

The Butterball Way

A Company Led by Purpose





A Letter from Our President and CEO Jay Jandrain



Have you ever stopped to think about your purpose in life and how you fulfill it? Is it sharing the love of sports by coaching Little League? Supporting families by volunteering at a food pantry? Passing down your learnings by being a mentor or a role model? Purpose can take different forms in our lives, but it all comes down to the same concept: What is the difference you seek to make for others?

Just like people find fulfillment in defining their purpose, businesses do, too. In fact, purpose-led companies outperform companies without a defined purpose. For Butterball®, it's about strengthening the connection consumers have to our brand and cultivating a workplace culture that people *want* to be part of.

We defined our purpose – ***that we exist to help people pass love on*** – by digging into the DNA of our company and the roots of what makes Butterball uniquely Butterball. One of the best living examples of our purpose and a point of inspiration for defining it is the Butterball® Turkey Talk-Line® that activates each year to help holiday hosts. The experts at the Turkey Talk-Line have been assisting holiday hosts for over 40 years with all their turkey questions, but it's the human touch that makes the Turkey Talk-Line different from a traditional call center.

No matter how a consumer chooses to contact the Turkey Talk-Line – phone, text, chat, social – they can be assured they get a real human, and a true expert, on the other end. And in a moment of panic when your holiday meal might be on the line, having an expert there to be your coach, cheerleader or therapist is what really matters. Those 50 experts truly embody the spirit of helping people pass love on by helping hosts to bring friends and family

together around a warm meal and give thanks. The Butterball Turkey Talk-Line remains an inspiration for how we want to show up each day and the way we want to serve others.

When we introduced our purpose in 2022, we knew we needed to take an inside-out approach that started with Butterball's internal team. We wanted to capture the magic of the brand – that smile that comes to people's faces when they think of Butterball – and push that through our

organization so team members feel that same connection to the brand, understand our purpose and know how they contribute to helping us live it each day. In June of 2022, I joined several other company leaders and traveled to each of our offices and production facilities, sharing our purpose. Because purpose has the power to be transformational for our company, we chose to introduce it in a way that reflects our beliefs and values – in person to foster togetherness, off the clock to underscore its significance, and around a meal because of food's ability to connect people.

After talking with so many of our team members, I was inspired by how our purpose was embraced and how passionate many are for the Butterball brand. I truly believe that living our purpose is a journey that never ends and one that will make us an even greater Butterball. I'm eager to see how we continue to fulfill our purpose and help people pass love on.

Butterball's purpose is about strengthening the connection consumers have to our brand and cultivating a workplace culture that people want to be part of.



BUTTERBALL'S PURPOSE:

We Exist to Help People Pass Love On.



In 2022, Butterball introduced its purpose – why it exists in the world – to team members companywide. Through a series of events, Butterball's purpose was activated throughout the company so that team members started to understand the “why.” Why do we do what we do every day?

At Butterball, it's not just about making trusted turkey products. It goes beyond that. There is something more meaningful about Butterball that gives deeper meaning to the work we do, the ways we work together and what impact we seek to make in other people's lives. That's our purpose; that's our why.

Our purpose is rooted in three beliefs – the things we know to be true at Butterball:

- **We believe everyone should be able to feel great about what they eat.**

This speaks to the care that goes into every package and every product that consumers have trusted for decades. It's about the way we care about our team members, our commitment to animal care and well-being, and the way we raise our turkeys. Most important, it is about being a company with good practices that you can feel great about working for, and a brand that people can feel great about buying.

- **We believe sharing what matters shows you care.**

People share love through the delicious and nutritious meals they make with Butterball products. But this is also about the way we treat each other at work, our commitment to safety and continuous improvement, and looking out for

one another. It's about offering a helping hand and sharing knowledge to help others succeed.

- **We believe in food's ability to connect people.**

There's no question that food is a powerful tool in bringing people together. Food is more than fuel; it's what unites us. And it's the reason we're all here.

We do all of this through our core value of **togetherness**.

Butterball makes great turkey products, but we're really in the business of togetherness, bringing people together.

This brings us to our purpose, the reason we exist beyond making great turkey products:

We exist to help people pass love on.

Some companies focus solely on making a product, providing a service or contributing to the bottom line. Not Butterball. Our purpose is what sets us apart from other companies and makes Butterball uniquely Butterball. The jobs we do inspire others to share meaningful moments with people they love through the products and services we provide. Consumers want to buy products from a company they believe in.

We are working from the inside out to build a purposeful culture that continues to make Butterball an employer of choice.

Purpose helps us make meaningful decisions, focus on what matters most and influences how we connect with others. We will challenge ourselves and each other to discover new ways to live our purpose in our roles at Butterball. We can't live our purpose alone; it takes all of us working **together**.



2022 CSR Accomplishments at a Glance



Purpose: Activate our purpose as the guiding principle in all we do at Butterball. Introduce our purpose – that we exist to pass love on – internally, by a series of launch events at every Butterball location, and externally through our “Today, We Turkey” consumer platform and community engagement.



People: Enhance the Butterball team member experience through increased communication, people development opportunities and recognition for a job well done. Give a greater voice to our team members by fostering a spirit of continuous improvement. Empower team members to engage and create positive change through expanded programs and greater access to continued learning opportunities. Applaud team members that emulate the Butterball Way.



Plate: Connect with growers, customers and consumers in meaningful ways to bring people together around a wholesome, warm meal. Continue to invest in our contract farmers and the culture of care we’re committed to providing for the well-being of our turkeys. Better understand consumers and what they expect from Butterball through one-on-one connections and deep insights.



Planet: Continue to minimize Butterball’s environmental footprint by reducing greenhouse gas and CO₂ emissions, landfill use, implementing supply chain efficiencies and improving water stewardship.



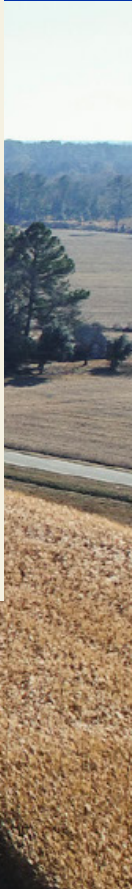
Philanthropy: Connect with the communities in which we work and serve to help pass love on through donations of Butterball product, volunteer time and financial support.



Our Facilities & Headquarters

- HQ** Headquarters
- Live Operations**
- Manufacturing Plant**
- Turkey Talk-Line**
- Corporate Offices**

People



PROGRAM HIGHLIGHT


Butterball Operating System Solution (BOSS): Fostering a Spirit of Continuous Improvement

At Butterball, we understand that a strong culture, driven by a spirit of continuous improvement (CI), is vital. With this in mind, we have implemented the Butterball Operating System Solution (BOSS), which serves as the foundation for our operations and decision-making processes.

Our commitment to CI is reflected in our leadership philosophy. Adopting a servant leadership approach, from the executive level down, we empower our frontline team members, recognizing their valuable contributions to the improvement process. We encourage leaders to embrace the mindset that they work for their team members, fostering a collaborative and supportive environment that nurtures growth and unleashes the potential of every individual.

That feedback (“Ask the BOSS”), driven by Butterball team members in our plants, is powering changes throughout the company. This amplified effort began in 2022 with BOSS initiatives implemented at manufacturing plants in Carthage, Missouri, and Mount Olive and Raeford, North Carolina. BOSS will be expanded in 2023 to include facilities in Huntsville, Jonesboro and Ozark, Arkansas.

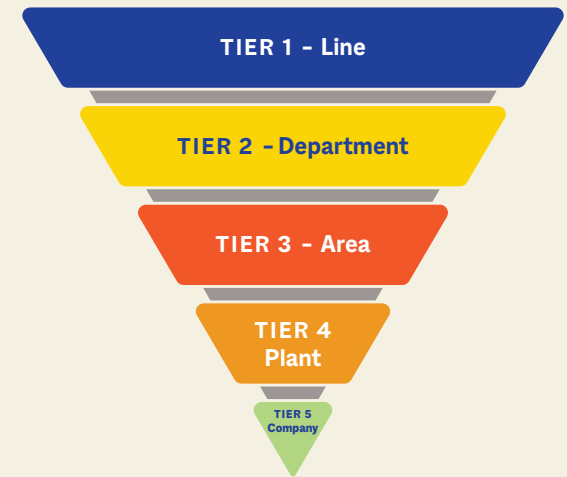
BOSS encompasses a comprehensive set of tools, meetings and behaviors that guide our teams in delivering value to

our customers. Central to this approach is the Voice of the Customer, which helps us understand and meet their expectations and requirements effectively. By focusing on creating value, we ensure that every aspect of our work aligns with the customer’s needs. By streamlining our operations and reducing waste, we continuously enhance our ability to meet customer demands while optimizing resources.

In our pursuit of CI, we embrace the core behaviors known as the Butterball Way. These behaviors include Safety First, Enthusiastic Attitudes, Stewardship, Integrity, and a CI Mindset. By embodying these principles, we foster a culture that encourages collaboration, innovation and excellence at every level of our organization.

To ensure the seamless integration of BOSS across our entire supply chain, we emphasize the importance of connectivity and alignment. From strategic planning and sales to marketing and media, every external process is linked to our overall system. This interconnected approach creates a synchronized and efficient workflow that enables us to deliver exceptional products to our customers.

Incorporating CI principles into our training activities, we collaborate with Human Resources to infuse those concepts throughout our learning and development programs.

VALUE CREATION

PURPOSE / MISSION / STRATEGY

“Engaging people at every level of our organization is the key to success. Frontline team members are at the heart of our operations, and BOSS empowers them. They make decisions, drive results and strive to win each day.”
– Govinda Koirala, Continuous Improvement & Operational Excellence Leader

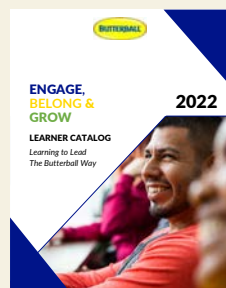
Pictured above: The BOSS structure and connection to our customers and purpose.

Pictured on previous page: Butterball team members offer feedback daily about streamlining operations, optimizing resources and enhancing the work environment.

PROGRAM CALL OUTS

Engage, Belong & Grow - 2022 Learner Portfolio Promotes OnDemand Learning

At Butterball, we are passionate about developing our people. We believe all team members should have the opportunity to engage, belong and grow - both personally and professionally. In 2022, we introduced our first-ever Engage, Belong & Grow Learner Catalog. The catalog provides a guide to learning opportunities available to all team members. Using a tiered approach, the program outlines customized curriculums that can help team members pursue and develop personal, professional and leadership skills in ways that will serve them best. Courses



are offered in person and on demand, and range in topics from communication and leadership skills to project management and personal wellness. There are even courses available to help team members interested in future leadership roles prepare for situations they may encounter.

By the end of 2022, Butterball team members had taken nearly 5,000 on-demand and in-person training courses. Completion of courses increased 22% from program rollout until the end of calendar year 2022.

“We have invested in these programs so Butterball team members can invest in themselves personally and professionally. It’s a vital part of belonging to the Butterball team to continue learning and growing.”

– Ron Tomaszewski, Vice President, Human Resources



Pictured above: Our 2022 intern class included 13 students from six states who worked in various divisions.

Internships & Rotational Development Programs Highlight Talent Development Efforts

With an enhanced emphasis on talent development, Butterball increased recruitment efforts with an expanded Talent Programs team focused on hiring interns, college recruiting and revamping the Management Development Program.

In 2022, 13 interns from six states participated in Butterball’s internship program to develop a pipeline of early career talent and deepen the talent bench across all areas of the organization. Internships were added to all disciplines throughout the company – with further expansion planned for 2023. The 2022 intern class was not only the largest intern class the organization has had, but also the most diverse.

Butterball has also emphasized college recruiting as never before with yearlong outreach to targeted campuses, increased attendance at career fairs and creating long-term pathways for recruits. All have contributed to recent successes with developing new talent at Butterball.

Butterball continued to evolve its Management Development Program (MDP) in 2022, with tracks available in marketing/sales, food science and engineering. This program allowed potential full-time team members to rotate through different departments in their chosen tracks and has resulted in an amazing talent pool.

“Butterball’s internship program regularly leads to management hires. This program has developed a successful pipeline of new team members and certainly contributes positively to our culture.”

– Vernon Felts, Senior Director of Live Operations

PROGRAM CALL OUTS

Butterball's Mount Olive Facility Awarded Recertification as Carolina Star Site

In 2022, Butterball's 900,000-square-foot production facility in Mount Olive, North Carolina, earned recertification as a Carolina Star site, a Voluntary Protection Program certification under the North Carolina Department of Labor Occupational Safety and Health (OSH) Division. Commissioner Josh Dobson attended a special event in Mount Olive in March to recognize Butterball's team members for their commitment to workplace health and safety at the largest turkey plant in the United States.

The Carolina Star program is designed to recognize employers and employees who have implemented effective safety and health management systems and maintain injury and illness rates that meet the criteria for participation. The program is administered through The Department of Labor's Education, Training and Technical Assistance Bureau under the OSH Division.



Pictured above: North Carolina Department of Labor Occupational Safety and Health (OSH) Commissioner Josh Dobson presents Mount Olive Complex Manager Craig Leviner with the Carolina Star Site Award. Pictured right: The Carolina Star Site logo is featured on the honorary flag that waves proudly over the Mount Olive facility.



"We are proud to be part of the Carolina Star program and value our continued partnership with the North Carolina Department of Labor. We are honored to fly the Carolina Star flag in front of our plant and know that this certification process has made our facility safer, more effective and more efficient for all who work here."

**- Craig Leviner, Complex Manager
Butterball Mount Olive Facility**

Butterball is the only meat and poultry producer in the Carolina Star Program, earning its initial certification in 2008. The Mount Olive facility employs 2,600 team members, making it the largest employer in the Carolina Star program. Butterball participates annually in the Carolina Star Safety Conference and maintains a leadership role on its regional Star team.

"We don't just hand out these Carolina Star awards—they have to be earned. Management and employee buy-in is a critical component of earning the Star designation. Thank you for your commitment to workplace safety and ongoing partnership with the Department of Labor."

- Josh Dobson, North Carolina Labor Commissioner

PROGRAM CALL OUTS

Fostering Belonging and Inclusion through Go Local! Discussion Groups

Butterball values the importance of fostering a sense of belonging and inclusion throughout our organization. In 2022, we took significant strides to strengthen these efforts through our Go Local! Discussion Groups. These groups served as follow-up sessions to our 2021 Belonging and Inclusion Survey and provided a platform for team members to engage in meaningful discussions and share their perspectives. The discussions were conducted in both English and Spanish to ensure inclusivity and participation from all team members.

Increased Communications

In our commitment to effective communication company-wide, we began providing most corporate communications, such as digital signage and promotional flyers, in both English and Spanish. Additionally, a transcript of our Weekly Leader Briefing, led by CEO Jay Jandrain, is posted on the company's intranet, The Table, the same day as the briefing, providing all team members with transparency and timely critical information.

“Through our Go Local! Discussion Groups, we provide a platform for open and inclusive dialogue, ensuring that every Butterball team member has a voice and a sense of belonging.”

– Lana D’Amico, Butterball Director of Organizational Development & Engagement



Enhanced Ergonomics at Butterball Facilities

With input from team members, Butterball continues to enhance ergonomics at its facilities to improve working conditions and efficiency.

At the Raeford, North Carolina facility, a line redesign was initiated to improve efficiencies on the burger packing line. Instead of having to reach overhead to move the burgers from one belt to another, the receiving belt was adjusted to be line level, providing a more ergonomic way for team members to work.



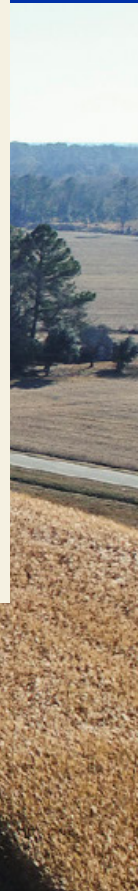
In the Mount Olive, North Carolina and Carthage, Missouri facilities, fresh ground turkey flex packs were being manually taped together. Through automation, the manual process was eliminated and team members were relieved of an unneeded repetitive task.

Pictured top left: Go Local! Discussion Groups, like this session in Jonesboro, Arkansas foster a sense of belonging and inclusion throughout our organization.

Pictured bottom left: Mount Olive, North Carolina team members complete the 2021 Belonging and Inclusion Survey, offered in both English and Spanish.

Pictured above: Ergonomic changes to our manufacturing lines provide a more comfortable work environment for our team members.

Plate



PROGRAM HIGHLIGHT


Sustaining Animal Well-being and Disease Reduction

All-in All-out (AIAO) Housing

At Butterball, we are committed to the well-being of our turkeys and the reduction of diseases within our flocks. In 2022, we introduced the All-in All-out (AIAO) housing system in North Carolina, following its success on farms in the Midwest. AIAO farms, constructed by our dedicated contract growers, aim to minimize stress on the turkeys and enhance their overall care by allowing them to remain in the same house on the same farm throughout their entire lives.

By eliminating the need to transfer turkeys between different farms, we significantly reduce the risk of disease transmission. AIAO farms allow for enhanced biosecurity practices, making it easier to control and contain contagious diseases within specific geographic locations.

We prioritize biosecurity as a fundamental component of our operations, ensuring the health and safety of our turkeys and preventing the spread of diseases to other poultry and wildlife. In 2022, we maintained our industry-leading biosecurity auditing process, conducting quarterly audits on every farm to identify and address any risks to our turkey flocks.

As a testament to our ongoing commitment to responsible practices and industry leadership, Butterball is active

in several industry and academic organizations. Team members serve on committees and present on topics beneficial for enhancing the knowledge base of the industry. Butterball is also a member of organizations such as the University of Arkansas Center of Excellence for Poultry Science External Advisory Board. Additionally, Butterball continuously evaluates various areas of research focused on items such as novel antimicrobials and application technologies in both preharvest and production settings, contributing to the shared knowledge that benefits both our organization and the poultry industry as a whole.

“All-in All-out (AIAO) housing allows us to raise turkeys in the same house on the same farm, reducing stress and minimizing disease transmission. It’s another step forward in our commitment to animal well-being and biosecurity.”

- Dr. Kabel Robbins, Staff Veterinarian



Pictured above: In 2022, Butterball’s contract farmers began constructing All-in All-out turkey houses in North Carolina. Previously this housing system was only used in the Midwest.

Pictured on previous page: At Butterball, great care is taken in every step from farm to table. We provide delicious and nutritious turkey products to our nation’s K-12 programs and support consumers with a personal touch, as demonstrated by the Butterball® Turkey Talk-Line®.

PROGRAM CALL OUTS

Why People Choose Turkey

Butterball's Insights team regularly surveys consumers to better understand their attitudes and behaviors that drive grocery shopper purchases. Butterball wants to know what the modern consumer is seeking and how Butterball can be part of the solution. In Butterball's 2022 consumer research study, two consumer segments were of particular interest to Butterball.

One segment represented consumers who prioritize health and nutrition, and care about the world around them. Food is a source of pleasure as well as fuel for their bodies. They appreciate the health and versatility that turkey brings with it and quality is the ultimate decision driver.



Another segment represented wellness-minded consumers who limit red meat and are big Butterball fans. They tend to be cooks who want meals that are approachable and easy to prepare, and desire healthier, more sustainable meals.



The survey also confirmed that Butterball's fierce commitment to provide trusted turkey products and to be a positive corporate citizen resonates with consumers.

These results, interwoven with Butterball's purpose, helped shape the marketing platform that launched in November 2022: Today, we turkey. The platform encompasses not only togetherness around food at Thanksgiving, but every day with Butterball products like turkey burgers, ground turkey, turkey breast roasts and the full product line.

K-12 Efforts with Chef Brenda Thompson-Wattles



In 2019, Butterball embarked on a strategic journey to expand its presence in K-12 school food service, with a strong commitment to providing nutritious meals to students. While the COVID-19 pandemic presented unprecedented

challenges, the company persevered, recognizing the vital importance of school breakfasts and lunches as students began returning to school buildings in 2021 and 2022.

In 2022, Butterball's outreach efforts to K-12 schools yielded significant positive results. A noteworthy milestone in this journey was the establishment of a

fruitful partnership with Chef Brenda Thompson-Wattles. Together, we developed an array of new recipes, with a particular emphasis on collaborating with Boys & Girls Clubs to refine offerings tailored to the tastes and nutritional needs of school-aged children.

As Butterball looks forward to 2023, the company remains dedicated to expanding its footprint on a national scale. The commitment to continual improvement and innovation remains unwavering, as Butterball strives to provide nutritious and delicious meals to students across the country. The pandemic may have posed challenges, but it also reinforced our company's resolve to nourish future generations. Butterball takes pride in being a trusted partner in feeding children across America and is poised to further expand its reach in the coming year.

In partnership with Chef Brenda Thompson-Wattles (pictured above), Butterball has expanded its school food service offerings.



PROGRAM CALL OUTS

Turkey Talk-Line Leads with a Personal Touch

At Butterball, we aim to connect with consumers on a personal level, especially during the holiday season. That’s where Consumer Affairs Manager Pam Barnes truly shines. Her expertise and leadership are instrumental in coordinating all aspects of our renowned Butterball® Turkey Talk-Line®, as well as Consumer Affairs.



Based in Naperville, Illinois, Pam oversees a dedicated team of over 50 culinary experts who provide valuable assistance through the Turkey Talk-Line every November and December. For over 40 years, the call center is a testament to Butterball’s purpose to help people

pass love on. From experienced cooks to novices in the kitchen, callers reach out to the Turkey Talk-Line from home kitchens and grocery store aisles, seeking guidance to create the most memorable holiday meal possible.

Pam also manages a team located in Kings Mountain, North Carolina, which handles consumer affairs complaints at all times of the year with empathy and

understanding. While the Turkey Talk-Line and Consumer Affairs teams serve distinct functions, Pam ensures that her team connects with consumers, acknowledges their concerns and offers solutions to address their issues whether through a phone call, text, chat or message sent via social media. While technology plays a role in consumer interactions by gathering initial information using chat or text (SMS) features, we know people count on talking with a live human being when contacting the Turkey Talk-Line or Consumer Affairs. Butterball continues emphasizing its ongoing commitment to providing genuine human connection and togetherness to help pass love on.

“The Turkey Talk-Line is more than just a call center; it’s a warm and fuzzy experience where we provide the information people need to create unforgettable holiday memories.”

– Pam Barnes, Butterball Consumer Affairs Manager



Pictured above: Butterball’s culture of care for its turkey flocks is evident in the extra measures taken to ensure their health and well-being.

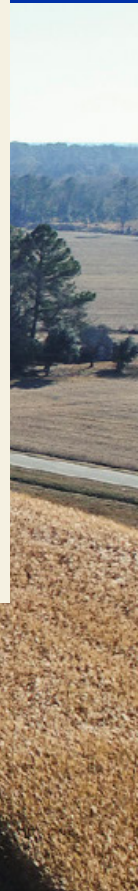
American Humane Certification

Butterball was the first and remains the only turkey company to be American Humane Certified™. This certification goes beyond government and industry regulations and requirements. We hold our processing facilities, live haul partners and approximately 550 contracted farmers accountable to meeting or exceeding 200 rigorous, science-based standards set forth by American Humane, the first and largest Farm Animal Welfare Audit Program in the U.S. since 1877. Certification is audited annually, and an 85% pass rate is required by 100% of our facilities and growers.



Pictured above: A tradition for over 40 years, the Turkey Talk-Line helps cooks of all levels create memorable holiday meals during November and December.

Planet





Investing in Housing Improvements for Enhanced Animal Well-being

Butterball recognizes the importance of providing optimal housing conditions for our turkeys. As part of our commitment to animal well-being, our housing improvement program offers interest-free loans to our contract growers. These loans enable them to make necessary upgrades to their turkey housing and equipment. Repayment occurs over time with each flock settlement, ensuring a continuous investment in maintaining high-quality housing standards for our turkeys.

In addition to our internal housing improvement program, we actively promote and encourage our contract farmers to explore government programs that provide financial assistance for housing upgrades. These programs often cover the costs of lighting, fans, tunnel housing, and insulation improvements. For example in 2022, Four Corners Farm in Berryville, Arkansas, successfully converted to tunnel ventilated turkey housing and added an upgrade to LED lights after undergoing an energy efficiency audit and applying for grants specifically designed to enhance farming facilities.

By facilitating access to financial support and encouraging participation in government programs, we empower our growers to create more comfortable and efficient environments for their turkeys. This aligns with our dedication to upholding the high standards of animal well-being and demonstrates our commitment to continuous improvement to maintain healthy flocks.

“Our housing improvement program and support for government programs ensure continuous investment in quality housing, creating better living conditions for our turkeys.”

– Vernon Felts, Senior Director of Live Operations

Pictured right: Improved ventilation systems enhance turkey housing conditions.

Pictured on previous page: Butterball is making strides in its efforts to reduce its carbon footprint.



PROGRAM CALL OUTS



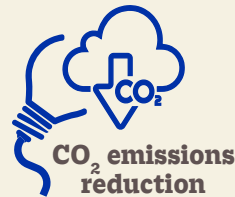
Achieving Continuous Energy Improvement

In 2022, Butterball’s Ozark and Huntsville, Arkansas manufacturing facilities both participated in the Black Hills Energy continuous energy improvement program. As a part of this improvement program, Strategic Energy Management (SEM) initiatives were implemented at both facilities which aimed to reduce energy usage and improve efficiencies by setting goals, tracking progress, and reporting results. As a part of these initiatives, new projects and activities were implemented throughout both facilities.

As part of Ozark’s Strategic Energy Management SEM initiative, the facility achieved an actual savings of 105,623 therms, totaling 559 metric tons of CO₂ emissions avoided. Through Huntsville’s SEM initiative the facility was able to achieve a savings of 18,844 therms, totaling 220 metric tons of CO₂ emissions avoided. Through both initiatives, the facilities avoided approximately 779 metric tons of CO₂ emissions. The programs will continue into 2023, representing a positive partnership between Butterball and Black Hills Energy.



Butterball Facility



CO₂ emissions reduction



Reducing Our Greenhouse Gas Footprint (SCOPE 1, 2 and 3)

Butterball continues to improve sustainability across the organization and supply chain. In 2022, we calculated our Greenhouse Gas (GHG) Inventory (Scope 1, 2, and 3) to quantify our GHG emissions and identify opportunities for reducing our overall carbon footprint.

Calculating Scope 3 emissions represents one step toward holding our supply chain accountable. By identifying emissions throughout our value chain, alongside Scope 1 and 2 emissions, Butterball will be able to identify opportunities to reduce greenhouse gas emissions with the expectation of setting Science-Based Targets in 2024.

Science-Based Targets identify a defined pathway to reduce GHG emissions that are aligned with the Paris Agreement and represent the latest climate science. These targets will outline long-term reduction goals that will mitigate our climate impact and inform our sustainability strategies over the next decade.

PROGRAM CALL OUTS

Improved Recycling Efforts Gain Momentum

Butterball continues to look for opportunities to increase recycling across its facilities. In 2022, we increased our recycling by 51%, a 5% increase from 2021 largely attributed to the Carthage, Missouri facility. Carthage underwent a change in operations to a further processing facility in 2021, increasing its capacity to recycle cardboard and pallets, resulting in a 16% increase in recycling from 2021 to 2022.

To continue reducing waste to landfill, Butterball's current recycling company, Marck Recycling, that provides service to our Arkansas and Missouri locations, has teamed up with 3 Rivers Recycling to accept plastics contaminated with protein that previously could not be recycled. Instead of being sent to landfill, 3 Rivers Recycling located in McGehee,

Arkansas, will take this plastic and make it into food-grade quality plastic. Discussions and planning started in 2022 with implementation slated for 2023.

Butterball's Carthage facility, as well as the Huntsville and Ozark, Arkansas facilities, will all participate in the program.



In 2022, Butterball increased its recycling to 51%, a 5% increase from 2021 that can largely be attributed to the Carthage, Missouri facility.

Pictured below: Once or twice monthly, cardboard for recycling is loaded on a flatbed trailer in Huntsville, Arkansas.

Pictured right: At our Carthage, Missouri, facility, dirty plastics, previously ineligible for recycling, are collected for shipment to 3 Rivers Recycling and made into food-grade quality plastic.



Achieving CO₂ Savings Through Transportation Changes

In February 2022, Butterball's logistics team explored a new route for a large retailer. Instead of shipping turkey bacon produced in Raeford, North Carolina, to a cold storage warehouse in Wilmington, Illinois, for distribution to southeastern locations, the orders were rerouted to ship from Butterball's cold storage facility in Warsaw, North Carolina. The difference in distance was significant; Raeford to Warsaw is approximately 100 miles, and Raeford to Wilmington is approximately 800 miles.

Once the new method was proven to be logistically effective and successful, other Butterball items were included along with additional retailers with locations throughout the Southeast.

Throughout 2022, the program expanded to 70-80% of what was possible, saving 755,466 miles in ground transportation and 1100 metric tons of CO₂. Our logistics team continues to grow this initiative and is committed to finding even more CO₂ savings in 2023 and beyond.

In 2022 with a 70-80% program expansion...



REDUCED
mileage
by 755,466



SAVED
1100 metric tons
of CO₂ emissions

More growth and CO₂ savings coming in 2023.

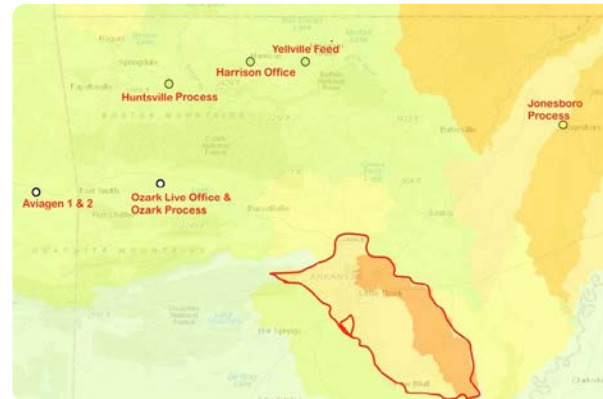
PROGRAM CALL OUTS

Water Risk Assessment

At Butterball, we aim to enhance our water stewardship by understanding the risks and impacts associated with water usage across our operations. The Water Risk Assessment focused on determining water scarcity risks, both future and prospective, based on geographical location using the Watershed Basin Risk factors from the World Wildlife Fund’s Water Risk Filter. According to the UN, water scarcity represents “the amount of water that can be physically accessed varies as supply and demand changes. Water scarcity intensifies as demand increases and/or as water supply is affected by decreasing quantity or quality.”

The analysis found no Butterball locations pose a significant risk from a water scarcity perspective, with 2050 projections showing similar results. The assessment also analyzed water cost and water usage for our facilities. These findings will be utilized to inform sustainable water practices, technologies, and process improvements across our operations as we continue to prioritize water stewardship.

Butterball 2050 Projected Basin Physical Risk



Maps Source: [WFF Water Risk Filter model](#)

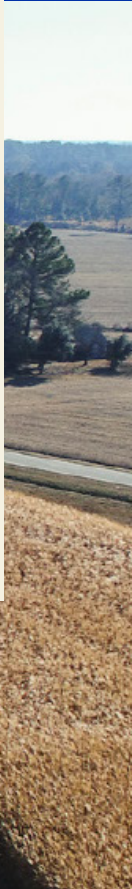
Western Sites

Western sites will still be low to medium risk in 2050 projections for Basin Physical Risk.

Eastern Sites

Eastern sites will still be low risk in 2050 projections for Basin Physical Risk.

Philanthropy





PROGRAM HIGHLIGHT

Butterball Partners with Fair Acres Family YMCA to Provide Missouri Youth with Free Summer Meals

As part of a new partnership in 2022 with the Fair Acres YMCA in Carthage, Missouri, Butterball was able to give back to the community around the Carthage production facility. Butterball's sponsorship of the on-site meals program allowed the YMCA to serve 100 free meals per day for local youth during the summer months. In addition to financial sponsorship, Butterball provided ongoing in-kind product donations from its Carthage facility, primarily ground turkey, to supplement additional meal plans. With this donation, Butterball extended its ability to support the program beyond the summer months and provide a delicious protein option for the local children.

“Butterball believes everyone deserves to feel great about what they eat and expanding access to food where needed is an important part of our role in the local community. With summer food programs falling short in reaching the additional 86% of youth who are at-risk for food insecurity, it’s even more important to support kids within our own communities by providing nutritious meals during the summer.”

– Christa Leupen, Director of Purpose and Consumer Communications



Pictured above: Butterball ground turkey is a lunchtime favorite at the Fair Acres Family YMCA.

Pictured on previous page: Butterball is committed to being an active corporate citizen in the communities that surround and support its facilities.



PROGRAM CALL OUTS



Pictured above: North Carolina Governor Roy Cooper pardoned two Butterball turkeys from Warren Farms in Clinton before joining Butterball representatives at the local food bank to unload 300 Thanksgiving turkeys.

Turkey Donations Benefit Communities

Butterball continues to do its part to feed those in need in communities where Butterball operates. In November 2022, 360 turkeys were gifted to the Urban Ministries of Durham in North Carolina. The donation helped struggling families during the Thanksgiving season when inflation was at a 40-year high. Nine other organizations benefited as well: Bell Yeager Freewill Baptist Church, Bethel Family Life Center, Durham Children’s Initiative, Healing with CAARE, Life International Food Pantry, Mt. Gilead Baptist Church, Mt. Olive Missionary Baptist Church, St. Joseph’s Place and Union Baptist Church.

Another effort called “Turkeys for the Triangle” provides holiday turkeys in November and December to thousands of needy recipients and charitable organizations in the Research Triangle Area of North Carolina. It is a charitable effort of HPW Foundation, Inc., which is operated by North Carolina-based real estate firm, Howard Perry and Walston Realty, Inc. In 2022, Butterball donated 2,700 turkeys to Turkeys for the Triangle, which contributed to feeding over 20,000 people over the holiday season.

North Carolina Governor Roy Cooper Pardons Two Turkeys from the Thanksgiving Table

On Nov. 22, 2022, Governor Roy Cooper pardoned two turkeys, Biscuit and Tater, at the annual North Carolina Turkey Pardon Ceremony at the Executive Mansion. The Governor was joined by Butterball President and CEO Jay Jandrain and NC Poultry Federation Executive Director Bob Ford. Biscuit and Tater were 50-pound toms (male turkeys) from Warren Farms in Clinton, North Carolina, that were 20 weeks old. Their growers claimed the turkeys liked eating pecans, performing country music karaoke and watching football. After the ceremony, the turkeys retired to Horsin’ Around Inc. in Spring Hope, North Carolina.



In addition to the pardon, Butterball donated 300 turkeys to the Food Bank of Central and Eastern North Carolina. The food bank distributed the turkeys to local agencies serving families in need. The Governor joined representatives from the Food Bank of Central and Eastern North Carolina and Butterball to unload the turkeys at the food bank.

“Thanksgiving is a time to come together and appreciate the many blessings our families, friends and communities have to offer. We’re grateful for the people who make North Carolina a stronger and safer place for all, including our educators, military service members and first responders. The holidays are also a time to remember those struggling to make ends meet and put food on the table, and I appreciate Butterball’s generous donation to the Food Bank of Central and Eastern North Carolina.”

– Governor Roy Cooper, State of North Carolina



PROGRAM CALL OUTS



Above: Ozark High School students helped load boxes of donated turkeys into families' cars when they came to pick up their Christmas dinner food bags. (Below) Huntsville team members proudly wear their team shirts for the "Pie in the Face" Christmas fundraiser.



Local Community Outreach at Butterball Facilities

Raeford, North Carolina:

"As one of the largest employers in Hoke County, we donated our delicious products during the holidays to our community's first responders including law enforcement, our firefighters and emergency responders. We also donated to our local doctors' offices, the Veterans of Foreign Wars and several churches."

- Michelle Dial, Human Resources Supervisor

Huntsville, Arkansas:

"An event we are particularly proud of is an annual event called Christmas for Children. The community raises money to purchase Christmas gifts for underprivileged children in the area. Butterball holds 'Pie in the Face' events to raise money for the fundraiser. Nominees' pictures are placed on containers and team members give money to determine which nominee is selected, which is whoever raises the most money. Our team members really enjoy these events, and we raised \$10,445.55 in 2022."

- Randy Reed, Plant Manager

Ozark, Arkansas:

"Butterball in Ozark participates in Christmas Spirit each year. We donate turkeys for food bags given to lower-income families to have Christmas dinner. In 2022, the program provided food for 215 families in the community. Ozark High School students helped load the boxes of donated turkeys into the families' cars when they came to pick up the food bags."

- Crystal Quinalty, Human Resources Manager

Jonesboro, Arkansas:

"We make many food donations throughout the year for several Northeast Arkansas Food Bank initiatives. In addition, Jonesboro plant team members participated in a clothing drive benefiting the 'Together We Foster' foster community of Northeast Arkansas, and the Voluntary Protection Program team conducted a pet food drive for the Jonesboro Humane Society."

- Steve Lawson, Complex Manager

Carthage, Missouri:

"Butterball is an integral community partner in Carthage. Not only did the Carthage plant provide 400 pounds of burgers and ground turkey to the Fair Acres YMCA Summer Kids program, but it also donated ice and ice cream to Carthage's annual Kids Fishing Day and the Alliance of SW Missouri's Sudstock event benefiting youth in Jasper, Newton, Barton and McDonald counties."

- Debra Howell, Human Resources Manager

Mount Olive, North Carolina:

"As part of Duplin County Agricultural Awareness Days, the Mount Olive plant donated \$1,000 towards an Agriculture Education field trip to the Duplin County Events Center. Over 700 second graders from Duplin County Schools participated in learning stations, and received agriculture education pamphlets, pencils, coloring books etc., all related to the agriculture industry. The trip helped introduce students to their local agricultural community and agribusinesses like Butterball."

- Karen Ingram, Senior Human Resources Manager

BUTTERBALL®

Service Awards

Honoring Team Members

We are proud to recognize the 524 team members who achieved significant service award milestones during 2022. These dedicated team members make a difference every day at Butterball, living out our purpose to help people pass love on. Their commitment to the Butterball Way and contribution to our culture of belonging and inclusion is apparent in their daily work. Thank you for all you do!

Way to go!

A Few Team Members Celebrating 25+ Years at Butterball



Debby Sasser
Goldsboro Live Operations • 45 years

“I love the people I work with at Butterball. Sandra Mileske and Miriam Drake are no longer with the company, but they encouraged me to do my best, and not to get discouraged if I made a mistake because errors can be fixed and that’s how we learn.”



Stephen Robinson
Carthage Live Operations • 30 years

“I’ve worked as a mechanic and in maintenance as a foreman, supervisor, planner and superintendent. I’ve been proud each time the plant has moved me into a new position. God has inspired me to treat others like you want to be treated.”



Buck Cline
Carthage Live Operations • 40 years

“I’ve worked in the breeders for 22 years, starting on the artificial insemination crew before overseeing breeder selection, becoming part of the breeder vaccination crew and later servicing commercial birds. I’ll always remember Steve Seward, who promoted me to breeder service person.”



Craig Harris
Clinton Live Operations • 25 years

“My parents have been my biggest inspiration, and they taught me to have a good work ethic. Marinated tenderloins are probably my favorite kind of turkey. When I’m not working, I enjoy hunting and attending my kids’ softball games.”



Lynn Caldwell
Mount Olive Plant • 35 years

“My proudest moment at Mount Olive was the day Butterball as a company obtained the status of being a Carolina Star, North Carolina’s first poultry facility to achieve that designation.”



Debbie McCuiston
Clinton Live Operations • 25 years

“As an administrative assistant, I try to help things run smoothly. My father taught me to work hard and treat others with respect, and I’m proud of the relationships with my fellow associates and our growers. Away from the office, I like to read and travel and, most of all, spend time with my granddaughter.”



Luis Poblete
Carthage Live Operations • 30 years

“I work in shipping and enjoyed my time working in utility before that. My biggest inspiration is my mother, who was left with five children after my father passed away when I was 17 years old.”



Charles Norris
Clinton Live Operations • 25 years

“I’ve always been a service person during my time at Butterball, and Debbie McCuiston has always helped and encouraged me along the way. Deep fried is probably my favorite way to prepare turkey. When I’m not working, I enjoy fishing.”

Jeff Rice
Carthage Live Operations • 30 years

“I am proud to work at Butterball, and I try to learn something new every day. My wife has been the biggest inspiration in my life. She persuaded me to pursue a relationship with the Lord 20+ years ago, which changed the way I look at things and deal with them.”

BUTTERBALL®

Service Awards

Honoring
Team Members

Way to go!

45 years of service

Cathy Gray
Ricky Grigsby
Debby Sasser
Keith Whorton

40 years of service

Buck Cline

35 years of service

Shelley Andrews
Virginia Armwood
Deloise Boykin
Lynn Caldwell
Seanna Copeland
Iris Best Craig
Danny Crow
Sheila Faison
Billy Gaines
Dennis Grigg
Dennis Houston
Annette James
Tracy Johnson
Wanda Jones
William Lambdin
Ricky Langston
Diane Melvin
Margaret Miller
Trenice Packer
Kathryn Patton
Diane Perry
Dwayne Rodgers
Yvonne Sanderson
Debbie Sprinkle
Belinda Stukes
Steve Tafaro
James Walters
Cynthia Wells
Mary Williams
Osie Wilson

30 years of service

Elvis Ball
Jessica Boney
Walter Chegwidan
Tracy Cousins
Maria Diaz
Leobardo Dominguez
John Duffy

Abel Farias
Lee Farland
Barry Gum
Robert Holland
Carey Howerton
Ruben Madaleno
Robert McEachin
Robert Orth
Armando Perez
Onoria Perez
Luis Poblete
Randy Reed
Jeffrey Rice
Stephen Robinson
Patrick Sasser
Jay Seger
Larry Smith
Randy Smith
Blas Torres
Ngu Tran
Jeannette Warren
Anthony Williams
Jeffrey Williams

25 years of service

Dwight Baker
Jarvis Battle
Jose Cervantes
Guadalupe Corona
Katherine Criner
Morris Cruse
Juan Fierros
Edward Goodebiddle
Craig Harris
George Keel Jr.
Felipe Macedo
Hipolito Martinez
Margarito Martinez
Joseph Matney
Debra McCuiston
Richard Mejia
Emilio Miranda-Chagoya
Charles Norris Jr.
Andrea Orduna
Jose Orduna
Allison Outlaw
Graciano Torres
Billy Ray Williams

20 years of service

Natividad Aguilar
Rafael Aleman
Jaime Aquino
Angel Ayon
Tammy Baklund
Daniel Bohlman
James Carpenter
Maria Chavez
Victalino Cruz-Guevara
Santos Cuellar
Amanda Daly
Kenny Dunlap
Mary England
Ronald Eskow
Santiago Garrido
Ryan Haught
Alberto Hernandez
Jose Hernandez
Trinidad Hernandez
Victor Hinnant
Jay Jandrain
Luz Johnson-Mercer
Dalton Jones
Aaron Kennedy
Maria Manzanares
Gaspar Martin
Lucesita Martinez
Miguel Martinez
Benjamin Medrano
Roberto Merida
Petrina Moore
Jason Murphy
Chase Mutz
Fernando Ortiz
Lilia Perez
Vernon Petty
Carey Prawl
Terry Pyshny
Marcos Quintanilla
Jamie Robison
Ana Rodas
Laura Romo
Reggie Rouse
Jason Russell
Anita Sampson
Nelson Sandoval

Lorri Serrano
Barbara Shaver
Billy Ray Shields
Steve Swan
Andres Torres
Jose Torres
Juana Vargas
Maria Vargas
Sandy Wilton
Juan Zaldivar
Chao Zeng

15 years of service

Luis Alejandro
Pamela Barnes
Jamie Blondin
Guillermo Bonilla
Edward Bright II
Preston Carpenter
Jeremy Denton
Mark Ellington
Andrea Farrior
Jefferson Foy
Juan Franqui
Tonya Gibbs
Lee Green
Luis Gutie
Angel Guzman
Tommy Hale
David Hamilton Sr.
Chung Han
Abby Harper
Matt Hunsucker
Joe Jones
Sara Lander
Lourdes Leon
Janet Lozano
Jason Mainard
Jerome McCullen
Ana Melendez
Edward Miller
Kimberly Monita
Connie Outlaw
Brian Patton
Christopher Peach
Elvis Phipps
Lupe Rangel
Carmen Requena



Service Awards (continued)



Tammy Backlund
20 yrs

Huntsville Plant



Nelson Sandoval
20 yrs

Huntsville Plant



Lorri Serrano
20 yrs

Huntsville Plant



Pam Barnes
15 yrs

Naperville Office



Chris Peach
15 yrs

Garner
Corporate Office



Neal Walsh
15 yrs

Garner
Corporate Office

15 years of service (cont'd)

Yvonne Rios
Jose Rivera
Leslie Rodriguez
Jose Roman
Jennifer Sabin
Pedro Sanabria
Erik Santos
William Sikorski
Kent Smith
Jason Stokes
Maria Torres
Eric Trimble
Panhia Vang
Stacie Vaughan
Oliver Walsh
Peggy Ward
Stacy Ward
Deborah Williams
Jerrold Yarger

10 years of service

Marc Adjafon
Paula Adler
Jemelus Aime
Kerline Alce
Monique Antoine
Lashonda Applewhite
Charles Aquilina
Monak Augustin
Agnes Banya
Fidene Baptiste
Maria Barrientos
John Batts
Nathan Bell
Timothy Bell
Jaime Bolanos
Debra Bradshaw
Francclin Brigarde
Jean Calixte
Deborah Carter
Eder Cereste
Mark Chamblin
Elifette Charles
Wilson Charles
Daniel Crean
Nathan Davidson
Degella Demezior
Jean Marie Desir

Wilton Doliscar
Claudius Dorgile
Llaneli Escobar
Solange Estinvil
Erick Fadael
Timmy Faison
Kimberly Farmer
Daisi Fernandez
Jacob Franks
Phillip Gerstenkorn
Columba Gomez
Doreen Grady
Anthony Gross
Eduardo Guerra
Marie Guerrier
Norma Guevara
Agripino Gutierrez
Phylcia Hall
Shanita Henry
Elzy Hensley
Zackery Hensley
Elena Hernandez
Maria Hernandez
Rafael Hernandez
Yolanda Hernandez
Amber Honeyman
Eh Kaw Htoo
Eufemia Ibarra
Silvita Idoris
Antonio Iglesias
Staline Innocent
Nazilia Jean
Marie Jerome
Edner Jonaus
Paul Jordonne
Naureus Joseph
Fekadu Jote
Ebenezer King
Pamela King
David Knowlton
Andrenise Kola
Lisoy Kola
Daniel Labawig
Christian Laguna
James Lassiter
Vedette Laurore
Brandon Lee
Liffort Lessage

Travis Lewis
Rene Limage
Nicolas Lomae
Isidro Lopez
Luz Lopez
Adan Loria
Luckson Louis
Marie Louis
Marie Rose Louis
Robert Mamula Jr.
Francilhomme Marc
Javier Marquez-Enriquez
Leticia Marroquin
Rebeca Marroquin
Manuel Martinez
Mitchell Mason
Mark Matayabas
Hugolino Matul
Marta Medina
Sandra Mejia
Justin Melton
Monique Meneide
Fernanda Menjivar-Orellana
Sandra Middleton
Ladarion Miller
Jerry Mobley
Karla Morales
Mona Nassar
Huy Nguyen
Candida Olmedo
Candy Pablo
Luis Pacheco
Dolores Pascual
Simson Paul
Saul Pedroza
Aura Perez
Elvira Piedra-Macedo
Eliese Pierre
Maurice Pierre
Richard Puckett
Stephen Quinn
Saul Raymond
Joseph Rogers
Lula Rowe
Jacky St. Charles
Meronvil Salomon
Joel Santiago
Migobert Serin

Justin Sigmund
Cecilly Simeon
Francois Simeon
Timothy Smallwood
Derrick Smith
Suzanne Smith
Barbara Spencer
Casey Springer
Michael Stevens
Herbert Summerlin Jr.
Wenzheng Tan
Andrea Taylor
Kelly Taylor
Olivia Tebalan
Norma Tejada
Jean Thermidor
Ronald Tomaszewski
Mercedes Torres
Sandy Torres
Semere Tukee
Esperanza Vargas
Robert Vial III
Jose Viana
Thomas Welch
Judy Williams
Clessy Worley
Terri Wright
Yeeleng Xiong
Hongfe Zhang
David Zumwalt

5 years of service

Kortney Aich
Andrea Alarcon
Ruth Alexis
Daniel Alvarez
Michael Andrus
Christina Ball
Terry Barrett
Jennifer Bean
Lajasima Best
Mitchell Boatman
Stacey Bollin
Sonya Branch-Purnell
Roger Burgess
John Burns
Marvin Cabrera
Oscar Cabrera
Judelisa Cagoco



Service Awards (continued)



Becky Marroquin
10 yrs

Jonesboro Plant



Tony Gross
10 yrs

Jonesboro Plant



Leon Hill
5 yrs

Ozark Plant



Carmen Rodriguez
5 yrs

Ozark Plant



Marnie Wells
5 yrs

Ozark Plant

5 years of service (cont'd)

Ariel Campbell
Elving Carmona
Stephen Carpenter
Aldo Castaneda
Hortensia Castro
Maria Cervantes-Nava
Aureo Cheluca
Kimberly Churchwell
Zivia Cifuentes
Christopher Cleveland
Latoya Corey
Juan Cortes
Borby Corvil
Pamela Coyne
Amarilis Cruz
Burton Davis
Sandra Dessenin
Heriberto Diaz
Timothy Donnelly
Paul Drinkwater
Solomon Dukes
Nathaniel Enloe
Alexandra Esqueda
Walter Exum
Danny Faison
Roberto Fernandez
Mark Fields
Joseph Foucault
Adriana Franco
Marie Gaby
Isaul Garcia
Yanet Garcia
Lewis Geddie
Sandra Gomez
Lisa Griffith
Ausencio Guillen
Octavian Hall
Demetria Harris
Marcus Hawkins
Jima Hensi
Leticia Hernandez
Marta Hernandez
Deborah Higgins
Francis Hill
Robert Hinton
Brian Hix
Job Hix

James Hobbs
Jennifer Hocutt
Keiona Howard
Debra Howell
Amanda Hudson
Donnie Hudson
Estephane Huerta
William Hutson
Jacques Jandrain
Myotte Jean
Lucinda Jimenez
Carolyn Jones
Michelle Jones
Ra'John Jones
Elmira Joseph
Teresa Joyner
Frances Juarbe
Kenita Judge
Farida Kamil
Jermon Kittrell
Marie Lafortune
Sheldon Lashlee
Peterson Lebehn
Manwell Lee
Enrico Leggett
Edward Lemay
David Lentz
Christa Leupen
Percida Lopez
Anthony Lucas
Stephanie Manning
Micheal Martell
Joseph Martin
Enoc Martinez-Lopez
Austin Maturino
Daniel Maynor
Bobby McClelland
Erik McDuffie
Diketra McLean
Felicia McNair
David McPhatter
Brenda Mendoza
Bobby Mills, Jr.
Jerry Monk
Vivian Monroe
Cody Montgomery
Jalecia Moore
Kiarah Moore

Evelyn Morales
Victoria Morrisey
Montrell Moses
Courtney Nathan
Michelle Navarro
Huyen Ngo
Gihan Nomir
Hermelinda Ortiz
Jesus Ortiz
Mayra Oxlag
Bernardino Parra
Michael Pate
Brenda Pena
Gloria Peniano
Alberto Perez
Maria Perez
Wendi Pflieger
Johnathan Pickett
Kerline Pierre
Ena Polanco
Victor Quich
Angela Ramirez
Susana Ramirez
Dallas Rhodes
Edith Rivas
Hanna Robbins
Carmen Rodriguez
Christopher Rodriguez
Samuel Ruiz
Joe Saenz
Theocel Saintil
Jose Sanchez
Raul Sanchez
John Sanders
Deloris Scott
Maynard Sercy
Tyrone Settles
Tokomichy Sippa
Tiffany Smith-Heath
Greimys Sosa
Mechael Spellmon
Michael Starks
Thomas Stokes
Brandon Tenney
Renata Tibbs
Lacy Tillman
Jose Valdez
Lucia Vega

Hai Vu
Michelle Wantland
John Ward
Marnie Wells
Levi Wilkerson
Shelia Willcutt
Kenny Williams
Shannon Williamson
Ashley Willis
Tammy Willis
John Youngs
Carmelita Zamorano

CSR Materiality Matrix

In accordance with the Global Reporting Initiative (GRI) reporting framework, Butterball conducted surveys and sustainability report audits from a sampling of internal and external stakeholders in the summer of 2018, including: employees, growers/producers, trade unions, local communities, suppliers, specialized service providers, contractors, customers and consumers. We used these surveys and assessments to review the GRI Standard Disclosures and identify and prioritize topics material to the organization. The materiality matrix pictured on this page is a visual representation of some of the topics included in the GRI Core Standards that hold particular significance to Butterball.

Moving forward, we will continue to conduct a materiality audit on an annual basis to ensure we are reporting on the issues most critical to the way we do business and areas where Butterball can create value and have a significant impact. With this in mind, we aim to expand future reports to include sustainability topics specific to the food and beverage sector for animal-sourced food production.



Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
General Disclosures					
GRI 102: General Disclosures 2016	Organizational profile				
	102-1 Name of the organization	Butterball, LLC			
	102-2 Activities, brands, products and services	The Butterball Way > Who We Are link to: butterball.com/products			
	102-3 Location of headquarters	Garner, North Carolina			
	102-4 Location of operations	USA			
	102-5 Ownership and legal form	Privately owned — Butterball, LLC is a joint venture of Maxwell Farms Inc. (an affiliate of The Goldsboro Milling Co.) and Seaboard Corporation.			
	102-6 Markets served	i. United States as well as international markets: http://www.butterball.com/about-us/international/markets ii. Agriculture; Food & Beverage Products iii. Retailers, foodservice, military and industrial			
	102-7 Scale of the organization	The Butterball Way > Who We Are			
	102-8 Information on employees and other workers	The Butterball Way > Who We Are			
	102-9 Supply chain	The Butterball Way > Who We Are			
102-10 Significant changes to the organization and its supply chain	There were no significant changes to our size, structure, ownership or supply chain in 2022.				

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
General Disclosures					
GRI 102: General Disclosures 2016	Organizational profile				
	102-11 Precautionary principle or approach	Butterball, LLC assesses and manages risk for key sustainability issues, including animal welfare, employment practices, environmental stewardship, food safety and quality and our commitment to the local communities where our operations are based. Each aspect is routinely audited and managed by initiative leaders within the company, and audited and validated by third-party experts where applicable.			
	102-12 External initiatives				
	102-13 Membership of associations	Butterball supports many industry-related and advocacy organizations, whether through corporate membership or individual employee involvement. We feel it is important to be active members of groups and associations that represent the food processing industry, animal welfare, environmental stewardship and consumer advocacy. We have company representatives on the boards and committees of many of these groups and associations. While not an exhaustive list, these are examples of our current involvement: The National Turkey Federation, U.S. Poultry and Egg Association, North American Meat Institute, American Humane, the British Retail Consortium, Global Food Safety Initiative, and the School Nutrition Association			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
General Disclosures					
GRI 102: General Disclosures 2016	Strategy				
	102-14 Statement from senior decision-maker	The Butterball Way > A Letter From the CEO			
	Ethics and integrity				
	102-16 Values, principles, standards, and norms of behavior	The Butterball Way > Who We Are The Butterball Way > People			
	102-17 Mechanisms for advice and concerns about ethics	The Butterball Way > People			
	Governance				
	102-18 Governance structure	The highest governing body of Butterball, LLC is its Board of Directors. Butterball, LLC's routine operations, including decision-making on economic, environmental and social topics are executed by our executive leadership.			
	Stakeholder engagement				
	102-40 List of stakeholder groups	Employees, Growers/Producers, Trade Unions, Local Communities, Suppliers, Specialized Service Providers, Contractors, Customers, Consumers, and Shareholders/Board of Directors.			
	102-41 Collective bargaining agreements	16% of total employees are covered by collective bargaining agreements.			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
General Disclosures					
GRI 102: General Disclosures 2016	Stakeholder engagement				
	102-42 Identifying and selecting stakeholders	The Butterball Way > Stakeholders & Materiality			
	102-43 Approach to stakeholder engagement	The Butterball Way > Stakeholders & Materiality			
	102-44 Key topics and concerns raised	The Butterball Way > Stakeholders & Materiality			
	Reporting practice				
	102-45 Entities included in the consolidated financial statements	As a private company, Butterball, LLC does not have public financial statements.			
	102-46 Defining report content and topic Boundaries	Butterball anticipates that all stakeholders (employees, customers, consumers and suppliers) will use this report, and representatives of each stakeholder category were surveyed to provide input on material topics and their boundaries. Data within this report is representative of calendar year 2022.			
	102-47 List of material topics	The Butterball Way > Stakeholders & Materiality			
	102-48 Restatements of information	None			
	102-49 Changes in reporting	None			
102-50 Reporting period	2022 Calendar Year				

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
General Disclosures					
GRI 102: General Disclosures 2016	Reporting practice				
	102-51 Date of most recent report	Current			
	102-52 Reporting cycle	Annual			
	102-53 Contact point for questions regarding the report	Christa Leupen, cleupen@butterball.com			
	102-54 Claims of reporting in accordance with the GRI Standards	Core			
	102-55 GRI content index	GRI			
	102-56 External assurance	This report is not externally assured.			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
200 series (Economic topics)					
Market Presence					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 202: Market Presence 2016	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	Starting wage (local minimum wage) YE 2022 Rates shown Carthage, MO \$16.00 (state min. wage: \$11.15) Huntsville, AR \$15.90 (state min. wage: \$11.00) Ozark, AR \$15.90 (state min. wage: \$11.00) Jonesboro, AR \$15.50 (state min. wage: \$11.00) Mt. Olive, NC \$15.00 (state min. wage=fed. min. wage \$7.25) Raeford, NC \$15.50 (state min. wage=fed. min. wage \$7.25) NC Farm Labor \$12.05 state min. wage=fed. min. wage \$7.25)			
Anti-corruption					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
200 series (Economic topics)					
Anti-corruption					
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	All aspects of our business are assessed for risks related to corruption. No material risks have been identified.			
	205-2 Communication and training about anti-corruption policies and procedures	The Butterball Code of Conduct, which includes policies covering conflicts of interest and requiring compliance with the Foreign Corrupt Practices Act, is reviewed with all employees, and 100% of Butterball employees receive training on the requirements in the Code of Conduct.			
	205-3 Confirmed incidents of corruption and actions taken	There were no incidences of corruption in this reporting period.			
Anti-competitive Behavior					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Butterball is one of many named defendants in industry-based antitrust lawsuits alleging unlawful information sharing activities. Butterball disputes the allegations, has engaged counsel and is vigorously defending the suits.			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
300 series (Environmental topics)					
Energy					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > Planet			
	103-2 The management approach and its components	The Butterball Way > Planet			
	103-3 Evaluation of the management approach	The Butterball Way > Planet (2022 emission data reflects company wide emissions)			
GRI 302: Energy 2016	302-1 Energy consumption within the organization	1,641,639 gigajoules total energy consumption (879,815 GJ natural gas and 761,823 GJ electricity). Data is based on billing totals for all Plants and Feed Mills.			
	302-3 Energy intensity	Total energy intensity ratio within the organization: 0.85 GJ per ton produced. Energy type: fuel and electricity.			
	302-4 Reduction of energy consumption	158,927 gigajoules of fuel and electricity were conserved as a result of efficiency initiatives.			
Water					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > Planet			
	103-2 The management approach and its components	The Butterball Way > Planet			
	103-3 Evaluation of the management approach	The Butterball Way > Planet (2022 emission data reflects company wide emissions)			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
300 series (Environmental topics)					
Water					
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	All freshwater supply for Butterball facilities is from a third-party source with the exception of onsite wells at both our Turkey, NC and Yellville, AR feed mills; and Mount Olive, NC processing plant. The Mount Olive processing plant relies on both onsite well and third-party water. Butterball does not have any sites that pose a significant risk from a water scarcity perspective.			
	303-2 Management of water discharge-related impacts	N/A			
	303-3 Water withdrawal	Water withdrawals across the company equaled 5,856 megaliters (ML), with 1,457 ML coming from onsite wells.			
	303-4 Water discharge	Total water discharge to surface water: 1,705 ML Total water discharge to groundwater: 1,766 ML Total water discharge to third-party water: 1,914 ML Total water discharge: 5,385 ML			
	303-5 Water consumption	Total water consumption: 472 ML			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
300 series (Environmental topics)					
Emissions					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > Planet			
	103-2 The management approach and its components	The Butterball Way > Planet			
	103-3 Evaluation of the management approach	The Butterball Way > Planet (2022 emission data reflects company wide emissions)			
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	72,171 metric tons of CO ₂ equivalent (CO ₂ , CH ₄ and N ₂ O). GWP values based on GWP-100.			
	305-2 Energy indirect (Scope 2) GHG emissions	72,379 metric tons of CO ₂ equivalent (CO ₂ , CH ₄ and N ₂ O) Subregion Output Emission Rates- GHG (eGRID2021). Location-based.			
	303-5 Other indirect (Scope 3) GHG emissions	1,546,225 metric tons of CO ₂ equivalent (CO ₂ , CH ₄ , and N ₂ O). Emissions calculated across Scope 3 categories utilizing The Greenhouse Gas Protocol: Corporate Value Chain (Scope 3) Standard, alongside EPA economic based V1.2 emission factors, Exiobase V3.8 spend based emission factors, Ecoinvent v3.9.1 emission factors, EPA Climate Leadership emission factors, EPA eGRID and well-to tank emission factors.			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
300 series (Environmental topics)					
Emissions					
GRI 305: Emissions 2016	305-4 GHG emissions intensity	Combined Scope 1 & 2 intensity: 0.000037 CO ₂ e/lbs of product (across processing plants and feed mills). Scope 3 intensity: 0.000400 CO ₂ e/lbs of product (across processing plants and feed mills).			
	305-5 Reduction of GHG emissions	Reduced direct GHG emissions across 7 facilities and reduced energy indirect GHG across 9 facilities.			
	305-7 Nitrogen oxides (NOX), sulfur oxides (SOX), and other significant air emissions	41,268 kg NOX and 49,147 kg SO2. Subregion Output Emission Rates (eGRID2021).			
Waste 2020					
GRI 306: Waste Management Approach	306-1 Waste generation and significant waste-related impacts	Waste is generated in different forms throughout our 6 plant operations. Our main types of waste generated include solid waste and sludge. For this disclosure, waste from our 5 feed mill facilities is not included.			
	306-2 Management of significant waste-related impacts	Waste occurs throughout Butterball's value chain and our operations. Production and management of waste throughout the value chain is minimally influenced by the company, but efforts to encourage waste-related improvements within the value chain will be prioritized in the coming years. Consistent efforts are made to reduce waste generated, increase landfill diversion, and improve the percent of waste recycled across our plant			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
300 series (Environmental topics)					
Waste 2020					
GRI 306: Waste Management Approach	306-2 Management of significant waste-related impacts (<i>continued</i>)	<p>locations. Goals are set for each calendar year for improvement in these areas. Additionally, DAF sludge from our Mt. Olive plant is sent to composting.</p> <p>We have implemented practices such as plastic and wood pallet reuse in our facilities as end-of-life interventions to increase material reuse and recycling, as well as working with third party waste management companies to increase the organization's landfill diversion and waste recycling. Waste data is collected and reported monthly at each of our plant facilities in a centralized database in order to track goals and progress. We use this data to identify areas for improvement and ensure proper waste management practices are being utilized.</p>			
GRI 306: Waste Topic Specific Disclosures	306-3 Waste generated	Our plants produced 6861.27 metric tons of solid waste and 31,382.78 metric tons of sludge, totaling 38,244.05 metric tons of waste produced in 2022.			
	306-4 Waste diverted from disposal	Total weight of non-hazardous waste diverted to recycling was 7131.23 metric tons.			
	306-5 Waste directed to disposal	Solid waste is primarily disposed of via landfill.			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Employment					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	6,270 External Hires: 41 in Corporate Roles; 148 in Live Operations; 6,081 in Processing Facilities Turnover Rate: Total Company - 110.6%; Hourly - 128.4%; Salary - 27%			
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	https://careers.butterball.com/en-US/page/benefits			
	401-3 Parental leave		401-3 C,D & E	Information unavailable	These statistics are not tracked.

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	The Butterball Way > People			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
GRI 403: Occupational Health and Safety 2018	403-2 Hazard identification, risk assessment, and incident investigation	<p>Consistent throughout the Butterball enterprise, hazard identification and risk assessment is carried out in numerous forms including daily equipment and facility start up inspections, weekly supervisor inspections for hazardous conditions, behavioral observations, monthly area audits of specific issues and an annual comprehensive corporate safety audit which consists of written program examination, interview and observations of employees, supervisors, managers and safety personnel and a visual inspection of the facility. Personnel conducting such inspections and audits are trained in hazard identification or have sufficient experience in safety related matters. Noncompliances are either resolved immediately upon determination, or included on a corrective action log and tracked until resolution. Investigation of incidents resulting in injury, property damage or near miss are investigated and corrective actions utilizing the hierarchy of controls are identified and completed in a timely manner. have sufficient experience in safety related matters. Noncompliances are either resolved immediately upon determination, or included on a corrective action log and tracked until resolution. Investigation of incidents resulting in injury, property damage or near miss are investigated and corrective actions utilizing the hierarchy of controls are identified and completed in a timely manner.</p>			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
GRI 403: Occupational Health and Safety 2018	403-3 Occupational health services	Butterball actively utilizes professional onsite medical personnel (Nurse RN's, LPN's and Emergency Medical Technicians) to provide basic care for work-related injuries and illnesses following a strict written Scope of Practice. Health records are maintained in confidential files accessible only to medical personnel and kept separate from human resource files. Information obtained is used only to assess and improve the safety and health of the worker, provide education, instruction and evaluation. Access to onsite medical facilities is designed to allow fast and easy physical access to these services with the location of onsite medical clinics placed in close proximity to the primary work location of employees.			
	403-4 Worker participation, consultation, and communication on occupational health and safety	Safety Committees with set agendas meet at least monthly and are comprised of both management and hourly employees. Employee engagement is critical in maintaining a safety culture at Butterball. Frequent activities involving employees participation in safety contests, games, and various other safety-related exercises provided opportunities.			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	<p>Safety training includes initial safety orientation for new employees and more specialized training which includes demonstration of knowledge and practical testing to validate understanding. Safety training at production and live operations locations is provided routinely following a training schedule. Safety training consists of the following:</p> <ul style="list-style-type: none"> • Training for managers and supervisors emphasizing safety and health leadership responsibilities. • Training for maintenance and refrigeration personnel specific to pertinent health and safety issues. • Training for all employees on the site's safety and health management system, hazard recognition, hazard controls in place, safe work procedures and OSHA (VPP) programs. 			
	403-6 Promotion of worker health	<p>Butterball sponsors group health plans through various relationships with third parties that establishes network of providers, coordinates care, and processes claims for employees, dependents, and other participants. In addition, Butterball provides annual onsite health and wellness events, including flu shot clinics, health fairs targeting employee demographics and wellness needs; periodic wellness seminars; regular wellness activities like blood pressure screening and glucose checks; and active lifestyle education and awareness</p>			

Butterball Traditions with Purpose 2022 Content Index

GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
GRI 403: Occupational Health and Safety 2018	403-6 Promotion of worker health <i>(continued)</i>	materials provided to employees, such as smoking cessation and dietary advice programs. All information related to health promotions is maintained confidential. Frequent review of programs offered occurs as well as seeking additional programs/services to offer.			
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	The Butterball Way > People			
	403-8 Workers covered by an occupational health and safety management system	All Butterball employees are covered by our company occupational health and safety management system. Internal audits against the company's occupational health and safety management system and regulatory requirements are conducted at all primary Butterball locations annually. In addition, external organizations and customers conduct periodic audits which includes the company's occupational health and safety management system.			
	403-9 Work-related injuries	Enterprise Total Recordable Injury Rate (TRIR) was 1.77 which is 68% better than Bureau of Labor Statistics (BLS) Industry average. Days Away/Restricted Time Rate (DART) was 1.23 which is 73% better than BLS industry average. Approximately 12.5M hours were worked in 2022.			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Occupational Health and Safety					
	403-10 Work-related ill health	Included in the statistics provided for Disclosure 403-9.			
Diversity and Equal Opportunity					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	The Butterball Way > People			
Nondiscrimination					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 406: Nondiscrimination 2016	406-1 Incidents of discrimination and corrective actions taken	The Butterball Way > People			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Human Rights Assessment					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > People			
	103-2 The management approach and its components	The Butterball Way > People			
	103-3 Evaluation of the management approach	The Butterball Way > People			
GRI 412: Human Rights Assessment 2016	412-1 Operations that have been subject to human rights reviews or impact assessments	All Butterball facilities are on a social responsibility audit rotation for human rights and labor issues. We use SMETA (Sedex Members Ethical Trade Audit), which is a compilation of best practices in ethical audit, established by the Sedex Associate Auditor Group (AAG). It is not a separate standard or certification process, but a set of protocol for high-quality audits, to be used in conjunction with current established ethical audit practices.			
	412-2 Employee training on human rights policies or procedures	All employees of the company complete yearly compliance training and assessment on: Americans with Disabilities Act, Workplace Diversity for Employees, Anti-Harassment Training, HIPAA Privacy Rules.			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Customer Health and Safety					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > Plate			
	103-2 The management approach and its components	The Butterball Way > Plate			
	103-3 Evaluation of the management approach	The Butterball Way > Plate			
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	100% of our products are assessed for health and safety impacts and improvements.			
	416-2 Incidents of noncompliance concerning the health and safety impacts of products and services	We strive to identify, self-report and correct any non-compliances before products reach market. There were no material incidences of non-compliance with regulations in 2022.			
Marketing and Labeling					
GRI 103: Management Approach 2016	103-1 Explanation of the material topic and its Boundary	The Butterball Way > Plate			
	103-2 The management approach and its components	The Butterball Way > Plate			
	103-3 Evaluation of the management approach	The Butterball Way > Plate			

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GRI Standard	Disclosure	2022 Response	Omission		
			Part Omitted	Reason	Explanation
Material Topics					
400 series (Social topics)					
Marketing and Labeling					
GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling	Butterball requires the following information for our procedures for product and service information and labeling: The sourcing of components of products and services; content, particularly with regard to substances that might produce an environmental or social impact; safe use of the product or service; disposal of the product and environmental or social impacts. 100% of Butterball products are covered by and assessed for compliance with these procedures.			
	417-2 Incidents of non-compliance concerning product and service information and labeling	There were no material situations of non-compliance in regards to product and service information and labeling.			
	417-3 Incidents of non-compliance concerning marketing communications	There were no material situations of non-compliance concerning marketing communications, including advertising, promotion and sponsorship.			