

Dear Sisters & Brothers — fellow gardeners of Spaceship Earth

From the beginning, my grandfather saw the birth of our company as an opportunity to create positive change in the world. His life's work as a visionary soapmaker was to “unite Spaceship Earth.” Through the labels on his soap and with almost every waking breath, he promoted the All-One truth of our transcendent unity.

Today we honor his vision by leveraging the company as an activist engine to effect positive social and environmental change, while doing right by our employees, farmers, suppliers, and everyone else in our All-One family.

The current political crisis is depressing in scope, and progress against the rapacious for-profit machine and its government minions can seem stalled or regressive. While my grandfather preached unity, the message of the moment seems to be about self-interest and division.

But we are not separate. We are brothers and sisters. This truth is known to each of us on such a deep level, that in the end, nothing will satisfy our hearts but Love, embodied in how we treat each other, respect the Earth, and honor our Source.

Our clarity and excitement at this moment is being fed by the emergence of a new certification standard—a movement that is uniting our organic, fair trade and animal welfare efforts, and strengthening a coalition of partners—from the farmers and suppliers who grow our ingredients, to non-profits, to other businesses mindful of their connection to the earth. The name on the banner of this movement is regenerative organic agriculture.

Regenerative organic agriculture makes sense as a focus for Dr. Bronner's because our soap is really an agricultural product. When you use Dr. Bronner's, you are using a product grown from the soil, and your purchase has a direct bearing on the health and climate of the earth, as well as on the farmers and suppliers who produce our ingredients. That is why we've made a commitment this year to certify all major ingredients under the new Regenerative Organic Certification standard.

In this report, you can read more about regenerative organic agriculture, including our newest coconut oil project in Samoa, which holds the potential to produce up to 10,000 tons of regenerative organic coconut oil annually, and enrich the lives of thousands of farmers.

You can also read about the work we're doing here in Vista to make our operation even more sustainable, and our investments in two organizations giving their own love to Spaceship Earth: Sea Shepherd, defender of our oceans' species and ecosystems, and Defy Ventures, working to transform the lives of the formerly incarcerated. And most importantly, this year's report features the story of the man who inspired and made everything possible for his children and our All-One family: our late father, Jim Bronner.

It is a privilege to be alive on this planet at this moment, living our gifts in a way that benefits our sisters and brothers. We are humbled to be part of a community of radically awesome life artists and activists working to unite us all on Spaceship Earth. All-One!

—David Bronner, Cosmic Engagement Officer

Heal soil, heal planet!

David Bronner on regenerative organic agriculture's potential to revive our planet, and Dr. Bronner's commitment to the new Regenerative Organic Certified standard

THE MOST TECHNICALLY SOPHISTICATED form of agriculture, designed to solve our future food and climate challenges? Or the most ancient, wise, and timeless way of growing? Regenerative organic agriculture is both.

At its heart is an idea—not an ideology or political belief, but a universal truth of the natural world: All things are connected. The seed, the plant, the soil, the animal on the land and the sky above, the person who raises the food and the person who eats it—one interlocking system, and a single piece cannot be treated as separate, cannot be mistreated, without affecting the others.

Industrial agriculture suffers from a sickness that sees this miraculously complex system as a linear production line. Industrial ag is about “maximizing yields” while ignoring consequences—to our soil, to our health, to the well-being of workers, animals, atmosphere, and planet. To industrial ag, soil is just dirt, a lifeless medium to plow through and soak with fertilizers and poisons. But soil is alive! A single tablespoon holds more living organisms than there are people on the planet. To sicken the soil is to sicken ourselves and our planet.

The health of soil is one of the three principles of regenerative organic agriculture that guides the way we grow: no chemical poisons, diverse and smart



rotation of crops to minimize pest and weed pressure, conservation tillage, and using fertility-building cover crops to protect and nurture soil life.

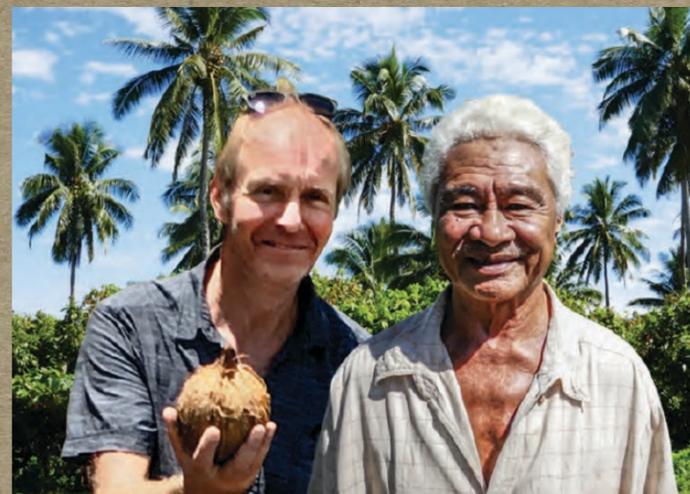
Animal welfare is the second principle of regenerative organic agriculture. Industrial animal ag is one of the cruelest, most destructive human behaviors on the planet, leading to disastrous outcomes for the environment as well as the lives of living, feeling, aware creatures. CAFOs—Confined Animal Feeding Operations—are cruel not only to animals, but to the land, the atmosphere, to

our own souls. Regenerative organic agriculture guides how we treat animals: as sentient beings deserving of our care and respect. And, managed carefully, ruminants grazing pasture can be a key practice for building soil health.

The third principle of regenerative organic agriculture is human welfare: fair wages and conditions for farmers, ranchers, and workers. In regenerative organic ag, social justice and fair pay are not separate issues, but enmeshed in the principles of a healthy, vibrant, sustainable food system.

And the sweetest, most profound outcome of regenerative organic agriculture: its potential to reverse climate change. Rodale Institute research estimates that if current global crop acreage and pastureland shifted to RO practices, a huge amount of excess atmospheric carbon could be sequestered in the soil.

Every day, in the food choices you make, you have the opportunity to join us in supporting regenerative organic agriculture. Eating is a political act! Every choice, every bite, is a vote for the kind of Earth we want to grow.



Gero Leson with coconut grower Tuilaepa Saliiga from the village of Tufutafoe on the island of Savai'i, where his family has been growing coconuts for generations.

Plant a seed, grow an island

Dr. Bronner's VP of Special Operations, Gero Leson, tells the story of Serendicoco Samoa and an island's reach for agricultural, economic, and cultural abundance

I GREW UP IN COLOGNE, GERMANY, part of the post-war generation. We didn't have much, but we did have books.

When I was just 11 or 12, my dad let me read *The Rise and Fall of the Third Reich*, a frightening account of the Nazi regime. My generation later realized that many Nazis were still in power, so from a very young age, I was aware of shit being swept under the carpet. Beyond political deception, I had an awareness that something was deeply wrong with our culture. Social justice, environmental justice, global development—these became my issues.

After receiving my Masters in Physics, I moved to the United States for a broader view, and got a PhD in Environmental Science and Engineering from UCLA. I was consulting with the hemp industry in the late '90s when I met David Bronner. He impressed me with his curiosity, his openness—his vision—and in 2005 we saw an opportunity to cooperate on building a fair and sustainable supply chain. Working with a company that tackled, in a strategic, undogmatic and human way, the same global



MV Emanuel Bronner: Sea Shepherd Germany's first vessel, launched this year in partnership with Dr. Bronner's to honor our founder. Sea Shepherd manifests Emanuel Bronner's All-One! vision of peace and unity in its mission to conserve and protect ecosystems and marine species by putting an end to habitat destruction and the slaughter of wildlife in the world's oceans. “For we are All-One or None! All-One!” —Emanuel Bronner

problems I felt so strongly about—for me it was a dream.

Over the last 12 years, our team—with committed partners in Sri Lanka, Ghana, India, Kenya, and Samoa—have built and grown five fair trade and organic projects around the globe, producing over 4,000 metric tons a year. These are integrated farming and processing projects, providing support and training to local farmers and staff. Beyond the production of a product, our work is an investment in the health of the soil, the farmers, their families, and communities.

In Samoa, where we will eventually source most of the coconut oil for Dr. Bronner's soaps, we have an opportunity that is even more radical: to leverage regenerative organic agriculture in a way that can heal the land, enrich the community, and preserve a culture.

Since the late '90s, the Samoan coconut oil industry has been in decline. Unable to compete with larger producers, coconuts were left to rot on the ground. Some 3,000 farmers who had farmed for generations not only lost a market, they lost meaning and self-value.

By forming a joint venture with an experienced conventional producer and converting to organic and fair trade, we are able to raise nut prices by 50%—a massive incentive to Samoan farmers, with potential to rejuvenate the backbone of their economy. And, by replanting aging coconut trees in mixed permacultures through a practice called dynamic agroforestry, we can diversify island agriculture and improve its resilience to climate change—all while helping to preserve the culture and traditions of its people.

Samoa is a great example of the benefit of purchasing organic and fair trade products: you enrich the lives of the people who produce them, and the soil that grows them.

Inch by inch, row by row

Mike Bronner speaks with Edwin Gomez about his journey from production line to machine operator to Dr. Bronner's Director of Operations

When did you start at Dr. Bronner's?

2004. There was no interview. DJ talked to me for five minutes, and he's like, you're welcome to work today if you want. I had a dress shirt on but I didn't care. I just went to work, and I think he liked that—that I didn't care if I got dirty. He saw the willingness. He was a tough boss, he really challenged me. I wasn't knowledgeable about stuff—I didn't know anything about plumbing, I didn't know anything about electrical, construction. DJ would teach a lot of it to me. He would go out of his way for me.

What was your advancement at Dr. Bronner's?

I started on one of the production lines, packaging the soap bottles as they came out. And then I would kind of be the helper, the floater—I'd go use pumps and hoses, and repair little things around the facility. Then I became the machine operator. DJ started letting me order my own parts and repair the machine and do other general repair maintenance. And that's when we started getting into production planning.

DJ knew I had some leadership capability so he started giving me very slight supervisory stuff. And then I moved out of production planning and went into machinery, operations, and installation of equipment. →

How did you get to be so good with machines?

I used to see what my brother was doing. He'd get a go-kart and I was like, how did he put that thing together? Then he gets a real car and he's doing audio systems by hand and I'm helping him. I used to play a lot with RC cars, those little radio-controlled cars. They come in a million pieces, and when I started putting one together I thought, man, this thing is tough, but I got it all assembled.

I love to drill down on something and try to analyze it in different ways to make sure it's the most efficient. When I used to pack boxes, I used to think, what is the way for me to make the least amount of motion, to get it done the fastest way possible? I've always done that, whether it's me packing boxes or me trying to design and engineer something that fills liquid soap. It's challenging, but it's a good challenge.

You've spent time incarcerated. Tell me about that.

The first time we were just doing dumb stuff. Stealing cars. I was in jail for three days and it scared me pretty good. But not enough. Later on I got arrested for assault, even though I was like twenty feet away from where everything was happening. The detective shows up and he's like, "What are you charging these guys with?" "With assault," they say. "Assault? Charge them with attempted murder," and he laughed. Attempted murder has no bail so we couldn't even bail out. There were some scary times where, you know, often jail stuff happens but you kind of just man up and get through it. But I knew that it wasn't going to be forever and you can't be whining about your situation when there's other people around you that are in there forever.

It was kind of eye opening in there. I was like, wow, this is not the game you want to play. So yeah, that's when I took a hard look at everything.

Were there any tools you used in prison to get back on your feet or move forward?

I went to a fire camp program when I was in there. When you finally graduate, you get to go fight wildfires. You work hard alongside the official firefighters except you're getting paid a dollar an hour. It gives you a bit more liberty though and you're not shackled.



What was your experience going back to prison to mentor inmates?

It was gratifying to be able to go back and give them a glimpse of light and tell them there are good people out there that will give you an opportunity if you work for it.

Would you bring some of them to work here?

Yeah of course. You gotta pick the right person to give the opportunity to, but once you find that right person, like me, you'll find someone totally loyal to you guys. And not just in a work way but a human way. I look at you guys like my friends and my boss at the same time. So yeah, I'm looking forward to bringing in some of those people, and helping them through their tough spot in life.

What inspires you to get out of bed every morning?

I like where my life is at today, and it's easy to just get up and go to work, especially when there's something that you like to do. It's pretty gratifying to mentor all these people that have been underneath my wing, like what DJ did for me. I'm super grateful to DJ and you guys for giving me this opportunity.

The endless bounty of Jim Bronner

Mike Bronner pays tribute to his father's fertile heart, mind & soul—and his unflinching taste for soap

IN TELLING OUR FATHER'S STORY, it's hard to know where to begin—with the inventor, the leader, the storyteller, or the humble servant. At heart, he was a passionate soapmaker who had the kind of mastery and instinct that could never be taught. I remember being at a trade show in the mid-'90s when a retailer came to our booth with a new soap that everyone was raving about. The retailer asked, "Are you worried?" My dad responded by taking a drop of soap into his mouth, tasting it, and replying, "Nope. Too much alkali, it's going to irritate people's skin." Sure enough, that soap failed within the year.

Underneath the soapmaker, though, was a man who believed in serving humbly, never putting oneself over another, and leading from within—heart first. Who he was, was completely tied to serving others—not out of a need to feel good and pat himself on the back—but because he was unwilling to turn a blind eye to injustice and suffering. He was completely lacking in affectation, incredibly grounded, and allergic to all BS.

My father Jim always fought for the underdog, and acted more immediately to address any wrongs done to them than any injustice he himself may have felt—and he suffered his share.

As the child of a visionary—Emanuel Bronner, founder of Dr. Bronner's—our father's own needs often took a distant second place to those of "Spaceship Earth." But he always channeled the negative into the positive. Because Jim had been raised by a rotating battery of foster parents, he made sure that he was going to be the best, most attentive dad to me and my siblings, and forge for us a wonderful home space that he never had. He rolled up his sleeves and dove into soccer coaching, scout and school volunteering, anything he could do to improve the lives around him.

Even later in life, as the man who brought our company back from bankruptcy in the '90s, he remained the quiet hero in the shadow of our grandfather—though it was our father, through his sturdy yet unassuming leadership, who worked to actualize what our grandfather visualized, putting into practice the principles on which our

Launched in August of 2017, Dr. Bronner's Green Team involves 15 "sustainability ambassadors" from seven different departments in an effort to take waste reduction and recycling to the next level—to give back to the earth what we take, and use our Vista headquarters as a small-scale model of what's possible in the world: near-zero waste in manufacturing, renewable energy through on-site solar panels and efficiency through LED lighting, and composting our food waste to build healthy soil that produces food for our employees while sequestering carbon from the atmosphere. Darcy Shiber-Knowles, leader of Dr. Bronner's Green Team: "I came to this work because I'm so enamored with the concepts of connection in ecology. Sustainability is about relationship. Everything we touch is either plant, animal, mineral, human, or synthetic in origin. How can we rethink our connection to those materials and our impact on their origins and each other? Our sustainability work isn't about being "less bad," it's about building the world we want to live in. It's outward spiraling—it's positive, it's beautiful!"



company was founded: peace, unity, and shared prosperity—All-One!

It was our father who, during his tenure as president, introduced 15% profit-sharing and zero-deductible health care for all employees and their families. When instructed to sell an inherited \$1.4 million parcel of land to pay down taxes, it was our father who, with his brother and wife, opted instead to donate the land to the Boys and Girls Club to create a campground for disadvantaged kids. And it was our father who started our annual holiday tradition of handing out a candy cane with a \$100 bill attached, and bidding every recipient to spend it on something fun and report back.

We also have Jim Bronner to thank for Dr. Bronner's Magic Foam Experience, and can think of no better embodiment of his inventive, loving, and joyful soul—creating magical snowy wonderlands for disadvantaged youth in our community, and at mud-runs, music festivals, pride parades, and other events—with the very SnoFoam he invented, first as an industry-standard fire-fighting foam, and later as snow for use on Hollywood sets and in our own childhood backyard.

Although our father passed 20 years ago, he laid the groundwork for our company to successfully blossom into the company we are today, and his lessons of love and compassion live on in us: Stand up for the little guy. Speak truthfully. Take a step toward your fears. Learn from everyone. Let your responsibility for others ground you. Eat last.

Reaching toward the light

Terrell Hall, Post-Release Program Manager for Defy Ventures, on Defy's mission to transform the lives of the formerly incarcerated through business mentoring

YOU WALK OUT OF PRISON and the odds are against you. They say, "You aren't going to make it." They say, "Prisoners come out worse than they were when they went in. You can't help them."

Prison is supposed to be about rehabilitation, but statistics say otherwise. Two-thirds of the formerly incarcerated return to prison within three

years, and there is a 70% chance of their children following in their parents' footsteps.

Defy is about defying those odds. Our work is about changing lives by giving the formerly incarcerated a platform for change. We've all heard of second chance opportunities. What we're doing at Defy is creating *first* chances. The concept our founder Catherine Hoke developed was "transforming the hustle"—taking these leaders of their games, CEO's in their own right who have just never been given that legitimate first chance—and giving them the structure to become actual entrepreneurs. I'm formerly incarcerated myself and I can tell you, some of the greatest thinkers and leaders I've ever met in my life, I've met inside prison. One of our greatest untapped resources is behind prison walls.

So what we do is, we harness those natural talents of currently and formerly incarcerated men, women, and youth, and redirect them toward legal business ventures and careers by providing intensive personal and leadership development, competition-based entrepreneurship training, executive mentoring, financial investment, and business incubation. In the process, we're shattering perceptions of one of the most stigmatized and overlooked populations in America.

So far, Defy EITs (Entrepreneurs-in-Training) have launched 165+ businesses and created 350+ employment opportunities for program participants and others. And along the way, Defy has engaged over 3,500 executive volunteers who have contributed 15,000+ hours as mentors, coaches, and business pitch competition judges.

Beyond entrepreneurship, Defy is about creating community for this group that's been told they are not worthy, and saying to them: We accept you, we love you, you are a part of us. You're not just a number or the thing that you did. You're a human being and we're here to assist you in any way we can. We bring the humanity back to the table—something we've lost in our 'nation of incarceration.'

There were several people who did that for me personally—David Bronner included—and I can't tell you how instrumental they've been in my life. I had been doing work around re-entry, which eventually led to a re-entry summit where people from all over the country came to mix with incarcerated individuals, and I was seated at the table with David. My first impression was, this guy's a straight hippie, but then it turned out we had a lot in common. We hit it off right away. I never felt judged by him, never felt anything other than just an everyday person in his presence.

I believe the greatest thing a person can do is touch another person's spirit, to inspire somebody, and I get to do that every day in my work. I'm motivated because I know what a difference this work is going to make, not just in the lives of EITs, but in their children's lives, in their community—in the world. This is not any one person's story, we share this story, we're all in this together—All-One! We have to protect this earth and protect each other, build instead of destroy—always work toward betterment.



Power of the sun: A massive 346-kilowatt undertaking, led by Kris Bronner, to generate 572,000 kilowatt hours of electricity annually, accommodating about 50% of our factory's power needs. Unable to support solar panels on our factory roof, instead we made use of all buildable areas around the factory, including carport structures and steel beams mounted above the loading dock. Under the solar structures, drought-tolerant landscaping and bioswales integrate regenerative organic agricultural practices and channel more than 660,000 gallons of rain water into the landscape each year.



Dr. Bronner's 2017 activism & advocacy highlights

JAN Dr. Bronner's issues statement against Trump's executive order attempting to ban immigrants of seven countries from U.S. • Dr. Bronner's hosts record release party for Sisters & Brothers, an album of historic recordings of founder Emanuel Bronner. Event raises funds and awareness for Jail Guitar Doors in support of their mission to use music to empower the incarcerated.

FEB Dr. Bronner's stands up for climate action as founding partner of the Climate Collaborative, formed to leverage the power of the natural products industry to help mitigate climate change.

MAR Dr. Bronner's champions regenerative organic agriculture at Natural Products Expo West • David Bronner publishes "Regenarians Unite!" manifesto.

APR Dr. Bronner's pledges \$5 million over five years to Multi-Disciplinary Association for Psychedelic Studies (MAPS) to make MDMA into FDA-approved medicine to treat PTSD • Dr. Bronner's Social Action staff provides mobile sound at historic Climate March in Washington, DC • Social Action Director Adam Eidinger organizes two rounds of high-profile cannabis demonstrations on Capitol Hill, leading to his arrest with 8 others for gifting cannabis to congressional staff, and using the plant in an interfaith religious ceremony on the Capitol Hill lawn. Charges are later dropped • Dr. Bronner's supports cannabis Passover Seders organized by the non-profit group Le'Or.

MAY Dr. Bronner's celebrates World Fair Trade Day with events in stores around the U.S. and in more than 10 countries worldwide • Company supports launch of Grow Ahead, a crowdfunding platform to support small-holder farmers around the world as they address the challenges of climate change in their communities through regenerative organic agriculture.

JUN Dr. Bronner's celebrates the 8th Annual Hemp History Week • Donates \$100,000 to Rodale Institute to support hemp farming pilot program and various regenerative organic projects.

JUL Latest addition to Sea Shepherd fleet, the MV Emanuel Bronner donated by Dr. Bronner's, sets sail to protect wild-life in the Baltic Sea • David Bronner receives Conscious Company's Conscious Leader Award for Conscious Workplace.

AUG Dr. Bronner's pledges \$1 million over four years to San Diego-based non-profit TERI to support autistic and special needs community • With support from Dr. Bronner's, California passes Cleaning Product Right to Know Act (SB 258) to protect consumers and workers.

SEP Dr. Bronner's and other natural food companies and activists partner with Grassroots Alliance to run Hurricane Irma Relief Kitchen in Immokalee, Florida • Company joins with animal advocacy partner Farm Forward to celebrate premiere of Natalie Portman-produced anti-factory farming film, Eating Animals, at Telluride Film Festival • Regenerative Organic Certified standard announced at Expo East in coalition with Rodale Institute, Patagonia, Demeter, Compassion in World Farming, Fair World Project, and others.

OCT David Bronner gives keynote at Cannabis Sustainability Symposium, speaks out in favor of organic and ethical cannabis standards.

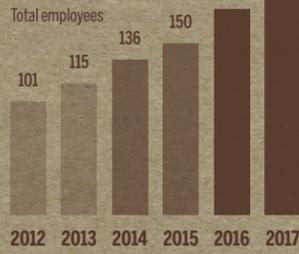
NOV Dr. Bronner's celebrates World Vegan Day with announcement of over \$600,000 donated in 2017 to support animal advocacy organizations and oppose factory farming • Company promotes release of Kiss the Ground book by Josh Tickell on power of regenerative agriculture • Bronner family and company staff support Catharsis, a First Amendment demonstration on Washington DC's National Mall to promote equal rights for women, LGBTQ, and gender nonconforming people • San Diego Children's Museum unveils "Trudy Bronner Children's Discovery Garden" in honor of Dr. Bronner's support of the museum.

DEC Dr. Bronner's launches free daily organic vegan lunch program for employees • Announces launch of new employee-directed charitable giving program that, in its first year, will allow employees to direct up to \$20,000 of the company's donations to local organizations & charities of their choosing.

Image credits: Cook County co-op storefront, **Tony Webster** (<https://www.flickr.com/photos/diversity3620083785/>) #injusticethem, Oil storefront from background, <https://creativecommons.org/licenses/by-sa/2.0/> Man washing car, **FischerFotos** (https://commons.wikimedia.org/wiki/File:Abuja_Car_Wash.jpg), Flipped image horizontally, cut subject from background, <https://creativecommons.org/licenses/by-sa/4.0/> legokode

2017 by the numbers

How our family grows



Environmental footprint



* Post-Consumer Recycled



Our fair trade activity

2017 FAIR TRADE SOURCING

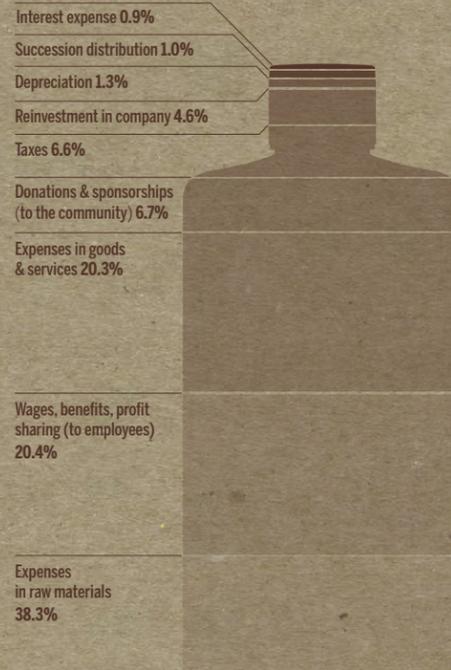
Total fair trade oil produced for Dr. Bronner's in 2017 (metric tons)	DR. BRONNER'S AFFILIATES*	OTHER PROJECTS**
1,123	949	
Fair trade premium spending by issue area		
Farmer support	\$179,809	\$350,063
Health	\$150,460	\$2,358
Education	\$6,404	\$4,008
Water & Sanitation	\$38,603	\$42,250
Infrastructure	\$5,693	\$85,627
Other	\$42,618	\$25,649
Total	\$423,587	\$509,955

2017 FAIR TRADE SUPPLY CHAIN IMPACT

Number of farmers registered	Male	Female	Total
	812	2,110	2,922
	1,141	249	1,390
	1,953	2,359	4,312
Farm level income			
Total farm gate purchases	\$5,354,232	\$10,638,897	\$15,993,129
Organic farm income premium	0	\$943,535	\$943,535
Average purchased per farmer	\$2,927	\$4,510	\$3,693
Total acres under cultivation			
Certified organic	22,843	10,849	33,692
In-conversion & conventional	2,813	1,643	4,456
Total	25,656	12,492	38,148

* Dr. Bronner's Affiliates include Dr. Bronner's sister companies Serendipal in Sri Lanka (Coconut Oil) and Serendipalm in Ghana (Palm Oil)
** Other Fair Trade Projects includes Cnaan Fair Trade in Palestine (Olive Oil); Creation Biotech in India (Mint Oils); Natural Habitats in Ecuador (Palm Kernel Oil); and several smaller projects for more minor ingredients.

Financial stewardship



2017 worldwide sales



Sales by product line



Contributions to organizations by cause

Animal Advocacy \$ 600,000
 Black Vegans Rock
 Compassion in World Farming
 Compassion Over Killing
 Farm Forward
 Factory Farming Awareness Coalition
 Good Food Institute
 Humane Society of the US
 Gender Illumination
 Grassroots Kitchen
 Groundswell Institute
 Houston Food Bank
 Leah's Pantry
 National Immigration Law Project
 Sea Shepherd Conservation Society (USA)
 The Gentle Barn Foundation
 The Humane League
 The Sistah Vegan Project
 Vegan Outreach
 Vine Sanctuary

Child & Youth Services \$ 251,325
 AJA Project
 Boys and Girls Club
 Boys to Men Mentoring Group
 Economic Opportunity Institute
 Palomar Family YMCA
 The Omprakash Foundation
 San Diego Children's Discovery Museum

Community Betterment \$ 699,250
 Alliance San Diego

The Human Kindness Project
 Alliance for Hope
 Casa Cornelia
 Catharsis on the Mall
 City of Vista, Moonlight Amphitheatre
 Escondido Charitable Foundation
 Escondido Rotary Foundation
 Fight Back Pack
 Gender Illumination
 Grassroots Kitchen
 Groundswell Institute
 Houston Food Bank
 Leah's Pantry
 National Immigration Law Project
 Sanctuary of Mana Ke'a Gardens
 San Diego Pride Parade
 Smithsonian Institution
 TERI
 The Ron Finley Project
 The Tri
 Untours Foundation

Criminal Justice Reform \$ 278,700
 Defy Ventures
 Jail Guitar Doors
 Public Defender Association
 Yoga Behind Bars

Drug Policy Reform \$ 1,953,007
 Americans for Safe Access
 CoSM/Entheon
 Cura Cura
 DRCNet Foundation

Drug Policy Alliance
 Erowid Center
 Heffter Research Institute
 Heroic Hearts Project
 Horizons Media
 Int'l Center for Ethnobotanical Education Research
 Keystone Cannabis Coalition
 Law Enforcement Against Prohibition
 Le'Or Education Fund
 MAPS
 Native American Rights Fund
 National Cannabis Industry Assn.
 New Approach PAC
 The Hood Incubator

Environmental Advocacy \$ 359,500
 Climate Collaborative
 Climate March San Diego
 Compass Green
 Creative Visions Foundation
 Earth Island Institute
 EcoWomb
 Food & Water Watch
 Friends of the Earth
 Biosafety Alliance
 Prison Ecology Project
 Occidental Arts & Ecology
 Soap4Life Foundation
 Solana Center for Environmental Innovation
 Story of Stuff
 Sustainable Food Laboratory

Sustainable Organic Integrated
 Turning Green
 Wellspring
 Women's Voices for the Earth

Fair Trade \$ 495,423
 Agricultural Justice Project
 Fair World Project
 World Fair Trade Organization

Health & Healthcare \$ 209,500
 Fraternity House
 Public Health Foundation
 Lupus Walk
 San Diego Brain Tumor Foundation

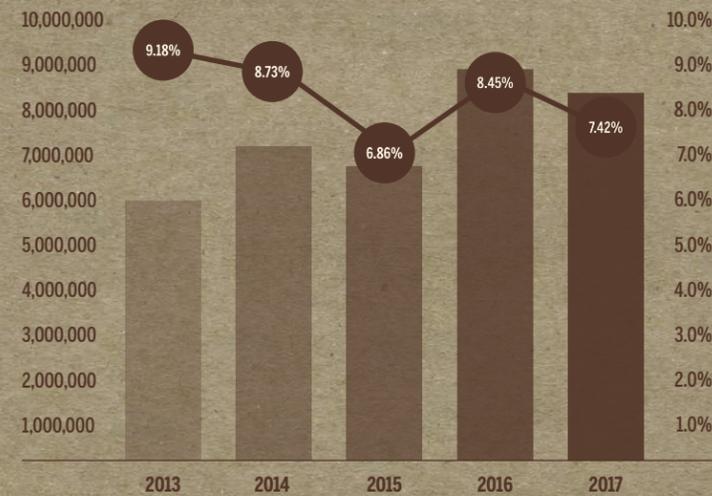
Regenerative Organic Agriculture \$ 1,423,421
 A Greener World
 A Peel
 BioIntensive
 CCOF Foundation
 Center for Food Safety
 Cedar Circle Farm
 Cornucopia
 Dreaming of a Vetter World Film
 Ecological Farming Association
 Evolution of Organic Film
 Fibershed
 Food Democracy Now
 Food Shift
 GMO Citizen
 GMO Free USA
 Green America
 Grow Ahead Foundation
 Kiss the Ground
 Leave It Better Foundation Inc
 Main Street Project
 Moms Across America
 National Organic Coalition
 Northeast Organic Farming Assn.
 Moses Organic
 Organic Consumers Association
 Organic Rising
 Pesticide Action Network
 Rodale Institute
 Socially Responsible Agricultural Project
 Soul Fire Farm Institute
 The Farm School
 US Right to Know

Housing/Homelessness \$ 151,250
 Lava Mae
 Mobile Loaves & Fishes
 Solutions for Change
 Streetwork
 Think Dignity

Industrial Hemp Advocacy \$ 146,279
 Hemp Industries Association
 Vote Hemp

Wage Equality Advocacy \$ 120,000
 Business for a Fair Minimum Wage
 Economic Policy Institute
 Food Chain Workers Alliance
 The Fairness Project

Social benefit contribution 2013-2017



Dr. Bronner's contributed to various causes in 2017, spending a total of \$8,248,084.59 (7.42% of revenue, and 36% of profits).

■ \$ Spent
 ● % of Revenue

Total includes: **Financial Contributions:** Monetary donation to a political or charitable organization; monetary sponsorship of individuals and organizations. **In-Kind Contributions:** Donation of products; Donation of staff time; Payments for services for the benefit of political or charitable organizations we support. **Direct Action Contributions:** Legal and grassroots mobilization (cause-related legal challenges and grassroots campaigns); Commercial mobilization (cause related advertising, marketing, industry leadership).

B impact report

As a benefit corporation, we are committed to measuring our social and environmental performance according to an independent 3rd-party standard. We've selected the B Impact Assessment standard developed by the nonprofit B Lab for its rigor and integrity. The Assessment results demonstrate we are exceeding our benefit corporation goals by significant measures.

SUMMARY	DR. BRONNER'S SCORE	MEDIAN SCORE
Environment	65	7
Workers	29	18
Customers	N/A	N/A
Community	69	17
Governance	15	6
Overall B Score	178	55

Dr. Bronner's Cosmic Principles

We are family soapmakers committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and dedicating our profits to help make a better world. These principles define our most important relationships and guide us in everything we do, from soapmaking to peacemaking. All-One!

OURSELVES

1. Work hard! Grow!

Do well so you can do good!
Learn, improve, prosper! Success is the engine that makes everything else possible.

OUR EMPLOYEES

3. Treat employees like family

We are all sisters and brothers!
Be kind, pay fairly, reward generously—support good and healthy living. Seek and encourage the best in one another!

OUR CUSTOMERS

2. Do right by customers

Make the very best products for human, home and Earth—no synthetics or detergents—only the purest organic, fair trade, cruelty-free and biodegradable ingredients!

OUR SUPPLIERS

4. Be fair to suppliers

Fair Trade means fair to the people—fair prices, fair wages, fair working conditions, respect for land and communities.
Invest, invest! For we're All-One or None!

OUR COMMUNITY

6. Fund & fight for what's right

Be an engine for positive change.
Enrich the world, make good things happen—share profits, share talent, share muscle, share voice—give and give!

OUR EARTH

5. Treat the earth like home

Reduce, recycle, reuse, reuse!
Make humble and mindful use of the earth's gifts. Do not waste, do not harm the land or people or animals.

For we're All-One or None! ALL-ONE! In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants.



Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Only the purest organic & fair trade ingredients. No synthetic preservatives, detergents or foaming agents—none! Biodegradable! Cruelty-free! Vegan! Our products meet the highest standards for ecological and social sustainability—certified to the strictest industry standards. No greenwashing hype! Support truth in labeling! For we're All-One or None! All-One!