THIS IS JOHNNY
Our Creative Director
Becca’s son!

MISSION REPORT
2019
At Happy Family Organics, we provide organic nutrition and support for your baby’s feeding journey. But as a family, we’re more than that – we strive to make the world a better place.

We are a mom-founded, parent-run company, and we’re committed to helping families give their children the best start in life - from partnering with experts and providing personalized support, to protecting the planet for both the little ones of today and those of future generations.

2019 was an incredibly exciting year for us, and we couldn’t be more proud of our amazing team and their passionate work. Take a look at the journey we’ve been on!

with love,
FROM ALL OF US AT HAPPY

WE ARE
ON A MISSION
TO CHANGE
THE TRAJECTORY OF CHILDREN’S HEALTH THROUGH NUTRITION

THIS IS ZAYNE

OUR IMPACT
OUR PROUDEST MOMENTS
OUR CULTURE
OUR HAPPY CONSUMERS

THIS IS ADAM
THIS IS COMPOST FROM ONE OF OUR FARMER PARTNERS!
Learn more about how compost helps protect the planet on page 11!
Our Enlightened Nutrition approach is about more than using organic ingredients. What your little one eats in the first few years of life is crucial – it’s important that their diet provides the nutrients and vitamins needed for proper development.

As parents, we hold ourselves to strict standards to provide your little one with products that, when part of a balanced diet, help them grow healthy and strong. Every product we make goes through a rigorous quality and safety test so you can feel confident in what you’re feeding your family.

Our Enlightened Approach to Organic Nutrition

- Our Team of Parents & Partners
  - We use our personal knowledge and partner with trusted pediatricians, registered dietitians, and children’s health experts we trust.

- Curated Ingredients & Age & Stage Appropriateness
  - We curate our ingredients and tailor our products to baby’s age and stage.

- Quality & Safety
  - We taste and thoroughly analyze every batch of food and each individual ingredient that goes into our products.

Since 2013, we have sourced 157.2 million lbs of organic fruits & vegetables grown for your little ones without the use of:

- Toxic Persistent Pesticides
- Synthetic Fertilizers
- Growth Hormones
- Antibiotics

79 million meals & snacks enjoyed by children in the US in 2019
### Supporting Families

**Happy to Help**

We believe that helping educate families on how to make informed decisions around their children’s diet and nutrition can make a long term impact on children’s health. We want to provide parents with the tools and knowledge they need so their family can thrive.

<table>
<thead>
<tr>
<th>Year</th>
<th>Nutrition Education Materials Distributed</th>
<th>Workshops &amp; Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>27,000</td>
<td>200,000</td>
</tr>
<tr>
<td>2018</td>
<td>48,000</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>200,000</td>
<td></td>
</tr>
</tbody>
</table>

**Narrative:**

In 2019, we led a series of workshops for expectant young mothers, one of which was held in our Boise office kitchen! New and expectant mothers learned about homemade baby food preparation, starting solids, and establishing a strong nutritional start for their little ones.

### Workshops & Education

In 2019, we led a series of workshops for expectant young mothers, one of which was held in our Boise office kitchen! New and expectant mothers learned about homemade baby food preparation, starting solids, and establishing a strong nutritional start for their little ones.

**527,000 Meals & Snacks Donated in 2019**

Since day one, we have supported non-profits that align with our mission, many of which work with and advocate for families in need both in the United States and globally. We not only donate to these organizations, **we also partner with them to design projects that best support the families and young children they serve.**
The SPOON Foundation will bring their experts and nutrition tracking tools to the Happy Family Children’s Village and The Small Things community.

The caretakers in the Children’s Village will be trained by SPOON team members on-site in Tanzania. They will receive the education, tools, and resources needed to implement SPOON’s nutrition tracking program and monitor growth and development of the children they care for over time.

We can’t wait to share more in the months and years to come about this project and its impact on the children.

In 2019, we proudly brought together two of our longstanding non-profit partners, SPOON and The Small Things, for a project that embodies our mission by truly impacting the health of children through proper nutrition.

At Happy Family Organics, we know every feeding journey is different, and we embrace them all – from breastfeeding to formula feeding, from starting solids to picky eating, we are here to help.

That’s why we believe having a team of lactation specialists and registered dietitians available seven days a week is important to support the families we serve.

Our Happy Mama Mentors continue to provide real-time expert nutrition advice to families through our free live chat platform. Our team of mentors are:

- ALL REGISTERED DIETITIANS
- THREE SPEAK BOTH ENGLISH & SPANISH
- ALL LACTATION SPECIALISTS
- ALL MOMS, TOO!

DID YOU KNOW?
The father of Happy Family’s founder, Amir Visram, grew up in Tanzania, and The Happy Family Children’s Village was built in his honor!
In 2019, we chose three key metrics related to our three priority areas of packaging, agriculture, and climate, to measure our contribution to a healthy planet. We will continuously implement projects in each area to improve our impact! 

San Clemente, who we work with to put yummy apples and pears into our products, was our 2019 Best for Baby award winner, and with good reason:

- Trains all new employees on the basics of how to save water, reduce energy, and recycle properly
- Uses wastewater to cool their systems
- Has a scholarship program to help employees pursue education

Each year we award one supplier for going above and beyond in social and environmental responsibility with our Best for Baby Award and $1000 for the local charity of their choice.

We continue to measure and offset our scope 1 & 2 emissions (over 500 tons offset through renewable energy projects in 2019!), and are expanding our measurement scope to include the emissions generated from all of the activities it takes to create and sell our products.

We publicly announced our 2025 packaging commitments, focusing heavily on keeping our packaging out of landfills. Read more on page 17!

*by weight
Project Greenhouse

Pablo & Giovanna, owners of Montes de Molina, grow apples, pears, and berries in the Maule region of Chile.

We visited them with regenerative agriculture experts, Pur Projet, to assess and support regenerative practice implementation. Pablo and Giovanna have planted over 2,000 native trees in the last year, have an on-farm composting system, and integrate ducks for weed control and soil nutrient improvement.

In 2020, we will work with Pablo & Giovanna to improve their regenerative practices in a few key areas. Like many farms, the banks of the waterways where Montes sources water are prone to erosion and don’t support an ideal habitat for aquatic life.

To protect the soil and waterways, Montes will plant underbrush along the banks, which will enrich the soil, and native trees which provide shade that will improve aquatic life.

What is Regenerative & Organic Agriculture?

Regenerative & organic farming takes a holistic approach that empowers farmers, promotes animal welfare, and builds healthy soil that captures carbon from the atmosphere and helps to reverse climate change. Regenerative practices include:

- Applying compost to the land
- Planting diverse cover crops
- Protecting & creating pollinator habitats
- Conservation tillage or no-till

Protecting & creating pollinator habitats

Applying compost to the land

Conservation tillage or no-till
Best for the World awards are given to businesses going above and beyond in their business practices and commitment to people and the planet.

For three years running, we’ve been awarded a Best for the World honor by B Lab!

Despite criteria getting tougher each assessment, we’ve increased our score every certification since 2014!

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

We’ve been CERTIFIED B CORP SINCE 2011!

B CORP MEANS BUSINESS AS A FORCE FOR GOOD

Certified

B
Corporation

2011 93
2014 89
2016 105
2018 107
Reaching More Children Than Ever

Making Organic Accessible

There are almost 7 million participants enrolled in WIC* each year, and we are committed to making organic food available to these families, because all parents deserve the option to feed their baby organic if they choose to!

We began the work to get our organic food approved in the WIC program in 2018, and we’ve made tremendous strides since then, but our work continues. Right now, only 19 states allow organic infant fruits and vegetables through WIC, and we want to see organic approval in WIC nationwide!

41% of children in the U.S. live in low-income homes**

2 million babies are born into families eligible for WIC every year in the US

What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income, pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.***

*WIC is a registered service mark of the U.S. Department of Agriculture for the USDA’s Special Supplemental Nutrition Program for Women, Infants and Children

**Data from National Center for Children in Poverty shows 6.8 million parents and children are receiving WIC benefits for food each month

***United States Department of Agriculture

What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income, pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

**Data from National Center for Children in Poverty shows 6.8 million parents and children are receiving WIC benefits for food each month

***United States Department of Agriculture

Reach nearly 3 million families in 15 states using WIC benefits with our Clearly Crafted jars!

Provide bilingual educational materials to WIC clinics, supporting 175,000 families.

Continue to advocate for organic for all at state and national WIC conferences year-round!

*WIC is a registered service mark of the U.S. Department of Agriculture for the USDA’s Special Supplemental Nutrition Program for Women, Infants and Children

Happy Family WIC approved states
Improving the sustainability of our packaging has long been a priority at Happy Family Organics, and we are holding ourselves accountable as we work towards accomplishing our sustainable packaging ambitions. We’ve made progress towards these commitments in two of three categories, and have a big project in the works for 2020 to improve in the third!

Pouches require less energy to produce, use fewer raw materials, and have lower greenhouse gas emissions compared to alternatives. However, we are aware that they still end up in landfills, and that’s not OK with us.

While we’re developing recyclable packaging, the infrastructure needed to recycle this packaging is still not available at scale. So, we’ve partnered with organizations to address these systemic issues:

**OUR PACKAGING PROMISE**

- **Make 100% of our packaging** **RECYCLABLE, REUSABLE, OR COMPOSTABLE by 2025.**
- **Include the HOW2RECYCLE® LABEL on 100% of primary packaging by 2025.**
- **Use an average of 25% RECYCLED MATERIAL in all rigid plastic packaging by 2025 and ensure zero deforestation in paper packaging.**

**OUR OPPORTUNITY**

While we’re developing recyclable packaging, the infrastructure needed to recycle this packaging is still not available at scale.

**OUR BIGGEST CHALLENGE**

Pouches require less energy to produce, use fewer raw materials, and have lower greenhouse gas emissions compared to alternatives. However, we are aware that they still end up in landfills, and that’s not OK with us.

- 76% of packaging recyclable by weight
- 36% of primary packaging carries the H2R logo
- 0% of recycled content in rigid plastic packaging

**OUR OPPORTUNITY**

While we’re developing recyclable packaging, the infrastructure needed to recycle this packaging is still not available at scale.

So, we’ve partnered with organizations to address these systemic issues:
PLASTIC POLLUTION IS IMPACTING OUR MARINE ECOSYSTEM

Happy Family Organics helped fund Renew Oceans’ first project in Varanasi, India, where an estimated 1.2 billion pounds of plastic flows from the Ganges River into the ocean every year.

14% OF PLASTIC PACKAGING PRODUCED GLOBALLY IS COLLECTED FOR RECYCLING

32% LEAKS OUT OF THE COLLECTION SYSTEM and flows into the natural environment, particularly the oceans

40% IS LANDFILLED

CLEAN OCEANS BEGIN WITH CLEAN RIVERS

We’ve partnered with Renew Oceans to empower communities to collect and convert plastic into valuable energy sources in an effort to rid the ocean of plastic pollution.

In 2019, this pilot program diverted over 100,000 LBS of plastic and engaged over 1,000 community members.

By addressing ocean plastic pollution where it begins, in populous, river-adjacent communities in the developing world, Renew Oceans seeks to create highly scalable, circular economies for ocean-bound plastics using their 3C approach:

- Collection Planning
- Conversion Technology
- Community Engagement

Renew Oceans is a non-profit organization working to reduce ocean plastic pollution.
OUR CULTURE

WE CONTINUE OUR STEADFAST COMMITMENT TO OUR COMPANY MANIFESTO

We live out these values in our offices every day, and they are part of the foundation of our company culture. As a good-hearted company made of great-hearted individuals, Happy Family Organics 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

☑ BE A LEADER IN ENVIRONMENTAL STEWARDSHIP
☑ CONTRIBUTE TO OTHERS
☑ ALWAYS BE IMPROVING
☑ FOSTER AN ACCEPTING AND SUPPORTIVE COMMUNITY
☑ STAY POSITIVE
☑ PROVIDE CLEAN, NUTRITIOUS, DELICIOUS, AND SUSTAINABLE FOOD
109 EMPLOYEES
30 MOMS 19 DADS 5 GRAND PARENTS

8 BABIES BORN IN 2019

WESTON
LIANA
OLIVIA
SIENNA
RYANN
HAZEL
LIAM
JUDE

8 TWO OFFICES
BOISE
NEW YORK CITY

AND AN AMAZING SALES TEAM ACROSS THE COUNTRY!
PROVIDE NUTRITIOUS & DELICIOUS FOOD

HAPPY KID POUCHES
We listened to parents, and in 2019 we were the first organic brand to add a clear window in the fruit sauce aisle. Transparency is core to the Happy Family Organics brand, and we always put the quality and safety of our products first - now it’s even easier to see.

HAPPY TOT SUPER FOOD BARS
have 0g added sugar! Our nutrient-dense bars are made with whole grain oats and sweetened with organic fruits, for a delicious on-the-go snack. They’re also safe for school, made with sunflower butter and gluten free!

SUPPORTING OUR TEAM

For moms that are able and choose tobreastfeed, we know returning to work can be one of their biggest challenges.

We offer traveling mothers a useful benefit through Milk Stork, a breast milk shipping service that you can arrange when taking business trips. This service overnights your breastmilk back home to your little one, so no milk goes to waste while you’re away! And we offer this service for free to all moms at Happy Family.

PRIMARY & SECONDARY CAREGIVER LEAVE

In 2019, we improved our benefits and now offer primary caregivers 18 weeks fully paid leave, and 4 weeks of fully paid leave for secondary caregivers. We have a nursery in our New York office and a private lactation space in both offices for parents to use whenever needed.
COMPANY PROGRAMS

COHORTS
Employee feedback makes our company stronger everyday. Cohorts are small, cross-departmental groups that meet every other month to discuss relevant topics to the team, culture, and the future of our brand.

Our team selects topics and feedback is shared anonymously with our CEO and COO. This helps leadership keep a pulse on team morale - from brand new employees to senior management.

FLEXIBLE TIME OFF & SUMMER FRIDAYS
That says it all! Happy Family Organics values a healthy work-life balance, so this year we added flexible time off, allowing our employees to be discretionary with their vacation days. We also encourage employees to leave early on Summer Fridays to add even more “life” to their balance.

PEER MENTORS
Learning from team members is a great way to get up to speed and feel connected to our company. New employees are partnered with veteran employees who have volunteered to help new team members get acclimated. Mentors check in regularly with mentees to grab lunch, play some office ping pong, or to answer any questions they might have - like “are all of these snacks in the kitchen really up for grabs?”

FUN, MOTIVATING TEAM BONDING EVENTS
In 2019, we invited every employee to a three day retreat to Austin, TX - it was an amazing week of bonding, envisioning the future, and connecting with colleagues! We also have regular local team building events, and social hours in our two home cities of New York, NY and Boise, ID.
The team hosted events to help our employees get their hands dirty and learn more about what it takes to grow and store food, including a talk on gardening basics, a workshop on canning fruits and veggies, and a volunteer event with the Boise Urban Garden School.

Our Green Team was created by employees who are passionate about sustainability and remain dedicated to helping our offices and our employees be more eco-friendly and educated on sustainability topics.

This year, we worked with three of our manufacturing partners to ensure they had a formal, written policy and a dedicated private and quiet lactation space to support working moms.

We helped these three manufacturing partners support current and future breastfeeding moms by sending free educational resources on infant feeding and nutrition, and Happy Mama Breastfeeding Support bars.

We believe that the people who help make our delicious products deserve the same access to lactation support after returning to work that we offer our employees.

Our Boise office Green Team planted an organic garden for all employees to enjoy!
OUR HAPPY CONSUMERS
**Happiness Wins**

This year we celebrated authentic parenting moments with our Happiness Wins campaign - an unscripted series of videos reminding parents that even in the most stressful times, if you let them, children will show you that happiness is all that matters.

**20 Million Views Across All Media Platforms**

Our followers were engaged and excited to share how happiness wins in their family!

**#HappinessWins**

We love that your company supports a lot of the same values we stand behind.

Sustainable, green living is where it’s at, and you guys seem to be doing it!

My daughter absolutely loved your pouches and puffs. So much so, that she would know when we purchased other brands and wouldn’t eat them.

I have read some of what Happy Family is doing in regards to being included in the WIC program and I think it’s wonderful and fully support it!

Every mother should have the ability to give her children the best nutrition! Hopefully this will be available in NY soon.

64.8k Instagram Followers (and growing!)

434k Followers on Facebook

#1 Liked Organic Baby Food Company on Facebook

#HappyConsumers
THIS IS MORE THAN ORGANIC
THIS IS HAPPY.

happyfamilyorganics.com

2019 MISSION REPORT