

Sisters &

Brothers of Spaceship Earth!

Good things shaking all over the globe!

Work-love-fight to make best soap-peace-earth!

Big news—we're a Benefit Corporation! (p. 2)

Industrial hemp farming legal in 27 states (p. 5)

Cannabis legal in 22 states plus nation's

capital!

**lifts lives-
ties-spirit-**

Still work

ing near—

keep on

President-

Sisters &

**Fair trade
communi-
land (p. 4)**

Brothers!

to be done—

peace to be won!

GMO label-

have faith,

course—

politician-

leader-boss: the time is now—put right before might—pay all

people a fair wage! (p. 5) Climate is changing, Mother

Earth is calling: friends-enemies-young-old-meek-

brave—children of Abraham-Israel-Baháulláh-

Moses-Buddha-Jesus-Mohammed! (p. 4)

Unite! Get done! Fear not, for

we're All-One!

Dear Spaceship Earth People:

DAVID BRONNER
Cosmic Engagement Officer

Once again we're proud to rock another year with y'all making this world a better place. We made great progress with our fair trade palm and mint oil projects in Ghana and India, a film team documented how hard our fair trade virgin coconut oil sister company Serendipol is rocking in Sri Lanka, and we're in process of setting up a fair trade coconut oil operation in Samoa.

On the immediate company front, we promoted rock star Mike Bronner to President, who immediately promoted brother David to Cosmic Engagement Officer. Our toothpaste launch has been a home run, our sales force assumed direct control from our wonderful brokers, and thanks to our fantastic overseas partners, international sales continue to boom.

On the GMO labeling front, our movement successfully stopped the DARK Act from preempting state labeling laws, and we're geared up for the final battle against the junk food and pesticide industries this winter and spring.

We have and will continue to play a key role in legalizing cannabis for responsible adult use in California and around the country. No one should have their liberty taken and families shattered by racist outdated prohibition policy.

Our animal rights partners continue to incrementally improve the insanely cruel factory farm system in this country. And our regenerative ag partners were able to convince France and 25 other countries to commit to agricultural practices that will increase soil organic matter to the tune of 0.4% of carbon per year.

OUR COSMIC PRINCIPLES

These six principles define our most important relationships and guide us in everything we do, from soapmaking to peacemaking — All-One!



We're also excited to open up a new front: income inequality. When a person working 40 hours a week can't cover the basic costs of living, something is deeply wrong with our economic system. We've joined the movement to raise the minimum wage, and encourage you to join us.

In February we said goodbye to our dearly loved Uncle Ralph, but we look forward to rocking 2016 and beyond in his honor, in proud partnership with all of you.

Exceptions Eternally? Absolute None!

1. Work hard! Grow!

Number one in Dr. Bronner's Moral ABC: Work hard! Prosper! Learn, grow, improve. Success is the engine that makes everything else possible.

WE'RE A BENEFIT CORPORATION!

KRIS LIN-BRONNER
Strategic Advisor & CSR Manager

1st: If I'm not for me, who am I? Nobody! **2nd:** Yet, if I'm only for me, what am I? Nothing! **3rd:** If not now, when????!!!" So begins Emanuel Bronner's *Moral ABC*. The message is clear: We are responsible for ourselves but also each other, and as we grow, we must grow responsibly.

This means not just prospering as a business but recognizing that our growth can only be considered in relation to everything around us—humans, animals, plants, life massive and microscopic, and the multi-layer spheres of the earth that sheath us all. As we labor, consume resources, turn them into useful products, generate income and waste, how are we impacting everything around us? Does what we do support each other and the natural cycles we all depend on?

Since founding the company in 1948 until passing the reins to his sons in the early 90s, Dr. Bronner ran the company like a non-profit whose ultimate purpose was to promote unity and peace, and change the world for the better. In the materialistically-driven economic expansion of post World War II, the way Dr. Bronner did business went oddly against the stream for many decades.

Fast forward to 2015: With the collapse of communities around the globe and ecological catastrophes caused by limitless growth and consumerism, a new business culture has begun to take root, seeking more than just unbridled growth. Dr. Bronner's business model of prospering in relationship to Spaceship Earth no longer seems so far out. There are new business institutions now that share our values, and in fact, we recently decided to join them. In July 2015, we became a Benefit Corporation in California, and two months later, a Certified B Corporation.®

By legally re-incorporating as a Benefit Corporation and also adopting the B Corp™ certification, Dr. Bronner's joined a dedicated group of 150 companies nationwide in committing not only to a business model that contributes positively to society, but also to keep improving our impact across a wide spectrum of environmental and social measures. It says to all stakeholders that we're "All One or None!"—a foundation that would have surely won the approval of Emanuel himself.

We envision our business as a living being inseparable from the environment—and just like any living being we need healthy, supportive systems around us in order to thrive. We are grateful that we can be part of a new culture that brings together like-minded, mission-driven companies. Helping each other evolve toward a sustainable economy gives us the best hope to meet the challenges of our time. Perhaps not long from now, it will be the norm to see businesses as inseparable from the natural ecosystem, running themselves with full respect and awareness of how their actions impact our planetary home and all those who live here.

2. Do right by customers

First ingredient: love! Lead with heart, take time, give best—serve customers as you would serve mother-daughter-son. Only the purest organic and fair trade ingredients! No synthetic preservatives, no foaming agents. Body, hair, face, mouth & teeth—food, dishes, laundry, mopping, pets—Dr. Bronner's is the very best for human, home and Earth.

UNCLE RALPH'S LOVE LIVES ON!

MICHAEL BRONNER
President

Uncle Ralph embodied the heart and soul of our company. While my grandfather inspired from the mountaintop, Uncle Ralph grounded himself on the earth, among the crowds, leading them in song, entertaining them with story, showering them with soap. He could instantly connect with people from all walks of life: everybody was a kindred spirit. And so when he talked about the company—our philosophy, our charitable giving—it was as if he was saying: *We can all do this thing, now go out and serve. Make this world a better place.*

Despite a difficult upbringing, raised in 14 different foster homes, my uncle bore no resentment. In fact, when he came into wealth later in life as vice-president of the most successful natural soap company in America, he felt no entitlement. He treated money



like energy to be shared with people who were disadvantaged like he once was, to assist them in getting on the right side of opportunity.

Countless times I saw him give a \$50 bill to a person he'd just met, like the dishwasher in a restaurant, because he had once worked as a dishwasher and knew it to be a tedious, thankless job. He got such joy out of giving, and would often say that if people knew how great it felt to give their money away, they wouldn't wait until they died to do it.

Meeting with customers the Uncle Ralph way meant loading up his minivan with soap, picking a city, walking into every health store, and playing his guitar for whoever would listen. People would look at him like *Who is this guy?* But then his charm would take over—he'd ask if they knew the soaps, tell them it would tingle, especially "in the undercarriage." He'd share stories about Dad, humanizing Dr. Bronner like nobody could—have everybody laughing, crying, embracing him by the end—then on he'd go to the next store.

Put Uncle Ralph on stage and he could engage an entire auditorium of people like he was talking to each one of them in his kitchen. And he was fearless. I swear he could be awakened out of a deep sleep to be interviewed by Oprah, and he would deliver without missing a beat.

Throughout it all Uncle Ralph would balk at the thought that he was doing any kind of "marketing"—that insinuated a devious subterfuge of, you know, selling product. Selling was completely superfluous to my uncle's intentions, which were simply to show what a better world it would be if people would only give back for the greater good.

Though he is no longer with us, Uncle Ralph has left his mark on this company. No matter how large we get, we must engage on the human level. We must know our customers, not just our customer types. We must treat employees like family, and suppliers like trusted partners. I can never duplicate Uncle Ralph—no one can. But in my own way I try to follow in my uncle's footsteps by connecting with everyone I meet, even when I'm not handing them an article or bottle of soap. Be with the crowds, not above them. Lead from within. Live modestly. Live fully.

3. Treat employees like family

Be kind, reward generously, support good and healthy living. Seek and encourage the best in one another. For whatever unites us is greater than whatever divides us!

DO RIGHT BY CHILDREN, MAKE RIGHT IN WORLD

TRUDY BRONNER
Chief Financial Officer

In the early 1990s, Jim Bronner, son of Dr. Bronner, became president of the company and improved on the progressive employee practices of his father: fully paid health benefits for not only employees but also their families, profit-sharing for retirement, and dental and life insurance. He did all this with one simple rationale, a belief he shared with his father: We are All-One!

2015 brought a new benefit to Dr. Bronner's employees: childcare assistance that pays half the cost of approved childcare venues up to a total of \$5,000 for each family.

Employees are our family. For over twenty years that idea has pervaded every aspect of the employee benefits program; there is no difference between the benefits offered to company leaders and those offered to every single full-time employee.

Let me explain what full benefits means at Dr. Bronner's: We pay the complete health premium and all deductibles. I have argued with HR professionals and insurance brokers who want to cut company costs by increasing the amounts paid by employees. Yes, full benefits cost us more but we feel it is the right thing to do. I have also argued with Profit Sharing Plan professionals who say officers and owners can have a contribution percentage greater than other employees. This may be true, but we believe everyone deserves the same opportunity. We know we would not be able to grow our company without every single member of the Dr. Bronner's team, so it is only right that our benefits continue to grow as well.

FRAN'S BEEN THERE THROUGH IT ALL

MICHAEL BRONNER talks with FRAN PITRONE, age 95
about her 55 years with Dr. Bronner's

MB: Where did you grow up?

FP: Negaunee, Michigan, population 5,000. The census never changed: When some girl got pregnant, some guy left town, so the count always stayed the same. We'd say we had nine months of

winter, and three months of poor sledding. It was difficult during the depression but we never went hungry. We had sand in one part of the root cellar where my dad put potatoes. When we wanted potatoes we'd dig in the sand and pick them.

What was your job back in Michigan?

I was county supervisor from 1938 until 1941 when I retired. After the war, I worked for the County off and on. Supervised and broke in three men who ran the food surplus warehouse.

What year did you come to San Diego?

We came here in 1960 and found Escondido, population 17,000. I said, "That's an ideal small town. We'll raise our kids here."

How did you meet my grandfather?

Dom [husband] put an ad in the paper, "Handyman. Will do anything. No job too big or too small," and your grandpa called. He had a bunch of small rentals that needed repair. Dom wanted \$2 an hour. Your grandpa said, "You're hired!" and gave him \$1 cash an hour and \$1 worth of soap.

I ran errands for him—whatever he asked me to do. It wasn't until after Dom died that I started doing labels and filling product.

Were you close?

I don't think anybody had a relationship with him as good as Dom and I had. We just enjoyed each other's company. Dr. Bronner seemed to have a deep respect for us. And I wasn't afraid to talk back to him. He'd call sometimes 3:00 in the morning and say, "I want this done or that done," so finally I put my foot down. I said, "If you call before 6:00, we're not even going to answer the phone."

Another time, when my daughter Alexis got married at St. Mary's Church, I invited Doc and he said, "I'm going to set up a table and pass out soap to people who come to the wedding." I said, "No, you're not." He said, "Why not?" I said, "Because it's my daughter's day, not Dr. Bronner's." "Frances, you're hard to deal with sometimes," he said. "Well," I said, "so are you." He just laughed, hit himself on the knee and said, "I guess I am."

What was the "real" Dr. Bronner like?

He sure was a good man, and boy, there wasn't a man walking that was more honest than your grandfather. He also liked to laugh. One time I went in and it was colder than hell. Your grandfather asked me, "Frances, is it cold out?" I said, "It's cold enough to freeze the balls off a brass monkey." You should have heard him laugh. Michael. He just laughed himself sick. Every time after that, when I went over, he'd say, "Fran, how cold is it?" I bet I repeated that to him 100 times.

Would he talk to you about the Moral ABC?

Nobody got by without a lecture. I'd tell him, "You don't have to advertise to us. We know how good it is." But I think it's all good common sense. If people would live by it and practice it, we wouldn't have half the trouble that we got.

If you could talk to Dr. Bronner today, what would you tell him?

Just thank you for the work you've created for so many different people, sticking with the company to make it the success it is, and putting it in the right hands when you got to a point where you couldn't handle it anymore. You're a wonderful man and I love you for it all.

4. Be fair to suppliers

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

FAIRNESS WINS!

SERENDIPOL BECOMES WORLD'S LEADING SOURCE OF CERTIFIED FAIR TRADE AND ORGANIC VIRGIN COCONUT OIL

SONALI PANDITHASEKERA
Chief Financial Officer, Serendipol

Serendipol's Organic and Fair Trade Coconut Oil project was inspired by projects Dr. Bronner's engaged in to help rebuild cottage industries in the aftermath of the devastating tsunami of 2004. Serendipol started in 2007 with an overgrown, abandoned coconut mill and two shipping containers converted into office space. In those early years, many—including would-be farmers and employees—considered the project to be somewhat of a “fly-by-night operation.” Nine years down the road, with 1,260 farmers farming 20,000 acres, 300 employees, and 30 million coconuts processed a year, I'm truly amazed by the phenomenal growth we've achieved.

To overcome initial fears that organic farming would bring lower yields and higher costs than conventional farming, our team extensively engaged farmers and shared know-how in adopting organic agricultural practices. The project focused on improving soil fertility through organic compost and inputs, and increasing long-term productivity through interest-free loans for land development, irrigation, and equipment. In addition to fair and sustainable pricing, we offered farmers an organic premium to further boost their income.

Though many organic virgin coconut oil projects have mushroomed over recent years, often resorting to unethical practices like co-mingling, lenient compliance standards, poaching of farmers, and price competition, our farmers have remained steadfastly faithful to Serendipol. Our fair no-nonsense approach has helped establish organic integrity while strengthening farmer loyalty.

Today we employ 300 dedicated men and women in our processing operation, and it's not only the compensation package or benefits that set us apart but, most importantly, the emphasis on respect, and a willingness to listen and learn from each other.

Beyond our farmers and workers, our business uses our resources to improve lives in our larger community. To this end we have undertaken more than 650 community-enriching projects and invested over \$ 1.2 million in fair trade and social responsibility initiatives: medical equipment for rural hospitals, an iodine therapy

unit for thyroid cancer patients, improved sanitation and clean water, IT and library facilities for schools, vocational training for abused children and women, and vital infrastructure such as bridges, roads and electricity to connect rural villages.

We also believe it's essential to promote and develop village-level entrepreneurs, and encourage villagers to use the sizable quantities of waste and by-products from the production process—coconut husks, shells, seedcake—to produce value-added products for the export market.

On a personal level, I'm also indebted to the project for giving me the opportunity to work with my father, Gordon DeSilva, Managing Director of Serendipol. His remarkable energy even at the age of 72, his unflappable calm in times of severe adversity, is a constant source of inspiration.

I have one life and one chance to make it count for something... My faith demands that I do whatever I can, wherever I am, whenever I can, for as long as I can with whatever I have to try to make a difference.

—Jimmy Carter

5. Treat the earth like home

Make humble and mindful use of the earth's gifts. Do not waste, do not harm the land or people or animals. What comes from the earth must go back!

CLIMATE CHANGE SOLUTION: US!

RYAN ZINN
Organic & Fair Trade Coordinator

To forget how to dig the earth and tend the soil is to forget ourselves.

—Mahatma Gandhi

World governments and organizations recently met in Paris to address climate change at a global level. And for the first time in the history of international climate talks, agriculture was put on the table as both a cause and solution to climate change.

As humans, we've sent people to the moon and cracked the complexities of soil. For too long, we looked at soil as merely something to hold plants up, rather than a miraculous living membrane crucial for human and ecosystem health. Soils, when healthy, produce more food, retain more water and sequester significant quantities of carbon from the atmosphere. In fact, a third of the excess carbon dioxide in the atmosphere is from oxidized organic matter of depleted topsoil on mismanaged farms and overgrazed rangelands.

Industrial agriculture is a key driver in the generation of

greenhouse gases. Synthetic fertilizers and pesticides kill soil life essential to building organic matter. Monocultures, land change, deforestation, waste and transportation are all part of a food system that generates significant emissions. Even if we stopped emitting greenhouse gases today, we would be stuck with a huge legacy load of greenhouse gases.

Fortunately regenerative organic agriculture practiced at large scale on our farms and rangelands can sequester huge amounts of excess carbon from the air and bring it back into healthy soil in the form of stable organic matter. This is how soil was formed in the first place and is one of the most significant steps we can take to reverse climate change, along with reforestation and not burning fossil fuels. The way we grow our food either degenerates soil and releases more carbon into the air, or regenerates soil that sequesters more carbon into the ground.

I'm excited to work for a company that works with farmers and partner organizations worldwide—in Ghana, Kenya, India, and Sri Lanka—to improve their livelihoods while simultaneously regenerating soil. Our team focuses on education and practices such as composting, cover cropping and mulching, that not only build up soil fertility and organic matter, increasing yields and profits for small farmers, but also aid local communities' resiliency to heat waves and storms.

In India, the several hundred mint farmers we work with face serious challenges: a quickly growing population, soil degradation, erratic rainfall and rural poverty. Despite these challenges, Indian farmers are using local resources and know-how to return nutrients to their fields and regenerate their farms. These small steps, replicated over hundreds of farms, can act as the building block for a truly regenerative farming system.

Dr. Bronner's also supports non-profit educational and activist organizations, including Regeneration International, Kiss The Ground, Center for Food Safety and Fair World Project, in their critical work to engage and educate farmers, consumers, companies and decision makers.

At a personal level, we can choose a “regenatarian” diet based on regenerative organic farming, and join organizations working on these issues. And by composting instead of throwing away food waste, we can improve our own soil's health and ability to sequester carbon, and inspire friends and family to do the same.

Despite the dire reality, I have great hope. The resiliency of humans and the planet, after years of neglect, gives me faith. Facing down climate change is not only a major challenge, but a major opportunity to think differently about how we grow and eat food, how we define community, and what our hopes and aspirations are for the future. Let us not waste this opportunity.

GOOD THINGS SHAKING ALL OVER THE GLOBE

RYAN FLETCHER
Director of Public Affairs

As Dr. Bronner's has grown in sales and size, the presence and influence of the company has expanded to many markets around the world: the UK, Western Europe, Scandinavia, Australia, New

Zealand, Korea, Japan, Taiwan and Singapore. It's important that our expanding presence be focused on more than selling a consumer product from America—we have to spread our All-One message as well. We want to be a boon to local communities not just because we offer the best products, but because buying Dr. Bronner's is a way to support just and resonant causes wherever you may live.

When David and Mike took the helm of the company over 15 years ago, causes like the legalization of hemp farming and protection of organic standards became paramount, alongside spreading the love of the All-One vision. Soon added to the list were fair trade sourcing, GMO labeling, and the responsible integration of cannabis and psychedelic medicine into American culture. But these causes are of varying relevance around the world. In fact, most other countries already farm hemp and have GMO labeling laws in place, and psychedelic advocacy is controversial enough at home. So, how then do we bridge our activism with other markets?

Animal welfare, one of the core issues we support, is sadly of increasing importance around the world. Extending compassion to the billions of farm animals who needlessly suffer on factory farms is to us an obvious way to employ our “All-One” philosophy. Last year we piloted a cause-marketing campaign in the UK where Dr. Bronner's liquid soap was distributed with a small sticker on the label announcing that for a limited time a percentage of sales would support Compassion in World Farming. Our goal was to raise £10,000 and our strategy combined widespread retail distribution with a national press and social media campaign. We were humbled and surprised by the result: £25,512 raised to support Compassion's work toward broad policy changes benefiting human health, the environment, and animals.

Following that success, our German and Australian partners teamed up with another animal advocacy organization, Sea Shepherd, on a cause of international relevance: ending habitat destruction and the slaughter of wildlife in the world's oceans in order to conserve and protect ecosystems and marine species. Sea Shepherd uses direct-action tactics to investigate, document, and take action when necessary to expose and confront illegal activities on the high seas.

We began our support by supplying soap to three Sea Shepherd ships departing Bremen, Germany for the 2015 Faroe Islands Pilot Whale Defense Campaign, Operation Sleppid Grindini (Faroese term meaning “set the whales free”). The operation was an effort to end the age-old Faroese practice of herding migrating pilot whales into shallow waters and slaughtering them, wiping out entire family groups of whales and dolphins. Since then we have continued to supply soap to Sea Shepherd ships docked in Germany, and now the US and Australia as well.

Throughout 2015, Dr. Bronner's worked with international distributors to support many other causes: welfare systems for the elderly in Korea, reading programs for Syrian refugees in Germany, and youth movements for children with special needs in Israel. Promoting regenerative organic agriculture also remains a core global focus. And because we are All-One or None! we will keep on shaking up the globe in 2016, promoting social justice and sustainability in more places than ever.

6. Give and give!

Be an engine for positive change — share profits, share talent, share muscle, share voice —fund and fight for what's right!

FAIR PAY MAKES US ALL RICHER

DAVID BRONNER
Cosmic Engagement Officer

At Dr. Bronner's, we believe we truly prosper only when society as a whole prospers. If someone works hard 40 hours a week and can't cover basic costs of living, there is something deeply wrong with our economic system.

While profits (and productivity) have soared for American corporations, most workers have not shared in those gains. On average, CEOs earn more than 774 times that of their minimum wage workers. Dr. Bronner's caps executive compensation at five times the lowest paid position because we believe in sharing our wealth with our workers.

Today's federal minimum wage of \$7.25 per hour is decades out of date. In terms of purchasing power, its value is 30% lower today than it was in 1968. In no state in America can a person working full-time at minimum wage afford a one-bedroom apartment at current market rates.

We're talking about 42% of American workers! 53 million U.S. workers, most of them employed in the food service, retail, hospitality and agriculture industries—and disproportionately African-American and Latino—are finding it hard, if not impossible, to afford rent and other basic necessities.

The Solution: A Living Wage! A “living wage” means that anyone who works 40 hours a week is able to afford the basics: housing, food, utilities, transport and health care — what everyone needs for a good quality of life.

Raising the minimum wage to a living wage benefits everyone! Workers earn a greater share of the corporate profits that now go to shareholders and top executives—and workers who earn more spend more, putting money back into the economy. Taxpayers save money too: U.S. taxpayers are now bearing the cost for employers not paying a living wage because minimum wage workers are using public assistance programs at more than twice the average rate.

A living wage also boosts small businesses. When large corporations pay higher wages, it levels the playing field for smaller businesses and gives them a chance to fairly compete with the big guys.

And studies by leading economists consistently show that raising the minimum wage to a living wage has no noticeable effect on employment and job losses.

The good news is the movement is growing! Cities around the

U.S. are realizing that basic necessities are beyond the reach of too many.

Get involved to #RaiseTheWage! Tell your congressperson to pass the Pay Workers a Living Wage Act. Support your local Raise the Wage Campaign. California, Washington, Colorado, Maine, and Washington DC all have active campaigns that will place the issue on the 2016 ballot for voters, and need donations and volunteers. Have your own story to tell? Visit www.RaiseTheMinimumWage.com and www.theFairnessProject.com.

Fair pay today! STAND UP FOR A LIVING WAGE!

Social action accomplishments & activist efforts 2015

JAN Fueled by long-term support of Dr. Bronner's, Vote Hemp spearheads introduction of Industrial Hemp Farming Act with record 75 bi-partisan co-sponsors. Industrial hemp farming legal in 27 states.

FEB Dr. Bronner's funds efforts to protect new voter-enacted legislation that would end criminalization of adult cannabis users in DC when Congress threatens to repeal the law.

MAR Dr. Bronner's commits to support Raise the Wage campaigns; pledges \$200,000 to DC for \$15's efforts to bring minimum wage increase before voters in 2016.

APR Dr. Bronner's launches crowdfunding campaign to finance small farmers in Ghana. • David Bronner receives “Activist of the Year” award from Americans for Safe Access, the country's leading medical cannabis patient advocacy organization.

MAY Dr. Bronner's supports Small Farmers Cool the Planet Campaign of Fair World Project, and production of documentary on regenerative organic agriculture for World Fair Trade Day.

JUN Dr. Bronner's partners with direct action ocean conservation organization, Sea Shepherd, on campaign to save Pilot Whales. • £25,000 from Dr. Bronner's sales in UK support farm animal welfare work of Compassion in World Farming. • Donation to Organic Rising, a feature-length documentary by Antony Suau capturing America's explosive agricultural awakening. • 6th Annual Hemp History Week co-founded and sponsored by Dr. Bronner's.

JUL Dr. Bronner's becomes Benefit Corporation in California. • Mobilizes against The Dark Act Legislation that would ban GMO labeling.

AUG David Bronner receives National Award of Excellence for Cannabis Activism at 24th Annual Seattle Hemp Fest 2015, world's largest Marijuana event. • Support of 100 Wave Challenge to raise funds and awareness for Young Men's Mentoring Network in San Diego. • Full-page Dr. Bronner's ads call out media for supporting the pesticide industry's pro-GMO agenda and opposing GMO labeling ahead of key federal vote. • Donation to A New Resistance, a feature-length documentary by Ed Brown exposing the hazards of Glyphosate, a key ingredient in the herbicide Roundup. • David Bronner wins National Pioneer Award from the Northwest Products Association for his activism in Washington State's GMO labeling ballot initiative.

OCT Dr. Bronner's adopts B Corp™ certification. • With support of Dr. Bronner's, Vote Hemp responds to unjust DEA raid of industrial hemp crop on Menominee Indian Reservation; calls for intervention by Obama Administration. • Dr. Bronner's completes second year of giving to variety of animal welfare/advocacy organizations like Compassion Over Killing and Humane Society of US. Major victories won to ban battery cages and gestation crates. Investigations expose cruelty on factory farms. Meat reduction programs reach millions.

NOV Donation to Kiss The Ground, a feature-length documentary advocating regenerative agricultural methods. • Dr. Bronner's contributes funding and staff to organize Catharsis, a drug war vigil and all-night rave by the Washington monument to honor and grieve all the souls lost to the out-of-control war on drugs.

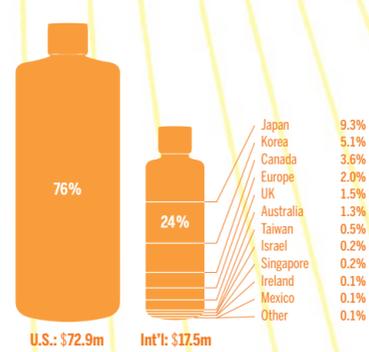
DEC Dr. Bronner's funds major ad buy to help quash the DARK Act, helping set up a showdown in winter of '16 with big food & chemical companies.

Succeed to proceed! Success is the engine that makes everything else possible!

Growth in total revenue



2015 worldwide sales



How our family grows



2015 EMPLOYMENT STATISTICS

Total # of Employees	150
Managers	21
Managers hired from within	11
Part-time employees	4
Temporary employees	3
Average Age	38.8
Average Tenure (years)	6.2
Turnover	6.7%

DIVERSITY

Minority Employees	62.7%
Women Employees	50%
Minority Managers	38.1%
Women Managers	47.6%

BENEFIT EMPLOYEE PARTICIPATION

No-deductible Health Insurance	100%
Dental Insurance	100%
Life Insurance	100%

COMPENSATION

Minimum Compensation	
Starting permanent position rate	\$17.48/Hr
Compared to CA state minimum wage	194.2%

Compensation Ratio (CEO to Avg. worker)	
Dr. Bronner's	4.8
U.S. national average ¹	303

¹Source: Economic Policy Institute 2014

Interest expense	0.9%
Depreciation	1.2%
Succession distribution	1.3%
Reinvestment in company	4.8%
Donations & Contributions	4.9%

Taxes 6.8%

Wages, benefits, profit sharing (to employees) 19.9%

Expenses in goods & services 20.6%

Expenses in raw materials 39.7%

2015 FAIR TRADE PROJECT STATS

Employees		DR. BRONNER'S AFFILIATES		OTHER PROJECTS ¹	
		Male	Female	Male	Female
Managerial	Male	22	22		
	Female	4	9		
Non-managerial	Male	276	66		
	Female	88	12		
Temporary	Male	58	29		
	Female	9	10		
Piece rate	Male	125	83		
	Female	178	17		
Total		760	249		

2015 FAIR TRADE SUPPLY CHAIN IMPACT

Number of farmers registered	DR. BRONNER'S AFFILIATES		OTHER PROJECTS ¹	
	Male	Female	Male	Female
Total	2,322	683	1,689	318
Total	3,005		2,007	
Farm level income	Total volume purchased (metric tons)	33,808	4,319	
	Total value of purchases	\$ 7,736,311	\$ 5,291,127	
	Total organic premium paid	\$ 451,942	\$ 577,272	
	Average purchase per farmer	\$ 8,417	\$ 11,696	
	Total	\$ 8,417		\$ 11,696
Total acres under cultivation	Certified organic	25,419	8,133	
	In-conversion & conventional	6,527	2,884	
	Total	31,943	10,997	

¹4 of 6 projects reporting

Our fair trade and organic sources

- Dr. Bronner's affiliates
- Other projects



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 rigorous objective measures.

SUMMARY	DR. BRONNER'S SCORE	MEDIAN SCORE*
Environment	47	7
Workers	28	18
Customers	0	N/A
Community	58	17
Governance	15	6
Overall B Score	149	55

*Of all businesses that have completed the B Impact Assessment created by the nonprofit B Lab.

Social benefit contribution 2011-2015



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).

Social contributions by cause in 2015

Animal Rights Advocacy	\$223,321
Associated Students of CA Chickpea Compassion Over Killing Farm Sanctuary Our Hen House People for the Ethical Treatment of Animals Poplar Spring Animal Sanctuary The Gentle Barn Foundation The Humane League The Humane Society of the United States Vegan Outreach Veganism the Next Evolution	
Children & Youth Services	\$265,889
Adoption by Choice Amala Foundation Boys & Girls Club of Greater San Diego Boys & Girls Club of Vista Boys to Men Mentoring Network Compassion International David & Margaret Youth and Family Services Elle & Cee World Girls Feed the Children Girlfriends Care, Inc. Girls, Inc K to College Kiwanis Club of Escondido	
Community Betterment & Others	\$327,309
ArchCity Defenders, Inc. Butterfly Farms Carlsbad Chamber of Commerce CMA Poplar Point Camp Commission to Every Nation Disabled Sports USA Far West Do Lab Equality Alliance of San Diego IEEENT Rotary Foundation Escondido Sunrise Rotary Food For The Poor, Inc. Friends of the Webster Groves Public Library Gift of Water Interfaith Community Services Jacob's Well Jewish Family Service of Seattle John Jay College of Criminal Justice Kenny Rogers Children's Center Law Offices of John R. Mills Magdalene St. Louis Marilyn Violet Foundation	
Drug Reform & Harm Reduction	\$909,603
American Cannabis Nurses Association Americans for Safe Access Coalition for Cannabis Policy Reform DRCNet Foundation Drug Policy Alliance Erowid Center Fantastic Fungi Green Oaks Ranch Law Enforcement Against Prohibition Le'Or	
Environmental Advocacy	\$188,012
Compass Green Earth Island Institute Environmental Cleanup Coalition Fagan Films, LLC Friends of the Earth Global Exchange I Love A Clean San Diego IEENT Global Foundation Prison Ecology Project Surfing Madonna Oceans Project Surfrider Foundation San Diego Chapter Turning Green The Program Preserving the Natural World The Story of Stuff Project Wild Virginia	
Fair Trade	\$528,877
Agricultural Justice Project Chicago Fair Trade Coalition Domestic Fair Trade Association	
GMO Labeling	\$2,636,998
A New Resistance Film California Grange Foundation Center for Food Safety St. Louis Muscular Dystrophy Association	
Homeless Services	\$90,651
A Place of Refuge Alpha Project Angel Hanz for the Homeless, Inc. Delivering Innovation in Supportive Housing Lava Mae Milwaukee Rescue Mission Power of Change Safe Horizon Streetwork Solutions for Change The Gathering of Southeast WI, Inc.	
Industrial Hemp Advocacy	\$418,291
America's Liberty Pac Food Forward Productions, LLC Hemp Industries Association Hemp NY City HempCT Vote Hemp	
Organic Integrity & Soil Regeneration	\$398,704
A.U.M. Films & Media Beyond Pesticides Cornucopia Institute Ecological Farming Association	
Prisoner Education & Reentry	\$114,678
Fair Shake, Inc. Living Yoga	
Wage Equality Advocacy	\$117,203
Food Chain Workers Alliance Raise The Wage Campaign	

2015 sales by product line



Environmental footprint

PRODUCT OUTPUT (LBS)		2015 TOTAL	PERCENTAGE		
Total product produced		27,363,902			
Product content		23,257,217	85%		
		Biodegradable material	100%		
		Fair trade certified raw material	81%		
		Organic certified raw material	83%		
Packaging		4,106,685	15%		
		From 100% PCR sources	64%		
		Recyclable	100%		
Energy Consumption		2015 TOTAL	PER LBS. OF PRODUCT PRODUCED	PERCENTAGE	
		Electric (kWh)	1,036,925	0.0379	
		Natural Gas (therms)	16,203	0.0006	
		Fossil Fuel (gal)	21,632	0.0008	
		Propane (gal)	3,047	0.0001	
Water Consumption		Municipal Water (gallons)	3,486,836	0.1274	
Waste Generation		Total waste (lbs)	898,024	0.0328	
		Reused	620,438	0.0227	69%
		Recycled	176,428	0.0064	20%
		Landfill	101,157	0.0037	11%
Greenhouse Gas Emissions		Scope 1 Direct (metric tons)	243	0.000009	
		Scope 2 Energy Indirect (metric tons)	379	0.000014	

Dr. Bronner's is certified

Independent third party certification ensures that our products meet the highest standards for ecological and social sustainability. Support translates to greater consumer confidence and less greenwashing hype.





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!



Dr. E.H. Bronner

1908–1997

Dr. Bronner's was founded in 1948 by Emanuel Bronner, a third-generation master soapmaker from a German-Jewish soapmaking family. He used the labels on his superb ecological soaps to spread his message that we must realize our unity across religious & ethnic divides or perish: "We are All-One or None!" Still family-owned and run, Dr. Bronner's honors its founder's vision by continuing to make social & environmentally responsible products of the highest quality, and by dedicating our profits to help make a better world. All-One!

*There are brave souls who dare to dream that men
are brothers and not foes. That hands may clasp across the seas to
common good, to common woes.*

DR. BRONNER'S — A TIMELINE

1858—Soapmaking begins in Heilbronner home—Jewish quarter, Laupheim, Germany
1880s/90s—Heilbronners invent first liquid castile soap **1908**—Emanuel Heilbronner (Dr. Bronner) enters world! **1920s**—Emanuel apprentices with Jewish soapmaking family—receives Soapmaking Master certificate & degree in chemistry. **1929**—emigrates to U.S. **1950s**—advises U.S. soap manufacturers. With rise of Hitler, drops "Heil" from last name. **1940s**—Nazis nationalize family soap factory—Emil's parents deported, killed in Auschwitz and Theresienstadt. **1940s**—Emil adopts honorific "Dr." 1945—escapes Elgin State Insane Asylum after being institutionalized for espousing views—later blames shock treatments for blindness in the '60s. **1948**—Founding of Dr. Bronner's Magic Soaps!
1950—All-One! Dr. Bronner lectures in Pershing Square, sells soap on side—realizes many are taking soap and leaving so prints lecture on labels. **1960s/70s**—Dr. Bronner's soap becomes iconic soap of the era. **1980s**—spreads to mainstream. **1990s**—Dr. Bronner's health failing, sons Ralph & Jim & Jim's wife Trudy assume control of company. **1997**—passing of Dr. Bronner. **Today**—5th generation company led by grandsons David & Mike—Dr. Bronner's vision alive and strong: We are All-One or None! All-One!

IN ALL WE DO, LET US BE
generous, fair & loving
to Spaceship Earth and all
its inhabitants. For we're
ALL-ONE OR NONE! ALL-ONE!

DR. BRONNER'S

ALL-ONE!

P.O. Box 1958, Vista, CA 92085

