



Community Involvement



2015 Report

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Cover: 28 employees in Ciudad Guzman, Mexico hosted elementary students for a children's version of Driscoll's University.

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Letter from the CEO



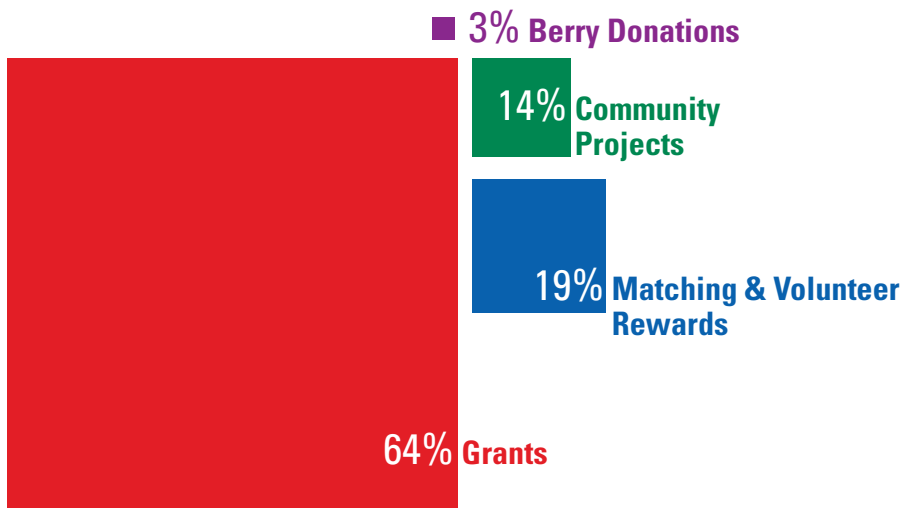
A few years ago, we added the Vision to our existing Mission statement and Values. The Vision outlines our global aspirations and our collective desire to enrich the lives of all those associated with our berries through this global pursuit. At the heart of enriching lives is the idea of community. Our communities are where we work and live, and how we show up as a company in our communities is a reflection of who we are. Driscoll's Philanthropy is a clear expression of that effort and an avenue for the company and the brand to show commitment to our Vision, Mission and Values. More importantly, this program offers us each a way to respond to this challenge of enriching lives at a personal level.

As we reflect back on this year, there are countless examples of individuals that contributed money and time to making a difference in their communities. I would personally like to thank all of them for their selfless and inspiring work and I encourage all of us to follow in their footsteps. As stated by others, it is in giving that we receive.

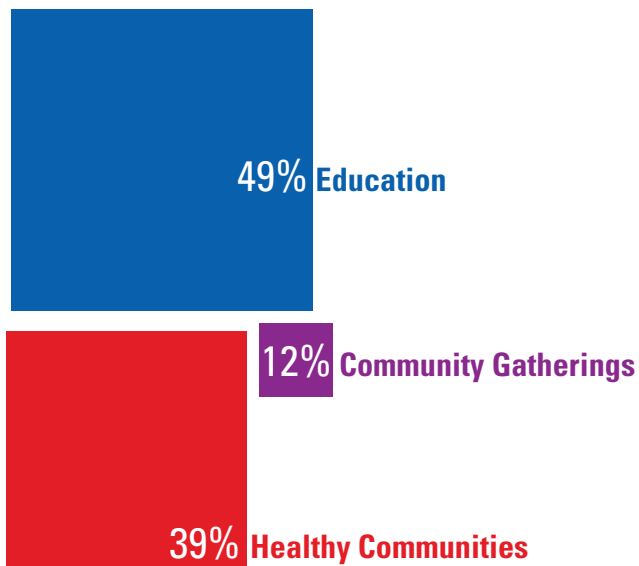
Kevin Murphy, CEO

“...It is our way to respond to this challenge of enriching lives at a personal level.”

2015 Giving Dashboard



2015 Grants by Focus Area



As part of amazing communities around the globe, Driscoll's is committed to having a positive impact on the people and places that grow and consume our berries. It takes many hands to bring consumers only the finest berries. Our philanthropy efforts are a tangible expression of Driscoll's promise to have a positive impact through every action that we take and with each person we touch.

The Philanthropy program aligns its work around three areas of investment:

Berry Donations.

Product donations allow Driscoll's to share the joy of berries with those most in need.

Employee Giving and Volunteerism.

Driscoll's supports and encourages employees to make a commitment to the causes they care most about. The company works side by side with its employees to make sure their impact is doubled.

Community Grants.

The company invests in building vibrant communities.



H.A. Hyde Elementary School students learn about agriculture and healthy eating in their school's garden. (Photo credit: Western Growers)

Sharing the Art of Growing Food

An Edible Education for Children

Driscoll's partnered with the Western Growers Foundation (WGF) to make 20 edible school gardens a reality in California throughout Merced, Monterey, Santa Barbara, Santa Cruz, Shasta, Tehama, and Ventura counties. Sabrina Blair, Senior Marketing Coordinator for Western Growers explained, "We believe that by planting, tending and harvesting their own fruits and vegetables at school, students will be exposed to the joy of agriculture."

"We are excited about our school garden partnership as it will foster knowledge about where our food comes from and the people that make it possible—from the farmworker to the farmer." Tom O'Brien, Driscoll's Senior Vice President and General Counsel

Founded in 1926, Western Growers is a trade association of family farmers growing fresh produce in Arizona and California. As a means of giving back to their community, these farmers established the Western Growers Foundation (WGF) to provide children with an opportunity to learn about where their food comes from.

Fostering Future Chilean Ag Leaders

As a result of strong relationships with the local community, employees in Chile developed agreements of collaboration with growers and the schools Ninhue Arturo Prat Chacón and San Nicolás Puente Ñuble. This agreement was made official during a signing ceremony attended by the local authorities and Brie Reiter Smith, the General Manager of Driscoll's Chile.



High school students joined their instructor (brown jacket) and Driscoll's staff Brie Reiter Smith (beige coat), Paulina Cedeño (red coat) and Jessica Mesina (grey coat) after the signing ceremony.



One of the 'young chefs' who participated in the cooking school organized by employees in Portugal.

Philanthropy Teams Promote Health & Well Being

A Healthy Lifestyle Starts with Food

As it is never too late to start learning how to live a healthy lifestyle, the Driscoll's employees in Portugal supported a mini chef cooking school in Zambujeira where local kids not only discovered how to prepare their very own 'Michelin star worthy' dishes, but also how to use healthy ingredients.

Together with a professional cook, these young 'chefs in the making' created a menu of tasty berry meals and scrumptious desserts.

"It's great to teach kids more about fresh produce and cooking techniques," said Emanuel Guerreiro, a talented 18 year old cook from the region who was one of the supervisors of the summer school. "It is something that they can really benefit them in the future."

Employees Mobilize to Build Community

In August, a Duathlon took place to promote health and wellbeing in the community of San Quintin, Mexico. Approximately 100 athletes participated in the running and biking competition, including Driscoll's independent growers. One fierce competitor who really stood out was Sandra Barajas (Crop Protection Assistant, Los Reyes, Mexico), who took 2nd place.

This event, which raised funds for the Vicente Guerrero Volunteer Fire Department, was organized by Driscoll's employees, local youth and firefighters. BerryMex participated in the event with their 'Sembrando Salud' program, which conducts activities and presentations for both kids and adults promoting healthy eating habits.



Employees in San Quintin Mexico coordinated and participated in a running & cycling competition.



Partnering to Promote Agriculture

Story Time in Florida

Aiming to educate elementary school children about the diversity of Florida’s agriculture, employees from the Eastern Region partnered with the Hillsborough County Farm Bureau to celebrate Florida Agriculture Literacy Day this past April.

The Driscoll’s team read the Florida Agriculture-inspired book “Drive through Florida Livestock and Poultry” to students of the Kid’s Community College Southeast. “Everyone who participated in this event really enjoyed it,” said Amanda Turgeau. “They were very impressed by the questions and comments made by the kids. I hope that we can make this an annual event.”

The Florida Agriculture Literacy Day is held each spring in which hundreds of representatives of the agriculture industry read a children’s book about agriculture in elementary school classrooms all across the state. This annual event is a partnership between Florida Agriculture in the Classroom and the Florida Department of Agriculture and Consumer Services.

Philanthropy team member Amanda Turgeau (Food Safety Representative, Dover, Florida) reads an agriculture themed book to children.

Expanding Agricultural Knowledge in Chilean Middle Schools

This past October a hands-on workshop was held at the Arturo Prat Chacón high school for the students responsible for growing blueberries on the school grounds. The workshop sought to teach the students the requirements for exporting blueberries. Specific topics covered during the event included good agricultural practices, harvest and postharvest handling, quality assurance, export documentation as well as the specific requirements of different markets.



A group of Driscoll’s employees in Florida volunteered to read to students during a state-wide literacy campaign.



Raul Olivares, Production Director Assistant (far-right), shares his business knowledge with high school students.



The Leukemia Lymphoma Society team (Watsonville, CA) shared the stage with family and friends to accept the "Corporate Team of the Year" award.

United to Fight Cancer

Employees Support and Honor Coworkers

Driscoll's employees in Watsonville, California organized a 15-person team to raise money for Leukemia and Lymphoma Society (LLS). This collaboration involved various departments, regions, employees' family and friends who successfully raised USD\$100,000 with the help of Driscoll's employee match program.

This funding allowed LLS to establish research grants both in memory of Finance Manager Jocelyn Ball's husband, Steve, who passed in 2014 after battling cancer, and in celebration of IT Program Management Office Director Katya Hewitt's son Ethan who recently fought and survived cancer. These research grants support the development of life saving therapies for cancer and other serious diseases. These events created a feeling of unity among Driscoll's employees.

This relationship with LLS began in 2012 when the Supply Chain Department partnered with the society to raise funds to support Mike Van Horn (Watsonville, Transportation Director) in his bout with cancer and to help find a cure for blood cancer patients.

The Fight Against Cancer Knows No Borders

Employees in Mexico brought together growers and community groups in the town of Los Reyes to raise funds to fight cancer. This campaign included such activities as cancer awareness forums and running competitions. The employees also sold hats to raise money for the treatment of three colleagues affected by the disease.

\$65,000 (USD) Employee & Friends

\$35,000 (USD) Driscoll's Match



Proceeds from the hat sale benefited three employees (Los Reyes, Mexico) and their relatives affected by cancer.



Employees across the company showed their support by purchasing a cancer themed hat. (Omar Rodriguez, Logistics, Los Reyes, Mexico)

In Partnership with Community

Makeover for Moroccan School

This past year, Driscoll's employees worked to renovate a school in the village of Agrour Ouchen in Morocco. This effort sought to address the community's lack of safe spaces for children to spend their free time. "By painting the walls, repairing the soccer field and providing computers, we created a completely new and secure area for the kids," said Lahcen Aitghrib (Agadir, Cooler & Logistics Manager). The employees also hosted workshops to inspire the teachers to organize indoor activities for the village's children.



Employee in Morocco asks a child to select a color to paint the local school.



Driscoll's employees in San Quintin, Mexico welcomed disabled youth who toured the cooler and learned about the ag industry.

Chilean Employees Leverage their Impact

In April, Driscoll's employees organized and participated in a gathering of growers, suppliers, representatives from two local trade schools (Inacap and Santo Tomas) and the community's high school, as well as officials from the municipal governments of San Nicolas and Ninhue. In addition to identifying common needs, the gathering resulted in a shared plan of action and collaborative agreements. Jessica Mesina (Food Safety Manager) and Raul Olivares (Sub-Manager of Production) stood out for their personal contributions to this initiative.

Employees in San Nicolas, Chile rally to learn about and support philanthropy projects.

The Value of Education in Mexico

Convinced that education is essential for the economic development of Driscoll's communities, employees in Mexico—particularly those in San Quintin (Baja California), Guadalajara and Ciudad Guzman (Jalisco) and Tupatarao (Michoacan)—organized groups of students to learn about field operations and the innovative work Driscoll's is doing to delight consumers. These visits generated interest and enthusiasm about careers in agriculture. The employees' creativity and energy led them to coordinate a children's version of Driscoll's University that included flavor tests, tours inside the coolers and the production fields, providing several days of learning and fun for all.



Providing Basic Needs to Food Banks

Getting Muddy for a Good Cause

Driscoll's employees in the Netherlands tackled the challenging 6 kilometer Storm Loop Obstacle Run in April to raise donations for the local food bank in Breda. A team of ten fearless employees struggled through the mud to conquer 24 different obstacles. Their goal for this effort was to physically challenge themselves, while giving back to the community.

The event also collected basic food items, such as rice, pasta, porridge and baby food for the food bank, which Driscoll's supplemented with a donation of fresh berries.



"We will start as a team and we will finish as a team!"
Team Motto

10 employees in the Netherlands completed an obstacle run to fundraise money for the local food bank.

Creating a Disaster Emergency Plan

Driscoll's has long supported local food banks by donating funds, berries and employees' volunteering their time. This year, the company went one step further by supporting California Association of Food Banks (CAFB) to develop emergency preparedness plans for local food banks in San Luis Obispo, Santa Barbara, Monterey and Santa Cruz counties. These plans address the unique needs of farm workers should a disaster strike the state, including designing targeted outreach materials, mapping vulnerable neighborhoods and assigning bilingual staff and volunteers to this often underserved population.

"Because California is such a disaster-prone state, it's imperative that food banks have emergency preparedness plans in place," said Terry Garner, CAFB's Member Services Director. "It's a huge relief to know that we will be ready to help all people in need with vital food assistance."

Driscoll's provided CAFB with grant funding and a meeting space for representatives of food banks throughout the Central Coast region to come together and formally agree on how they will help one another with food and resources in the event of a disaster.



In 1989, when a 6.9 magnitude earthquake struck Santa Cruz County, the local food banks struggled to meet the needs of local residents affected by the disaster. (Photo credit: Second Harvest Food Bank)

Nursery employees in Corralitos, California collected over 1,200 lbs of food during the Winter Wishes campaign in December. These donations will benefit one of the local food banks participating in the disaster preparedness plan.



Employees in Action

The numbers in 2015

Employees volunteered **6,548** hours

with **311** organizations

8 countries, **18** regions

3.4 million pounds of berries donated



Employees donated money to buy gifts for a school for children with special needs. Pablo Keiger was one of several employees who volunteered 24 hours of their time during the Christmas celebration. (Chile)



100 employees and friends participated in running and biking activities to raise money for several local charities. (Portugal)



Over 20 employees, family and friends participated in the Driscoll's 34th Annual Classic Race. The event was hosted by Tampa Bay Runners and all proceeds go to two local charities. (Dover & Tampa, Florida)



Over 360 employees participated in 8 fundraising activities during the "Winter Wishes" Campaign, including an effort that provided gifts to 600 children. (Corralitos & Watsonville, California)



35 employees participated in a reforestation project at Driscoll's distribution center in Ciudad Guzman, Mexico.



Employees distributed 750 backpacks and school supplies to 3 elementary schools during the Driscoll's of the Americas "Grow.Learn. Give" Campaign. (McArthur, California)



11 employees from the distribution center in Salinas, California distributed berries at the Kids Earth Day Festival hosted by the city government. (Gonzales, California, USA)



Test Plot and Breeding employees demonstrated how they conserve the planet, winning the photo contest during the Driscoll's of the Americas Earth Day Campaign. (Oxnard, California)

Employees in Action



The Accounting Department was one of several groups that supported the fundraisers of the Driscoll's Leukemia Lymphoma Society Team during the Annual Chili Cook-Off. (Watsonville, California)



175 families received turkeys for Thanksgiving during the "Winter Wishes" Campaign thanks to the efforts of the local Philanthropy Team. (Snelling & Ballico, California)



Albert Herrera was one of 30 employees who welcomed 100 children to learn about the Ag industry during the "Grow.Learn.Give" Campaign. (Watsonville, California)



In 3 hours, Driscoll's employees and their family sorted, labelled and packed 11,300 pounds of food for the local food bank. (Santa Maria, California)



During "Winter Wishes" Campaign, Driscoll's employees collected money to buy gifts for 14 local families. They also visited 6 senior citizens, delivering gifts, home baked pastries and hand knitted hats. (Redding, California)



The local elementary school hosted an Earth Day EcoFair for the community thanks to the support of 26 Nursery employees and the Philanthropy team. (Red Bluff, California)



66 employees and their relatives volunteered 330 hours of their time to collect trash in several neighbourhoods. (Jocotepec, Mexico)



The Category Management Team collected trash to celebrate Earth Day. (Olathe, Kansas)



Brie Reiter Smith (left) and the Mayor of Ninhue, Chile signed a collaboration agreement to help high school and college students prepare to enter the Ag workforce. (Ninhue, Chile)

Employees in Action



20 employees volunteered to provide school supplies, shared a meal and taught children in an orphanage how to recycle. (Guadalajara, Mexico)



Employees hosted their first Family Day Celebration and fundraiser. Over 100 employees, family and friends helped to make the event a success. (Portugal)

The Philanthropy Team funded employees to conduct kid friendly activities during the closing ceremony of the summer schools attended by the children of seasonal employees. (San Nicolas, Chile)



30 Human Resources employees from several regions participated in a team building activity and volunteered to glean food for the local food bank. (Oxnard, California)

Meet the Philanthropy Team

Our team provides structure and support to fuel the generosity and passion of our employees.

Meet the staff

Kelley Bell, VP of Social and Environmental Impact

Matthew Quinlan, Sr. Manager of Community Engagement

Bianca Kneepkens, Manager Support Department, Driscoll's of Europe, Middle East and Africa

Marion Avril, Community Involvement Specialist, Mexico

Ana Melgoza, Philanthropy Specialist, USA

Paulina Cedeño, Human Resources Manager, Chile



Nursery employees volunteered 108 hours at the Earth Day EcoFair. They helped with food sales and managed a kids activities booth. (Red Bluff, California)



Driscoll's
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