



the butterball way

2019-2020 corporate social responsibility report



a letter from our president and ceo



Jay Jandrain, President & CEO

We, like so many others, began 2020 with big goals for our company and brand only to see the best laid plans interrupted before the end of the first quarter. In response to the rapidly evolving COVID-19 crisis, we immediately altered our operations as we worked to balance keeping our team members safe and healthy while continuing to fulfill our responsibility as food producers.

With our focus squarely on protecting our teams while continuing to produce a nutritious, affordable protein for our consumers, some initiatives we set out to accomplish in 2020 required modifications—this corporate social responsibility report being one of them. However, we're no less committed to our responsibility to be good corporate citizens. In fact, that importance has never been more apparent, but our resources to produce a comprehensive report needed to be refocused. For that reason, you'll notice this report is a streamlined summary of our greatest accomplishments from 2019 and 2020. **We are committed to providing a comprehensive report later in 2021 with the full Global Reporting Initiative standards data for both 2019 and 2020.**

We accomplished so much together in 2019 and 2020 and don't want those accomplishments to go unrecognized. From re-defining our company's new mission, vision and values, to launching innovative new products, to raising the National Thanksgiving Turkeys, Bread and Butter, who were presented to the president for pardoning, 2019 was an exciting year for Butterball. Challenges in 2020 meant some of our goals were reprioritized, but I'm so proud of our team for supporting one another, never losing focus on the importance of what we do and continuing to show drive and dedication through challenging times. Caring about people, valuing contributions and empowering others to succeed is the Butterball Way. I am so proud to be part of the Butterball team.

Our updated mission states: Together, we provide delicious turkey trusted and enjoyed by everyone, every day. As we fulfill that mission, we will continue to innovate our ways of working, produce new products and match the high-quality that Butterball customers and consumers expect. Over the past 60 years, we have worked to build an iconic brand that consumers trust and enjoy, and we are poised for success with a talented team of people who are passionate about their role in keeping turkey on the table.

people

our team members are the heart of butterball and are as diverse as the customers we serve.

Having the right people in the right role with the right skills at the right time is crucial to our success. Everyone brings a unique voice, perspective and experience that is accepted, valued and appreciated by the team. We strive to provide an environment that encourages our people to bring their whole self to work, where they are empowered to do their best and take ownership of their career through continuous learning. Whether working at a plant, farm, hatchery, field or office, we believe we have an opportunity to make a difference for all our team members by fully embracing our diversity, encouraging inclusion and building a sense of belonging. **Here are some areas where we succeeded:**



In 2019, we launched our company Mission and Core Behaviors incorporating voices from all levels of the organization. Our core behaviors – known as the Butterball Way – guide how we work, make decisions and treat one another every day.



Our Mount Olive, NC and Ozark, Huntsville and Jonesboro, AR, production facilities retained the coveted OSHA VPP/NC OSHA Star program designation, awarded to companies with effective safety and health management systems and injury and illness rates below BLS averages.

53%

Our 2019 company-wide Total Recordable Injury Rate for 2019 was 53% better than the poultry industry Bureau of Labor Standard (BLS) average. In 2019, our Raeford, NC and Huntsville, AR plants each achieved 3 million hours worked without an OSHA lost-time injury.



We expanded and enhanced our New Employee Orientation Program across the enterprise in 2019 to encourage engagement, connection and belonging at Butterball. This program welcomes new team members and tells our brand story using interactive polling, videos and an orientation journal.



Our New Leader Development Program, developed in 2019 with the inaugural class in 2020, was designed to enhance management capabilities across the organization.



We expanded our Education Reimbursement program for higher education and GED/ high school degrees as well as training and skills programs. As of 2020, this benefit is now available to part-time team members.



plate

we commit to keeping wholesome, nutritious turkey on the table for consumers.

It starts on our farms with the thoughtful care for our turkeys. This dedication supports the high quality of our products and trust consumers place in our brands.

In conjunction with more than 600 contract family farms, we strive to provide excellent animal care and well-being. To support this commitment, we voluntarily seek and maintain American Humane Certified™ status via regular – and periodically unannounced – third-party audits of our animal care practices.

We have a zero-tolerance policy against any form of animal mistreatment and provide multiple channels for team members to report (anonymously if they choose) suspected misconduct. All reports are promptly investigated and addressed. We commit to the high quality and safety standards in producing the food our consumers love – and we're proud of that. All Butterball turkeys are raised hormone- and steroid-free in accordance with USDA requirements. **Our successes include:**



Achieved organic certification for certain contract turkey farms in Arkansas for the production of organic fresh whole birds for Thanksgiving 2019.



Launched all new products like Butterball Turkey Sausage Balls ideal for breakfast or snacking occasions, and convenient center-of-the-plate meal solutions like our Simple Seasonings turkey breast. We extended our current product offerings with new options like Butterball Turkey Sausage Crumbles.

4M+

During the 2019 and 2020 holiday seasons, we assisted more than 4 million people with crucial turkey questions on support platforms like Butterball.com, social media, the Butterball Skill for Alexa, live chat and emails in the U.S. and Canada, including the more than 100,000 hosts Butterball helps through the iconic Butterball Turkey Talk-Line.



planet

we strive to continuously improve our practices to be more sustainable as a company; even small changes can make a difference.

As a company grounded in agriculture, we recognize the importance of managing our use of the planet's natural resources that serve to support the production of our products in a conscientious manner within our operations. **In 2019, we:**



Ramped up production of turkey burgers at our Raeford, N.C. facility, which resulted in a total increase of electrical consumption by ~8%, but improvements led to ~8% kw hour per pound improvement in energy efficiency.



Rehabilitated our largest sprayfield for managing wastewater from our Mount Olive, N.C. facility resulted in a 64% improvement in soil function and its infiltration capacity. Interim results from the improvements indicated a more than 800% increase in infiltration rates alone, suggesting significant improved performance in the field. Based on these results, additional sprayfields are currently undergoing rehabilitation in 2020-21.



Built a state-of-the-art feed mill in Yellville, AR, combining two older feed mills for more efficient processing, energy savings and ease of transportation to nearby farms. The feed mill has three milling lines, one of which is segregated for specialty feed to prevent cross contamination.



philanthropy

we understand the importance of helping fight food insecurity and helping contribute to thriving local communities.

Our communities are more than simply where we operate – they are where our team members and consumers live and raise their families. Through a combination of product donations, volunteer work and financial support, Butterball actively seeks ways to help those in the communities we call home.

The Butterball Traditions of Caring Foundation is a nonprofit organization where team members may contribute to local and national charities supported by the Foundation. Because we know many of our team members care passionately about causes close to their hearts, each of our facilities has a voice in the selection of the local charities. Partnerships like Feeding America and Operation BBQ Relief, which provides hot meals to disaster victims and first responders, allow us to feed those in need across the country. In 2019, we:



Presented the first-ever American Humane certified turkeys, Butter and his alternate Bread, to the president and first lady for pardoning during the National Turkey Presentation.



Supplied turkey during the Thanksgiving holiday for nearly 150,000 people through a variety of non-profits, military bases and community organizations.

1.9M

Provided 1.9 million servings of turkeys for people in need through our year-round partnerships with Feeding America and Operation BBQ Relief.

