

Community Involvement 2014 Report



Driscoll's[®]
ONLY THE FINEST BERRIES[™]

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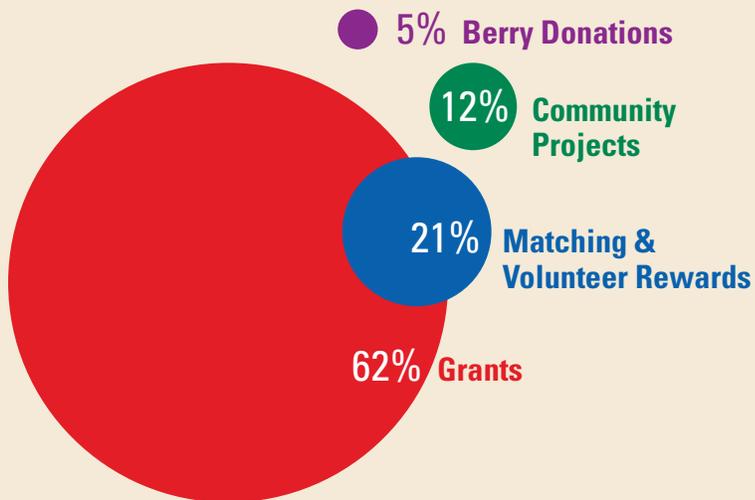
“It’s always good to get involved in something that is bigger than yourself; it feels like you can “give back” even if you don’t have much time,”
Ben Bilyeu (Category Management, Kansas)

Cover: Tony Vasquez (Greenhouse Supervisor, Watsonville, CA) giving a tour of The Corralitos Nursery during the 2014 Philanthropy Summit.

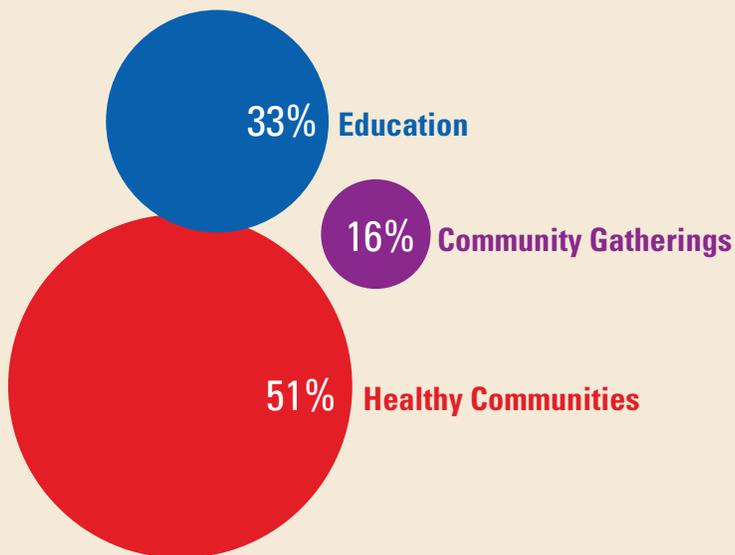
Driscoll’s®

300 Westridge Drive
Watsonville, CA 95076
831.763.5100
community@driscolls.com

2014 GIVING DASHBOARD



2014 GRANTS BY FOCUS AREA



Our vision is to become the world's berry company, enriching the lives of everyone we touch.

There is an undeniable human side to the berry business. In fact, none of this is possible without people, from the farmworkers picking and packing our berries to the quality assurance clerks who ensure only the finest berries make it to market.

Our success is due to communities of people that welcome us because of our business model and the positive impact we can have on all involved.

Philanthropy is at the heart of this effort and provides us an opportunity to give of ourselves in a unique and personal way.

Thank you to all of those who gave of their time, money and love this past year.

~ Kevin Murphy, President and COO



For the Love of Ag

“I never knew that blueberry plants lived up to thirty years. My dad works in the blueberries, but he never told me they lived that long. Wow!”

Diego S. (student visitor at Snelling Nursery)

Many youth, including children of farmworkers and growers, don't realize that behind the scenes of vast acres of fields around them, there is also a considerable network of careers that make it possible for fresh produce to make it to market.

Driscoll's supports creating economic development by using an agricultural frame that leverages our expertise and the largest industry in our communities. One strategy is to provide hands-on opportunities to local children and youth to help explore the different facets and careers available through agriculture.

Sharing our Expertise with Students

The invitation to share our knowledge of berry production and agriculture was enthusiastically received by classroom teachers. In fact, after a presentation by Red Bluff Nursery employees on garden hoops, the 7th/8th grade classroom from Bend Elementary School were tasked by their teachers with calculating how much material they would need to properly install hoops in their own school garden.

In Snelling, California, over 100 fourth grade students from Winton School District explored the berry fields and received presentations from nursery employees on topics such as breeding, water systems, plant life cycles, and propagation.

Almost 2,000 miles away, Driscoll's Distribution Center in Los Reyes, Mexico hosted a group of elementary age students from a local migrant shelter to learn the steps berries go through.

“We hope that this activity awakens their interest in the daily work associated with berries,” explained Liliana Flores (Production Assistant, Los Reyes).

High school students are also benefiting from the blueberry knowledge of our teams. Students from the Liceo Agrícola in Ninhue, Chile received hands-on instruction in the planting, fertilizing, and pruning of blueberry plants through a blueberry plot installed by Driscoll's employees on the Chilean high school's premises. And Wesley Chapel Future Farmers of America (FFA) members visited commercial harvest and field packing operations at Florida Pacific Farm (a Reiter Affiliated Company partner ranch), with the objective of acquiring knowledge about the different aspects involved in getting blueberries from the fields all the way to market.



“Perhaps it will stick in the minds of those who want to make agriculture their future, or at least have more appreciation for berries and the people who grow, harvest, and ship them, the next time they enjoy a handful.”

Esther Kibbe (Eastern Region Breeder, Florida)

Azucena Espindola (Reiter Affiliated Companies, Watsonville, CA) enthusiastically worked with the kids to glean strawberries which provided a new perspective of Agriculture.

For the Love of Ag

“What a day at Corralitos!”

Michael Westendorp (Nursery Manager)

Greenway Vision

Corralitos Nursery employees have been nurturing a relationship with Bradley Elementary School since the opening of the site 8 years ago. In 2014, management really wanted to take things to the next level and provide a beautiful and useful site for the school children to learn about native plants, agriculture, water conservation, and berries.

They envisioned building a place of learning. And in June, 100 Driscoll’s employees came out and lent a hand planting 3,300 plugs of grasses, 32 native trees and shrubs, and spreading 150 yards of mulch.

What started as a small project has now become a green space where community members have an opportunity to learn, exercise, and use for community events. The stunning “Greenway,” as it’s called by Corralitos employees, was inaugurated on October 10, 2014. The result of their hard work and dedication is now officially open to the public.

100 Driscoll’s employees from Watsonville, CA came together to plant plugs of grasses, trees, and spread 150 yards of mulch.





FOCUS ON AGRICULTURE EDUCATION: UC SANTA CRUZ

In 2013 University of California, Santa Cruz' Center for Agroecology & Sustainable Food Systems (CASFS) was awarded a 3-year grant from the US Department of Agriculture's Beginning Farmer and Rancher Development Program. The goals of the project are to prepare new farmers for sustainable production and small farm viability, with a special focus on new and future farmers from socially disadvantaged and limited resource communities.

"Through programs like ours, these new farmers will be more diverse – ethnically and economically – than before." Said Daniel Press, CASFS Executive Director

Recognizing the need to attract more youth to the field of agriculture, UCSC also collaborates with external partners to recruit

students to their programs and to establish institutional bridges across academic segments of the agricultural pipeline from high school through community college to the university and agricultural/STEM careers.

"We're inspired by UCSC's commitment to creating the next generation of farmers and leaders in sustainable agriculture. The work they are doing to engage local youth in considering careers in agriculture is exciting," explains Maria Cadenas, Driscoll's Philanthropy Manager.

Driscoll's is honored to provide a grant for their programs and partner in offering career panels and tours to complement their work.



Scan to learn more.

Grower Partnerships



The first public park for the Pajaro Community is now a reality.

Independent growers are the backbone of Driscoll's success and play a vital role in Driscoll's impact in our communities. Their care of resources, natural and human, to provide Driscoll's with only the finest berries is critical to the success of the enterprise. While some may have farmed the same land for generations, others may be the first business owners in their family.

At Driscoll's headquarters in Watsonville, California, growers have shown to have their communities' interest at heart. Georgeanne Eiskamp (Cowles Berry Farms, Inc.) has worked with the local Rotary Club's Career Day to ensure students from Watsonville High get a chance to visit Driscoll's offices and hear about the career paths of employees from varying fields, including Sales, Marketing, Production, and Accounting.

Growers' passion for thriving communities extends beyond the U.S. with growers like Triny de Barragan from Jocotepec, Mexico. With Driscoll's support, she has begun the process of renovating an elementary school classroom and turn it into a library for the over 150 students from Jose Maria Morelos y Pavon elementary. Parents of the children will be taking part in the painting and miscellaneous repairs and Driscoll's employees plan to host a marathon book drive to help stock its shelves.

In Portugal, Madre Fruta, a grower association from the Algarve region, played a charitable soccer game against Driscoll's employees to encourage a food drive benefiting seniors and a new senior center, in São Teotónio.

Another example is from Los Reyes, Mexico, a region facing challenges of local tensions and mounting instability. Here, grower's spouses have formed a committee, Mujeres en Acción, who work hand in hand with Driscoll's employee Community Action Team to identify needs and coordinate projects to benefit residents of the region.

PLAYING IN THE PARK

2014 was also a momentous year for Pajaro, CA, one of the highest density urban communities in Monterey County, California and home to a high number of farmworking families. Clint & Karen Miller (Royal Oak Farms) alongside several others growers helped inaugurate "Pajaro Park," the first community park in Watsonville.

"Needless to say, the Millers get things done," Miles Reiter, Chairman and CEO, said. "They turn words into action. They have always believed in their workers, their family and their community."



Scan to learn more.

GROWER OF THE YEAR

Marc Cervantes, Sunset Bay Farms, was named Driscoll's 2014 "Philanthropy Grower of the Year" in grateful appreciation of his dedication and service to the community

Marc and his family have a long history of berry farming in the Pajaro Valley. His father grew berries for Driscoll's from 1974 to 1986, and Marc joined the family business in 1979. In August of 2001, Marc became a partner in a new company, Sunset Bay Farms, and today, he serves as its President. Marc is proud to grow only the finest berries for Driscoll's, and believes his hard work pays off each time he sees someone enjoying a delicious Driscoll's berry.



The Joy of Berries

The numbers in 2014:

4 berry commodities

218 non-profit organizations supported

4.5 million pounds of berries donated

Maria Mares (Outbound Coordinator, Gonzales, CA) distributing berries during Día del Niño Festival

Our berry donation program allows us to share the joy of berries with our communities. From food banks and local organizations, to schools and neighborhood festivals, we are honored to offer berries during our local production seasons.

“My son started volunteering for the City of Santa Maria’s youth programs and he came home one day very excited because they served Driscoll’s strawberries as snacks to the kids. He said he told everyone, ‘my dad works for Driscoll’s’ and it made me very proud to know I helped make so many kids happy with my work.” *Narciso Cortez (Logistics Supervisor, Santa Maria)*

Without the help and generosity of our independent growers, Driscoll’s berry donation program would not be where it is today. Being of the community themselves, they understand the need and are grateful to be in a position to help provide such a great product to feed families in need. In fact, in October, 2014, Driscoll’s partner Reiter Berry coordinated a glean of their strawberry field at Cummings Ranch in Salinas, California with long-time Driscoll’s grantee Ag Against Hunger.



Over 90 students, from 2nd grade to high school age, came from California Virtual Academy in Monterey, Sacred Heart Nativity in San Jose, and San Carlos School in Monterey along with their teachers and parents to learn how to pick and pack berries. In three hours, the group was able to harvest approximately 960 lbs of strawberries which would all be directed to local food banks and help Ag Against Hunger in its commitment to channel fresh, healthy surplus fruit and vegetables to food banks and schools.

“Ag Against Hunger was thrilled to have the opportunity to glean strawberries with Driscoll’s!” said Marissa Ritter, Community Relations Coordinator. “The kids worked so hard and enthusiastically to glean these strawberries and their teacher and parents were thankful for the new perspective this opportunity provided for their students and children.”

The activity also helped to underscore the difficult task and skill required for strawberry picking. Everyone left that afternoon with more respect for farmworkers and glowing not only from the satisfaction of a job well done, but from the sweating they did picking those berries.

FOCUS ON FOOD BANKS: FOOD SHARE

From a humble beginning 32 years ago in a family garage to two warehouses that now provide 29,000 square feet of storage, FOOD Share, the food bank for Ventura County, California, continues to feed the hungry. It is also very common that the dedicated volunteers who help keep FOOD Share running are people who also benefit from the work of the food bank. “It’s really what community is all about,” expresses Bonnie Weigel, FOOD Share President & CEO. Through its network of more than 150 non-profit organizations, FOOD Share is able to distribute over 11 million pounds of nutritious food to the hungry of Ventura County.

“Farmworkers’ help feed the world, and fresh produce is nearly half of what we are able to provide through FOOD Share.” *Beverlee Parker (Vice President of Human Resources and volunteer member of FOOD Share’s Board of Directors)*



Focus on the Environment



12 Employees from San Quintín, Mexico repurposed materials to build playground equipment for a local school.

“I say with all humility that I am deeply proud to be part of a company and enterprise that so consistently expresses such forward-thinking and holistic intention, always keeping the benefit to the greater good in sight through achievement of our Mission,” *Kelley Bell (VP of Social and Environmental Impact)*

Repurposing in Baja

Driscoll’s Baja, Mexico operations provides a great example of how to marry Driscoll’s commitment to the environment and the community. While undergoing the remodel and expansion of its office and cooler space, they were able to limit what made its way to landfills by finding organizations and schools that could benefit from furniture and equipment no longer in use.

The “Tepochcalli” School in the Colonia Santa Fe received a kitchenette and small appliances, which would allow them to properly provide meals for students, as it has just been required to implement new full-time schedule and lacked the necessary tools to be able to do so.

EARTH DAY EFFORTS

Employees celebrated throughout the month of April, in part by:

- Hosting 2 beach clean-ups,
- Donating over 400 volunteer hours,
- Removing more than 500 pounds of trash from their communities.

“It was incredible to see that employees from almost every country where we have presence with raspberries gave up a half hour to clean the beach,” shared Jane Nelsen (Breeding, Watsonville), regarding the more than 30 employees taking part in the Global Raspberry and Labor Efficiency Conference in Oxnard, California joined in an impromptu beach cleanup on April 22nd.

Impact of Water

For almost twenty years, professionals in the field of conservation and watershed stewardship have gathered in Santa Cruz County, California to network, share their accomplishments and challenges, and celebrate their passions.

Driscoll's was honored in 2014 with the Blue Circle Award, for the way it has changed both conversations and actions within the Pajaro Valley to address water scarcity. This marks the first time an agricultural company was invited to attend, as well as the first time an agricultural company has been honored. This peer-to-peer acknowledgement is made the more meaningful by the fact that this recognition was voted on by the members of the group and reflects a genuine respect and appreciation for Driscoll's actions in the community and within the company.



Emily Paddock (Water Resource Manager), Allison van den Hout (Water Research Specialist), and Kelley Bell (VP of Social and Environmental Impact) received the Blue Circle Award.



Driscoll's employees cleaned up the grounds of their local church in Zapotiltic, Mexico.

Focus on the Environment

CALIFORNIA DROUGHT'S EFFECT ON FARMWORKING COMMUNITIES

As California enters a third consecutive year of some of the driest conditions on record, much of the attention has focused on the allocation of limited water resources. Although critical to the production of much of our nation's food, the attention to programs and policies that focus on agriculture's need for water has overshadowed the impact of the drought on the communities and people intimately connected to the agricultural industry. Not only does the drought affect jobs but the ripple effect will impact health, housing, transportation, and food security in impacted communities and beyond.

Driscoll's Maria Cadenas (Philanthropy Manager) and Craig Martinez (Healthy California Program Manager) from The California Endowment organized a call in partnership with Sustainable Ag and Food System Funders (SAFSF) to reach state and national funders.

Over forty foundations participated in the conference call, including other agriculture industry funders Organic Valley and UNFI. Secretary of the California Department of Food and Agriculture, Karen Ross also participated in the call and pointed out not only the economic impact the drought has had in California, but the changing landscape and the importance of job training for the future of the agriculture industry.



Scan to learn more.





Allison van den Hout (Water Research Specialist) teaching water conservation methods in berry production to local students in Watsonville, CA.

Lending a Hand

A WARM WINTER FOR A MOROCCAN VILLAGE

In Morocco, Driscoll's' employees collected over 800 gently used clothing items and 120 new pairs of shoes for a village in the Atlas Mountain. Their effort made a significant impact in the village of only 115 families, where many of the children walk barefoot to school.

"The emotional reaction of the 115 families was amazing. We all understood right away the reason why we are doing philanthropy work", explains Lahcen Aitghrib (Operations Coordinator, Morocco).

Thanks to the hard work of the team in Morocco, the families can now deal with the conditions associated with cold environments. This effort was organized in collaboration with Association Amal Agdor kik de development, an entity that helps the people living in the village.



Driscoll's employees deliver gently used clothing items for a village in the Atlas Mountain.

"The idea of having people come together to be with the earth and plant food and grow food, have kids get their hands dirty and know how a tomato grows, it was really exciting." *Mireya Gomez (Peer Leader with Mesa Verde Gardens)*



Northern Region Production Team volunteers renovating a community garden in Watsonville, CA.

FOCUS ON COMMUNITY GARDENS: MESA VERDE

Mesa Verde provides individuals access to their own year-round garden in a natural and quiet open space. What began with ¼ acre and thirty families in 2010, is now eight community gardens serving 240 families, the majority of which are farmworkers. Most lack a place at home to grow food and 80% of members return the following season.

28 volunteers helped build a compost bin and spread mulch as part of Mesa Verde's preparation for the spring.

Community gardens help families in the Pajaro Valley with limited access to fresh produce. Through organic gardening practices and drip irrigation systems, the average family is able to harvest 47 lbs. of organic produce per month from a Mesa Verde plot.



Scan to learn more.



Employees in Action

The numbers in 2014:

Over **2,000** volunteer hours

8 countries

435 organizations touched by Driscoll's employees



David Magana from Watsonville, CA packed dental kits for low-income kids in Santa Cruz County.



Employees from Florida participated in a Halloween contest donating 131 pounds of clothes to the Metropolitan Ministries in Tampa.



33 employees from Santa Maria, CA renovated a park in honor of Earth Day.



The 2014 Inspiration Cup was given to Los Reyes, Mexico regional team in recognition of their exemplary commitment, dedication, and generosity in the community.



Cindy Davis (Administrative Assistant), Sue Overby (Nursery Coordinator), Lisa Drakos (Administrative Assistant) prepared gifts and distributed them to seniors in Redding, CA.



Omar Lopez (Employee Relations Manager) and 30 other employees from Guadalajara, Mexico knitted scarves for the elderly.



5 employees from Portugal organized a delicious taste testing with the community.



115 employees from Netherlands ran in benefit of Safegroup, a shelter and support center that offers protection to women and also helps families that are dealing with domestic violence.



Enrique Alvarez (Food Safety Coordinator), Andrea Jimenez (Administrative Assistant) participated in a municipal Children's Day Parade dressed as clowns, while giving away reusable water bottles in Jacona, Mexico.



23 Employees volunteered to sort and pack school-kits for Winfield Elementary school in Snelling, CA.



22 employees helped Bend Elementary school in Red Bluff, CA.



20 Employees from Ciudad Guzman, Mexico purchased soccer balls and renovated el Rincon School's soccer court.



Julie Broomfield (Accountant Coordinator) Debbie Connell (Revenue Accounting Manager) Jose Maciel (Payroll Specialist) Priscilla Higgins (Accounting Specialist) Socorro Alfaro (Accounting Coordinator) winners of the Halloween Project Monarch contest in Watsonville, CA.



Raul Olivares (Production Manager, Chile) teaches students from Liceo Agricola about planting and taking care of the soil in blueberry production.



40 Employees came together and spent their time cleaning up parks, beaches, and other community spaces in Oxnard, CA.



The Category Management Team from Kansas took part in Earth Day by picking up trash.



Iwona Trybus (Laboratory Assitant, UK) joined UK coworkers in London's Shine Night Walk, a half marathon to raise funds for cancer research.



Martin Lopez (Field Technician, Watsonville, CA)

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community@driscolls.com