THIS IS SHAZI, OUR FOUNDER
In 2006, we were founded with a singular focus in mind – to change the trajectory of children’s health through nutrition – and each year since, we have lived that mission by the products we sell, the initiatives we support and the team we’ve built. For us, our work is deeply personal. 2017 was certainly no exception; we have pushed ourselves to live up to all that we’ve promised and to positively affect as many little lives as possible. Here’s to another year of health and happiness!

- FROM ALL OF US AT HAPPY

**OUR MISSION IS TO**

TO CHANGE THE TRAJECTORY OF

CHILDREN’S HEALTH THROUGH NUTRITION

**OUR IMPACT**

p.1

**OUR PROUDEST MOMENTS**

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**OUR CULTURE**

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**OUR HAPPY CONSUMERS**

p.27

**THIS IS XANDER**
And at Happy Family Organics, that’s not just a figure of speech. We’re committed to having a lasting positive impact on all babies - by nourishing little ones with organic food, supporting their families and protecting their planet.
NOURISHING LITTLE ONES

We provide clean, organic food to millions of babies all over the world.

We thoughtfully source high-quality, clean organic ingredients from trusted farmers and suppliers, meaning our baby food is grown without the toxic persistent pesticides that can be used in conventional, non-organic farming. We believe this is one of the best things we can do to positively affect babies’ long term health.

$1.3 MILLION MEALS & SNACKS
fed to our customers in the United States in 2017

$20.598 MEALS & SNACKS
donated around the world in 2017

We are committed to
GO BEYOND CERTIFIED ORGANIC STANDARDS

We have developed a proprietary Quality and Food Safety Program designed to ensure that all of our products are safe for baby and toddler.

In our Positive Release Program, we taste, test and thoroughly analyze every batch of food before it is released for sale.

Even further, we have been focused on developing an advanced “Baby-Grade” Standard to lead the industry in stricter processes and protocols for the production of food our children consume.

WHAT IS ORGANIC?

- Always Non-GMO
- Grown without toxic and persistent pesticides, sewage sludge, or synthetic fertilizers
- Must be produced and processed using NO industrial solvents, irradiation, or genetic engineering
- Practices support biodiversity and ecological balance

OUR IMPACT

We’ve purchased 102 MILLION POUNDS of organic ingredients since 2013.

In 2017, we purchased more pounds of organic ingredients than ever! We are proud to support farmers who share our mission of keeping toxic persistent pesticides out of the food we make for little bodies.
SUPPORTING FAMILIES

We are furthering our mission beyond the food we make - by reaching more families with more resources.

As a mission-driven brand, children’s health is always paramount in our work. Many challenges face under-served families with young children, which is why we developed our Happy to Help resources, workshops and partnerships to support them.

DID YOU KNOW?

Even here in the United States, our children face significant nutritional crises, based on current trends:

- The ‘vegetable’ American toddlers are most likely to eat is a french fry.*

- Empty calories from added sugars and solid fats contribute to 40% of daily calories for 2-18 year olds.**

- Only 30 percent of 1-year-olds are eating vegetables daily (only 5% eat dark greens).*

* Washington Post: https://wapo.st/1q6BXjS
** Journal for the American Dietetic Association

HAPPY TO HELP!

In 2017, we launched Happy to Help which provides childhood nutrition education to families across America. We feel strongly that the best way to positively affect the long term health of today’s children is to educate their families on nutritional best practices.

11 SMALL GROUP WORKSHOPS ACROSS THE COUNTRY

15,000 EDUCATIONAL MATERIALS DISTRIBUTED

3 EDUCATIONAL PROGRAM PARTNERSHIPS

Nurse-Family Partnership is one of our educational program partnerships that introduces vulnerable first-time parents to caring maternal nurses who support them from their third trimester through their child’s second birthday. NFP nurses deliver the support first-time moms need to have a healthy pregnancy, become knowledgeable and responsible parents, and provide their babies with the best possible start in life.

NFP reached 53,000 families in 2017 in 42 states & the US Virgin Islands. Over 270,000 families supported since the program began!

Nurse-Family Partnership

MOVING FROM POVERTY TO PROSPERITY

NFP reached 53,000 families in 2017 in 42 states & the US Virgin Islands. Over 270,000 families supported since the program began!
GIVING BACK IN 2017

We are proud to support charities and organizations which share our passion for changing the trajectory of children’s health – all over the world!

Since the birth of our company, we have supported amazing non-profits. Project Peanut Butter was our very first non-profit partner in 2003, and in 2017, our support for their work to feed malnourished children continues.

Talk About Curing Autism educates, empowers and supports families affected by autism. Happy Family Organics is a long-standing partner of TACA and annually sponsors the parent support team.

Hadley is the daughter of two Happy Family Organics team members, Ben and Marcus Alexander. At the age of 18-months, Hadley was diagnosed with cystinosis, a rare metabolic disease. The Alexander family started Hearts for Hadley in 2013 and donates 100% of the money it raises to the Cystinosis Research Foundation. Happy Family Organics has supported their hard work from the very beginning. In partnership with Happy Family Organics, the Alexanders have raised over $364,000 for Hearts for Hadley and the CRF.

Four years ago, we partnered with The Small Things to build the Happy Family Children’s Village, a safe and loving place for orphaned children to live with host mothers and teachers in a supportive community setting. The Village is located in Tanzania, where our founder Shazi’s father, Amir Visram, grew up. In 2017, our support for this amazing community continued, and the Village continues to transform the lives of children each day.

Since the birth of our company, we have supported amazing non-profits. Project Peanut Butter was our very first non-profit partner in 2003, and in 2017, our support for their work to feed malnourished children continues.
In 2017, we partnered with the City of Boise, where half of our team is based, to launch the Hefty® Energy Bag® Program. This groundbreaking initiative collects previously non-recycled plastics at curbside (such as chip bags, plastic silverware, and baby food pouches) and converts them into valuable energy resources using an alternative energy recovery technology. We hope that the success of this program will help it spread, so that one day our packaging is fully diverted from landfills through recycling and recovery options in all cities nationwide.

Keeping packaging out of the landfill

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1630 TONS OF CARBON EMISSIONS OFFSET FROM OFFICES, EMPLOYEE COMMUTE & BUSINESS TRAVEL

4,500 POUNDS OF FOOD WASTE DIVERTED FROM OUR OFFICE SPACES

21 EVENTS PLANNED BY OUR INTERNAL GREEN TEAM

We developed an On-site Sustainability Audit to evaluate our suppliers’ social & environmental performance, based on industry-wide best practices.

This year, we furthered our commitment to transparency and sustainability through strong partnerships with our farmers.

We awarded the honor of Best for Baby to family-owned Stahlbush Island Farms, who went above and beyond in sustainability, social impact, quality and partnership. To show our gratitude, we donated $1,000 to Stahlbush’s charity of choice in their name.

First farm ever to be certified sustainable by the Food Alliance

First in North America to generate electricity from agricultural by-products using a biogas plant

Uses an automated system to control and schedule irrigation based on the needs of each plant
In 2017, we were incredibly proud to receive this award, given to those B Corps who have gone above and beyond in maintaining and improving their social, environmental, and overall business practices.

In addition to this honor, Happy Family Organics became a public benefit corporation. This means we legally updated our articles of incorporation to permanently reflect our commitment as a mission-driven company focused on maximizing positive impact on the lives of families everywhere.

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B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, & transparency. Learn more at www.bcorporation.net

Our proudest moments.
INFANT FEEDING SUPPORT PLATFORM

Our Infant Feeding Support Platform arms parents with nutrition experts, lactation consultants, and trustworthy products to help achieve exceptional, tailored nutrition for their infants, no matter where their feeding journey takes them.

BREASTFEEDING SUPPORT PRODUCTS FOR MOM + FREE PERSONAL ONLINE LACTATION AND NUTRITION CONSULTATION + PREMIUM ORGANIC INFANT FORMULA

As moms, we know breastfeeding is a beautiful way to nurture babies, but isn’t always easy. That’s why we created a line of lactation snacks, made with wholesome ingredients that help support mama’s milk supply, plus they deliver extra nutrients to her and baby during this precious time.

If your family relies on formula, we know that every ingredient matters. That’s why we handpicked extremely high-quality ingredients based on their ability to positively affect the health of babies.

- Includes DHA & ARA to support baby’s brain and eye health
- Prebiotic mix helps support your baby’s digestive health
- Made with milk from cows raised on organic farms
- No corn syrup solids
- Organic & Non-GMO

Our packaging manager, Sully, and our design manager, Anna, have developed this platform to support you along your feeding journey.
INFANT FEEDING SUPPORT PLATFORM

Happy Mama Mentors

We know that breast milk offers optimal nutrition and we want to help make it as easy as possible for moms to breastfeed. But we’re parents too, so we know it isn’t always an option. Every baby deserves the best possible nutrition and you deserve to feel confident in how you nourish your family because every feeding journey is different. We support them all.

That’s why we have our Happy Mama Mentors, a team of lactation specialists and registered dietitians certified in infant and maternal nutrition from Cornell available for free via live chat on our website 7 days a week.

✓ ALL REGISTERED DIETITIANS
✓ ALL CERTIFIED IN MATERNAL AND INFANT NUTRITION FROM CORNELL
✓ ALL LACTATION SPECIALISTS
✓ ALL MOMS, TOO!

Some of the touching feedback we received from parents:

“When I was thinking of quitting, I was full of regret because I loved the bonding moment I had with my son when I breastfed him... I felt really depressed because my milk wasn’t coming in fully. You’ve given me hope. Thank you.”

Megan, mom to 3-week-old who has had trouble producing milk

“You have helped me so much. I feel like a weight is lifted off my shoulders. You’re a life saver!”

Jennifer, mom to newborn who has struggled pumping

“This service is wonderful. Your help was awesome. It’s nice to talk to a real person and not a computer.”

Katie, pregnant and seeking a back to work pumping plan

“Thanks to you, we just had a successful half hour nursing session... with no irritation or pain. Will be changing up the latch from now on!”

Ally, mom to 11-month-old who dealt with pain while nursing

“All registered dietitians
ALL CERTIFIED IN MATERNAL AND INFANT NUTRITION FROM CORNELL
ALL LACTATION SPECIALISTS
ALL MOMS, TOO!”
IN 2016, WE SOLIDIFIED OUR VALUES INTO A COMPANY-WIDE MANIFESTO. IN 2017, WE CONTINUE TO LIVE OUT EVERY STEP OF OUR PLEDGE.

As a good-hearted company made of great-hearted individuals, Happy Family believes there is no greater time than now to live up to our name and treat one another as Family.

We are mothers, fathers, sons, daughters, grandparents, aunts, and uncles committed to using our business as a force for good, to leaving a legacy of hope and love for our little ones, and to preserving the environment so they have a healthy, happy world to grow up in.

As a good-hearted company made of great-hearted individuals, Happy Family believes there is no greater time than now to live up to our name and treat one another as Family.

As a team member of Happy Family, I will:

- Provide clean, nutritious, delicious and sustainable food to babies and their parents to enable healthy and happy lives.
- Always be improving and innovating to stay relevant to our consumers through our products, our company and myself.
- Stay positive knowing that attitude is half the battle. By staying true to our mission, solving issues creatively and leaning on our community, we will surmount the inevitable challenges that come our way.
- Contribute to others, believing that one of the best ways to make myself happy is to make others happy and that one of the best ways to make others happy is to be happy myself.
- Be a leader in environmental stewardship to protect our planet for our future generations by making big commitments, together as a company and individually.
- Foster an accepting and supportive community where we can find strength in the power of diversity and inclusivity.

As a good-hearted company made of great-hearted individuals, Happy Family believes there is no greater time than now to live up to our name and treat one another as Family.
PROVIDE CLEAN, NUTRITIOUS, DELICIOUS & SUSTAINABLE FOOD

HAPPY TOT SUPER MORNING BOWLS
Our new Happy Tot Super Morning Bowls deliver toddlers thoughtfully crafted organic nutrition, including 3g fiber and 160mg omega-3 ALA from chia to help tots get the most out of every bite and help with growth and digestion.

HAPPY KID FRUIT & OAT BARS
In crafting our Happy Kid Fruit & Oat bars, we say no to the same stuff mom would: NO added sugar, artificial colors, synthetic flavors, toxic persistent pesticides, or GMOs. Because when young palates know what wholesome ingredients really taste like, they learn to love and look for real flavor.

ALWAYS BE IMPROVING
RIGHT-SIZED PACKAGING
We are actively working to improve the functionality and sustainability of our packaging. One way we did this in 2017 was to right-size our four packs and increase the post-consumer recycled content from 35% to 65%.
STAY POSITIVE

YOU EARNED IT!
Our employees are part of an online recognition platform, You Earned It! Our team uses this tool to recognize one another for their commitment to our company values, amazing work on a project, or even little things like bringing some homemade treats for the team. Recognitions are shared with awarded points, which employees can cash in for rewards like charitable donations, gift cards, or more points for the quarter so they can keep on recognizing their amazing colleagues.

PEER MENTORSHIP
Every new team member is assigned two Peer Mentors. These are team members outside of their department who:

• TAKE THEM OUT TO LUNCH THEIR FIRST WEEK
• TEACH THEM SOME KNOW-HOW AROUND THE OFFICE
• BECOME A SOUNDING BOARD FOR NEW EMPLOYEES AND HELP THEM SETTLE IN

Veteran employees are not required to mentor, and we are proud to say we have 46 team members who volunteer as Mentors!

REWARDS & CHARITABLE DONATIONS

| 🎁 210 | CHARITABLE DONATIONS |

| 👍 9698 | RECOGNITION STATEMENTS SENT |

| 👍 97% | TEAM ENGAGEMENT |

FOSTER AN ACCEPTING AND SUPPORTIVE COMMUNITY

Last year we launched an initiative to improve diversity & inclusion in the workplace which included:

• AN ANONYMOUS INCLUSION SURVEY
• FORMING A DIVERSITY & INCLUSION COMMITTEE
• HOSTING A WORKSHOP

In a recent company survey, 100% of employees answered “Yes” to the statement “I am proud to work at Happy Family Organics.” 84% of employees feel Happy Family Organics prioritizes Diversity and Inclusion.

CONTRIBUTE TO OTHERS

In 2016, and again in 2017, we challenged our team to get out in the community and volunteer for causes they believe in. True to the amazing people they are, our team stepped up – the hours logged speak for themselves!

To show our commitment to doing good, Happy Family Organics offers employees 10 hours paid-time off to volunteer annually!
BE A LEADER IN ENVIRONMENTAL STEWARDSHIP

In April, our Green Team put on an entire month of programming to demonstrate how protecting the planet can start in our homes and in our communities. The team brought in speakers from city government, other mission-driven companies, and local farmers and food activists. Earth Month culminated in a Green Living Fair, where employees passionate about protecting the planet educated their peers about making sustainable choices in their daily life. Over 90% of the office participated in at least one Earth Month event!

In June, we had over 75% of our New York office volunteer at Governor’s Island Teaching Garden with GrowNYC. When volunteers aren’t clearing the land and helping with maintenance tasks, inner-city schools can visit for free field trips, where children get the opportunity to plant, water, harvest, and cook the garden’s wide array of vegetables, herbs, and fruits.
105 EMPLOYEES

29 MOMS
13 DADS
4 GRAND PARENTS

+ 8 BABIES BORN in 2017

2 OFFICES

BOISE, ID

NEW YORK, NY

AND AN AMAZING SALES TEAM ACROSS THE COUNTRY!

OUR NEW YORK TEAM ON A SAILING OUTING

OUR CULTURE

SOME HAPPY FACES OF OUR BOISE TEAM

BOISE BIKING CREW

OUR GRASSROOTS BRAND AMBASSADORS

26
OUR HAPPY CONSUMERS
HAPPY PARENTS HIGHLIGHTS

“I cannot thank you enough for the quality and integrity of your wonderful foods! My kids love them; especially your puffs and I love to feed them organic food! Safe, healthy, tasty—such a lifesaver in this fast-paced Mommy World!”

“Clearly Crafted pouches give us additional peace of mind that we are feeding him nutritious, wholesome food! He loves his pouches and it is so much fun to watch his eyes light up when he sees us preparing to give him one!”

“Thank you for making a wonderful, healthy and safe product for my daughter to eat! She has a severe dairy allergy and I just discovered the organic creamies made with coconut milk! YUM! So thank you for thinking of the littles who can’t have dairy, it really is a blessing for this mama!”

“She enjoys every last item and I feel good about what I am giving her. It is a win, win! Thank you again for making wonderful products.”

“My 3 year old daughter absolutely loves your pouches! And when I say loves them, I really mean it. She has been a very difficult eater basically since she stopped breast-feeding, and we have been to specialists several times to discuss her failure to thrive. Your pouches have the protein and fiber necessary in a form she will eat.”

“50.7K Instagram followers (and growing!)”

“424K followers on Facebook”

“#1 liked organic baby food company on Facebook”
THIS IS HAPPY.
www.happyfamilyorganics.com

2017 MISSION REPORT