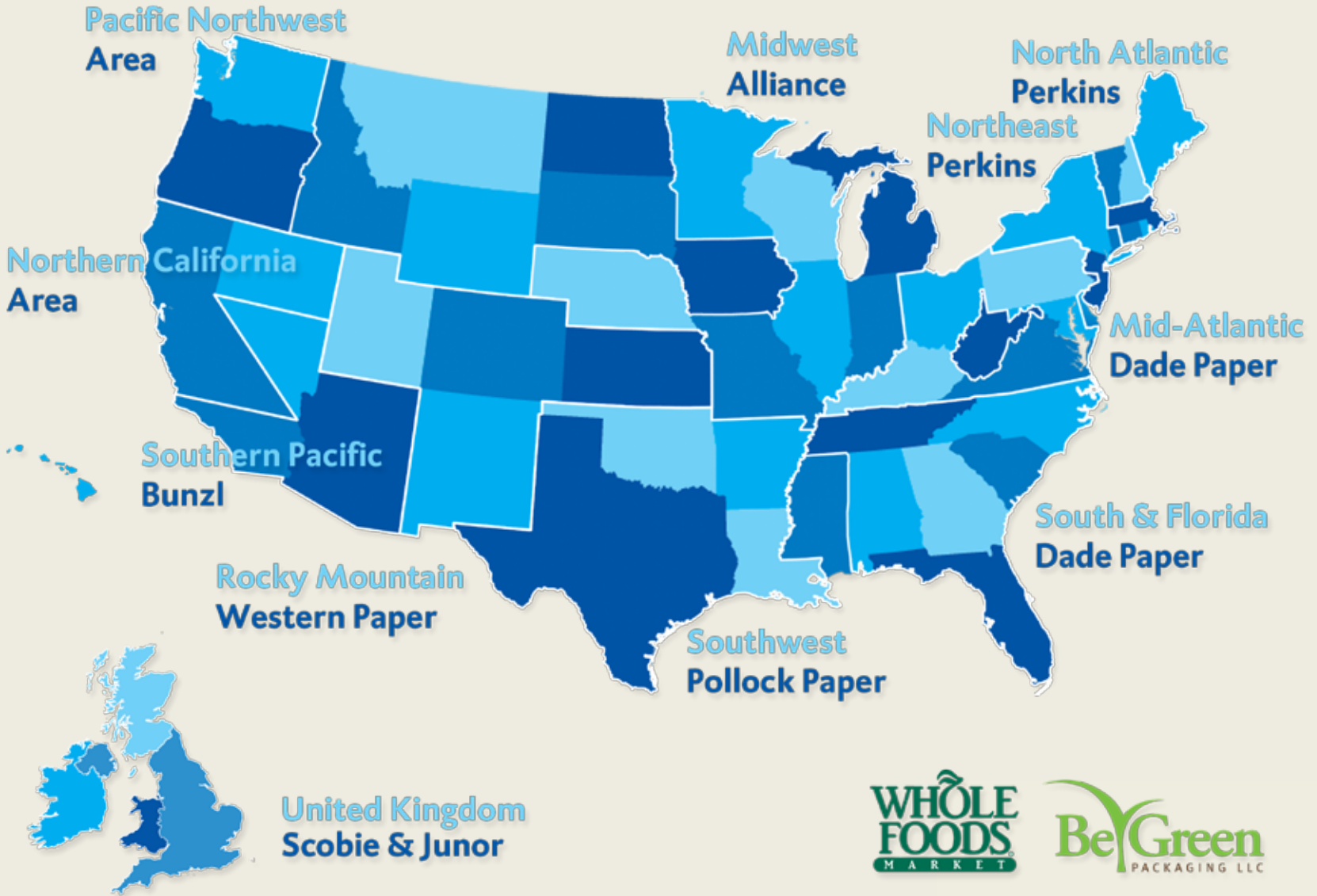
**2011** —WFM has served the best foods the planet has to offer on or/in 65 million fiber trays.

**2012** — Be Green’s fiber packaging can be found in the following departments : Sushi Bars, Seafood, Meat, Poultry, Prepared Foods, and Produce at Whole Foods Markets

# Iconic Packaging @ Whole Foods Markets



# Be Green Packaging & WHOLE FOODS MARKET



Be Green Packaging is a *Triple Bottom Line* company.

We believe the pursuit of profit and success should not jeopardize our planet, our people or our communities.

## Our Mission

Design, manufacture and distribute Cradle to Cradle certified, compostable, recyclable and tree-free, plant fiber packaging.

## Our Core Values

- Quality
- Cradle to Cradle Mentality
- Commitment to our Customers
- Communication
- Science & Technology
- Abundance
- Community

# Company Overview

## Education

In addition to our core values, we believe we have the responsibility to educate companies and consumers regarding

composting,  
the environment,  
& sustainability.

A key component of this is the **Compost Tool Kit**, which provides instructions, an employee training guide, resources and so much more.



# Be Green Fibers



## Product Life Cycle







## Utility Trays



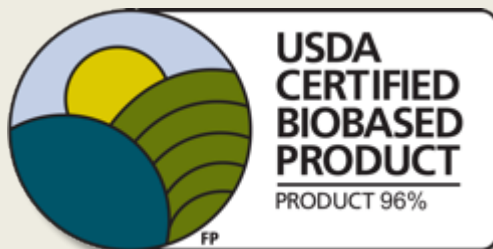
## Supermarket Trays



## Sushi Trays

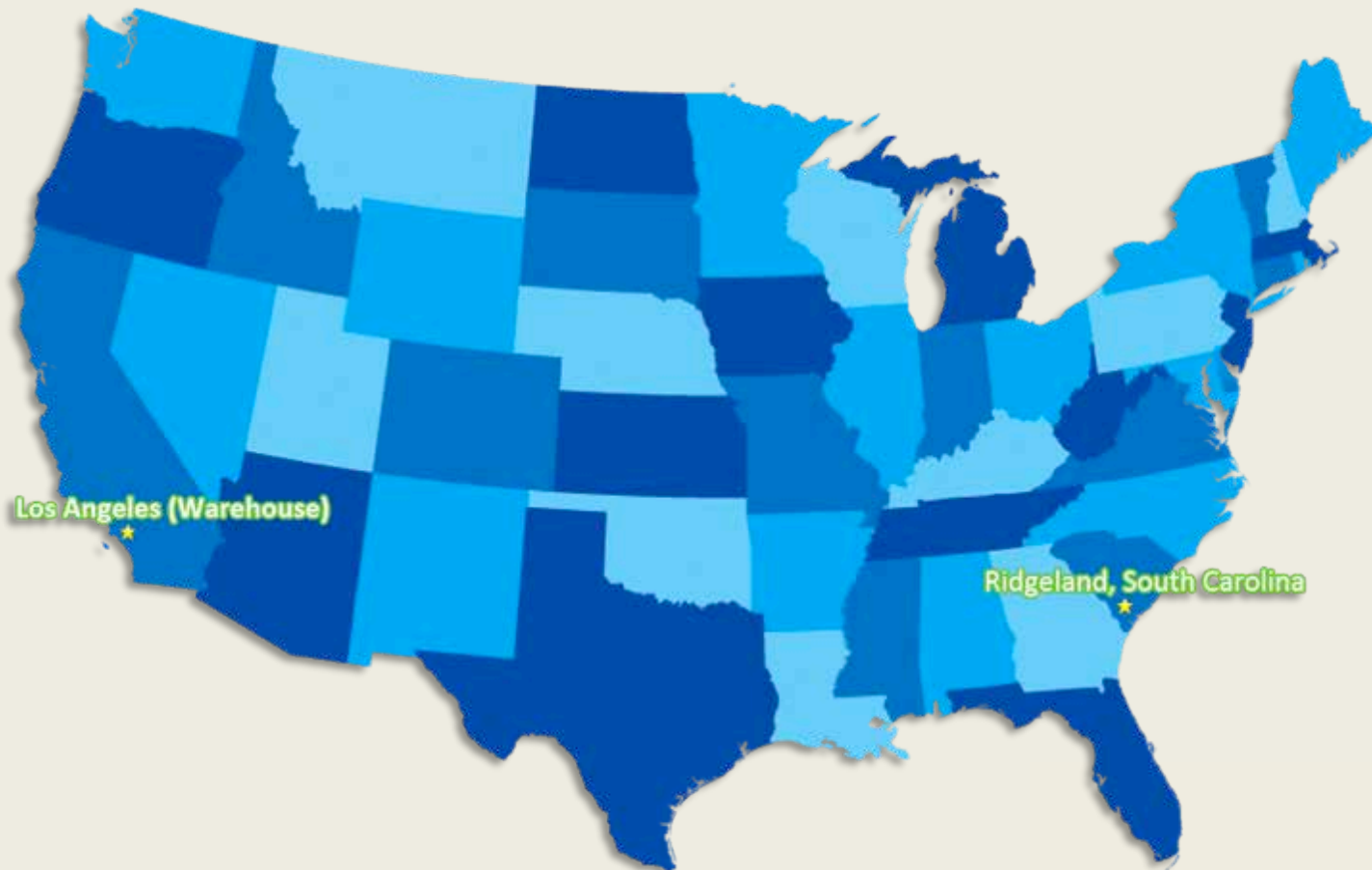


# Be Green 3<sup>rd</sup> Party Certifications



## USA Manufacturing & Distribution Facilities

Ridgeland, South Carolina | Los Angeles, California\*



\* LA Location: Distribution Facility Only

# Be Green in the Community

## Whole Planet Foundation

In 2009, Be Green Packaging became a founding member of Whole Planet Foundation's Ten Thousand Dollar Fund.



**WHOLE PLANET FOUNDATION**  
TEN THOUSAND DOLLAR FUND

[wholeplanetfoundation.org/cplten-thousand-dollar](http://wholeplanetfoundation.org/cplten-thousand-dollar)

The mission of Whole Planet Foundation® (WPF), a Whole Foods Market® (WFM) foundation, is to empower the poor through microcredit in communities that supply WFM stores with products, with a focus on the developing world. WPF sources from 83 countries worldwide, and the poverty in 73 of these countries is overwhelming. With your support, WPF can help. Providing microcredit loans to poor women in these communities enables them with an opportunity to create or expand a home-based business and lift themselves and their families out of poverty.

The Ten Thousand Dollar Fund provides expansion funds for new microcredit projects through a \$10,000 annual donation. WPF's \$10,000 giving level was launched in September 2009, with founding member Be Green Packaging. \$1 can make a difference in the life of an impoverished entrepreneur, and \$10,000 can change the lives of 50 impoverished families for generations. Here's how to get involved.

**PROCESS**

1. Negotiate the program and donation with WPF team.
2. WPF team will check in with global purchasing to confirm participation and details.
3. WPF has final approval on all copy, design and logo usage related to WPF, and partners have the same opportunity for theirs.
4. WPF promotes your generosity. Global purchasing teams will inform WPF of the program to ensure signage and other marketing elements are created and distributed. Partnership will be promoted through signage, social media, email newsletters and WPF's website.
5. Members are encouraged to promote their support of WPF's mission to raise awareness for poverty eradication.
6. Ten Thousand Dollar Fund agreement stands for one year and includes terms and benefits.

Vital Farms' owner Matt O'Hayer says of their support, "It was important to me to see first-hand how microcredit works, so we joined Whole Planet Foundation on a recent site visit to a microcredit project in Guatemala. Because of the leverage and efficiencies it provides, I have found no better way to get help to people who need it most than microcredit."

**2009 MEMBER**

**2010-2011 MEMBERS**

**2011-2012 MEMBERS**

**ENTER FOR A CHANCE TO WIN A TRIP FOR 2 TO BRAZIL**

Sambazon and Whole Foods Market partnered on a unique social media program. The grand prize trip donated by Sambazon featured a unique opportunity to visit their production facilities and meet the family farmers who grow the certified organic and fair trade agri used in the company's unique superfood products. There were 10,713 entries, and for each one received, Sambazon donated \$1 to Whole Planet Foundation, resulting in a contribution of \$10,713!

To learn more, contact WPF's Marketing and Outreach Specialist, Lauren Evans at [lauren.evans@wholefoods.com](mailto:lauren.evans@wholefoods.com)

## Community Environmental Council

The CEC is a Santa Barbara based non-profit working to create a fossil-free community by 2033. Be Green supports the CEC through charitable donations and participates in their Earth Day celebration.



## Organic Center

The Organic Center's mission is to educate society on the benefits of organic agriculture. Be Green supports the center financially, as well as through occasional product donations.



## Other Product Donations

Be Green supports a number of non-profits with product donations. Organizations include the Santa Barbara Soup Kitchen, the Santa Barbara International Film Festival, Art From Scrap, and others.

# How to buy our products...

## 1. Online Store | [www.begreenpackagingstore.com](http://www.begreenpackagingstore.com)

Be Green's Online Store will soon be launching. You will be able to view products and prices, as well as place your order online. No minimum quantities!

## 2. Speak with a Team Member

Call Be Green's Headquarters (805.456.6088) and speak with a Team Member about how to buy our products locally.



# Responsible Packaging For “**FORAGERS**”