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CLOVER

Welcome to Milk Country

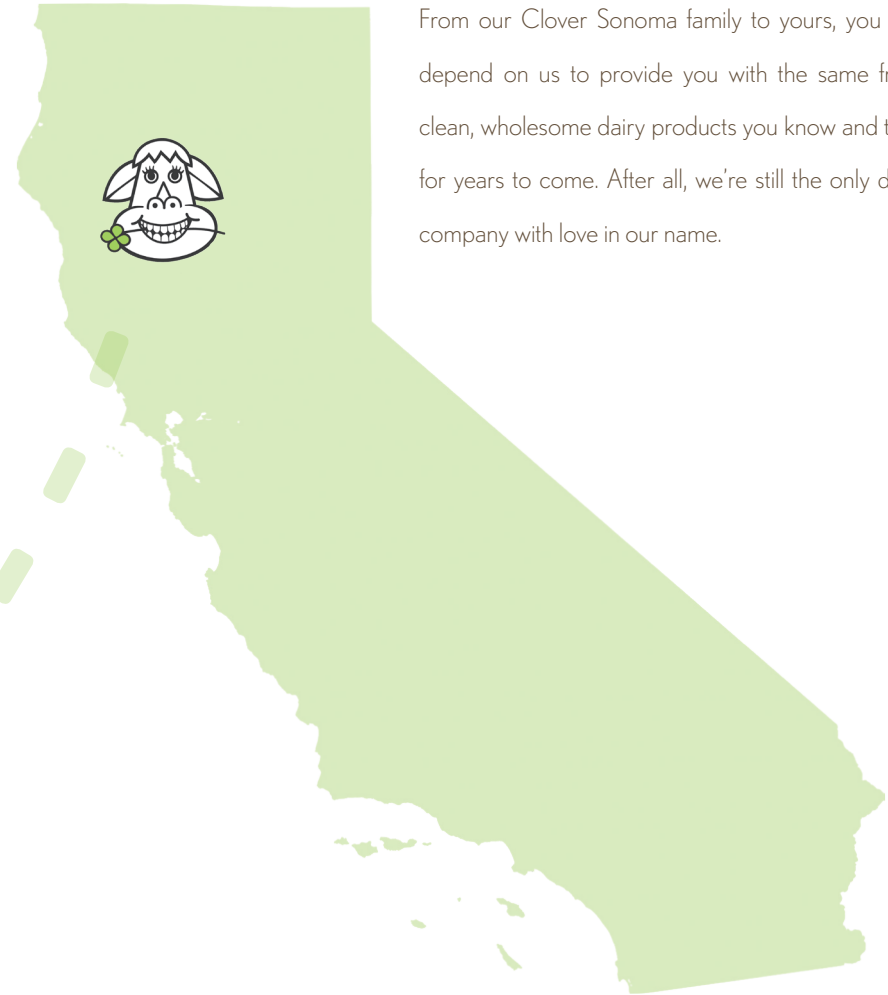
For over 100 years, Clover has supported ideas that promote a healthy, conscious, sustainable way of life forward for their family of farms, animals and communities. Clover is a third-generation family-owned and operated dairy company whose core pillars are quality, support of animal welfare, sustainable business practices, and giving back to all of the communities that they reach on a daily basis.

The Petaluma based company in California's beautiful Sonoma County was the first dairy in the United States to become American Humane Certified and hold its partnership of family-owned dairy farms to a higher standard by developing its own unique Clover Promise of Excellence program. Clover is proud to bring clean, rBST-free and delicious dairy products directly from their farms to consumers.

Clover Sonoma's brand mission is to use their best knowledge to produce quality dairy that honors their care for family farms, animals, the environment and communities they serve.

Sonoma County, CA

From our Clover Sonoma family to yours, you can depend on us to provide you with the same fresh, clean, wholesome dairy products you know and trust for years to come. After all, we're still the only dairy company with love in our name.



B[®]CORP

We are pleased to have a B-Corporation Certified insignia among our additional distinguished certifications.

B-Corps are for profit companies, certified by the nonprofit B Lab, who have met the highest standards of verified social and environmental performance, public transparency, and legal accountability. Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good. People want to work for, buy from, and invest in businesses they believe in. B-Corp community works toward reduced inequality, lower levels of poverty, a **healthier environment, stronger communities, and the creation of more high quality** jobs with dignity

and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment. B-Corp Certification is the most powerful way to build credibility, trust, and value for your business and we are proud to be certified.

Certification Details:

Certified Since: December, 2016
Location: Petaluma, California, United States
Sector: Manufacturing

With this certification, Clover Sonoma is a part of a growing community of more than 2,000+ distinguished Certified B Corps from 50+ countries, and over 130 industries, working together to use the power of markets to solve social and environmental

problems. This collective movement to redefine success in business has one unifying goal: to show that companies can operate as a force for good, and reflect a culture of durable prosperity for all. This goal aligns with the foundational tenets upon which Clover was built. For three generations, **our family-owned and operated company has championed a healthy, sustainable way of life** for our partner producer dairy farms, our precious land, and the animals entrusted to our care. Following our founder's example, we have also placed paramount importance on giving back generously to our community.

Our proud legacy as a leader in the dairy industry includes: The distinction of being **the first dairy in the United States to become American Humane Certified. The first dairy to hold its partnership of family-owned farms to a higher standard by developing its own unique Clover Promise of Excellence** (previously called the North Coast Excellence Certified program). **The first west of the Mississippi to say "no" to the growth hormone rBST in dairy cows.** Taking this step further demonstrates our passion for excellence, and our commitment to provide the cleanest, healthiest, freshest dairy products available to consumers.

overall score
96.9

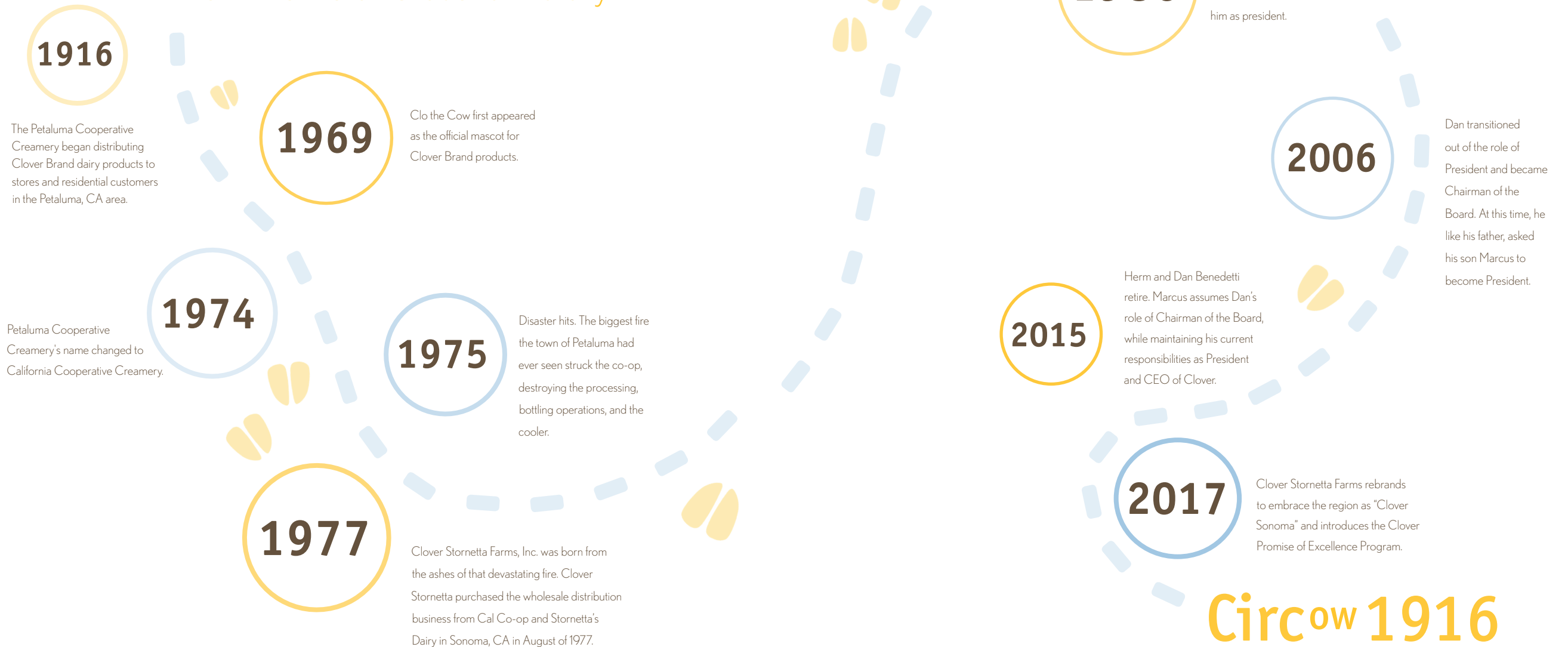
Community **35.1**
Environment **29.3**
Governance **7.6**
Workers **24.9**

impact area scores



makin moooves

A Brief Timeline of Clover's History



Circ^{ow} 1916



“ I have fond memories of my dad and grandfather talking about Clover around the fireplace at our home.”

we are family

Since inheriting the mantle of Clover President & CEO from his Father, Marcus Benedetti has worked hard to continue the forward-thinking tradition of excellence established by his esteemed predecessors.

As the third generation of his family to carry Clover’s legacy forward, Marcus’s leadership has been a balancing act between defining the company’s future vision, and paying homage to its distinguished past. His paternal role models who led the way set the bar high. Marcus credits his father, Dan Benedetti, as an

early pioneer in the movement toward sustainability, long before his peers in the dairy industry were talking about it “I remember when Monsanto visited my dad in 1994 to tout the virtues of a new growth hormone called rBST,” says Marcus. “He saw immediately that Big Pharma was looking to profit at the expense of

what was best for the consumer, and sent them packing. “Not long after that meeting, Dad began laying the groundwork that led to Clover’s North Coast Excellence Certification program, which established stringent guidelines for stewardship and humane husbandry practice that has been the backbone of our company’s philosophy ever since. Witnessing that excitement and momentum inevitably drew young Marcus to the family business. **“What Dad was doing intrigued me,” he recalls.** “I have fond memories of he and my grandfather talking about Clover around the fireplace at our home. I wanted to have a relationship with my Dad like he had with his father.” Gene Benedetti, Marcus’s beloved grandfather and founder of Clover Stornetta Farms, also had a profound influence on his decision to embrace the family business. **“My grandfather was an incredible man,”** says Marcus with reverence. “His grit, tenacity, and a strong work ethic has made him a successful businessman and community leader. He was a role model I always looked up to.”

Like those who paved the way before him, Marcus knew he would need to prove himself to earn his place. As a teenager, and during summers home from college, he spent countless hours working in the company trenches learning different aspects of the business from the ground up. The experience gave him valuable insights into Clover’s inner

workings at all levels, which prepared him to take over operations when his father was ready to retire. Since taking the helm in 2006, Marcus has made his mark on the business by successfully expanding both Clover’s product line and its reach to new markets beyond its Northern California roots.

“Our biggest challenge and opportunity is bringing our message and values to a new audience. My goal is to reconnect the American dairy farmer to the consumer in a positive way,” he says. “We’re telling a different story by being transparent and showing people where their milk comes from.”

That personal connection to its customers has set Clover apart through the years. **“My dad was a master at cultivating genuine connections with people,” Marcus reflects.** “He always had his ear to the ground and not only welcomed feedback, but took it to heart in his decision making. It was that direct relationship with our customers that fundamentally changed Clover’s business. And once we built that trust, we made sure we delivered on our promise. That’s what we’ve always strived to do.”

Marcus hopes the legacy he has inherited will not end with his generation. **“I look at myself as a temporary steward of something I can pass on to my children,” he states.** No doubt when the time comes, those that follow will be ready to earn their place in Clo’s Quarters. We are happy to be one big family.

our products

It's a short drive from our farms to your table.

At Clover Sonoma, providing superior quality dairy products to our customers has always been of paramount importance. We pride ourselves on leading by example, and have proved time and again that we set the standard when it comes to excellence in our industry. With dedicated farmers, immaculately tended pastures, and happy, healthy cows we provide you with the best quality dairy products you could ask for.



eggs

Our chickens thrive on a balanced diet.



milk

What's so special about our milk? Actually, everything



ice cream

Ice Cream like it used to be. Thank Goodness!



half&half

Our Half and Half comes from cows not treated with growth hormone rBST. Great for your body and for your peace of mind.



yogurt

We make it in small batches with high-quality organic milk and real organic fruit for a burst of natural flavor!

udderly sustainable

Clover's brand has always been the cream that rises to the top.

Without a doubt, Dan Benedetti's counter culture, "hippie" attitude ended up having a big influence on Clover's direction, investments, and overall vision. Clover set the stage for future business practices when they became the first dairy processor in the west to reject rBST. The company launched the North Coast Excellence Certified Program, a set of guidelines and incentives for ranches that follow certain criteria for animal welfare, sustainable ranching practices, and environmental stewardship. Eventually, Clover started sourcing exclusively from local family-run dairies, that signed contracts and affidavits legally binding them to abide by the clean and healthy milk rules.

Dan Benedetti took the standards one step further in 1999 when Clover became one of the first U.S. dairies to enter into the organic market. One year later, they became the first U.S. dairy to be American Humane Certified. This means an independent, third

party approved inspector had certified that the cows on Clover dairies have access to open pasture, clean water, plenty of walking area, shelter from inclement weather, fresh grass, hay, grains, and clean bedding.

The company also started looking at issues beyond growth hormones and antibiotics—or, what's trendily known these days as the triple-bottom line. How were farm families being compensated economically? How were the animals being treated? Could families survive to hand down businesses through the generations?

"It was like, okay, game on, if we are going to do this, we need to go all the way," says Marcus.

In 2016, Clover announced that starting in 2017, all half-gallons of conventional milk would be certified GMO free, a move that's not surprising considering the company's past decisions. Despite a lack of consensus on the GMO issue, Benedetti says the decision to move away from genetically modified feed was a natural progression.



we focus on animal welfare, sustainable ranching practices, and environmental stewardship.

less is... moore

We think that raising the bar begins with demanding integrity.

We think that raising the bar begins with demanding integrity – in our farming practices, the treatment of our animals and the quality of our products. Integrity is at the heart of everything we do. So much so that we measure the quality of our farms and products against our own rigorous standards (the toughest in the industry) that far exceed state and federal regulations. We closely monitor bacteria count, coliform count, and somatic cell count. There are two good measures for “cleanliness” of milk that we check in the Quality Assurance laboratory – bacterial cell counts and somatic cell counts. Low numbers of bacterial cells and somatic cells indicate that the cows are healthy

and free from infection, the udders were properly cleaned before milking, and the milking equipment is being properly cleaned. Lower cell counts also give milk that fresh clean Clover milk flavor that we all enjoy. **We have a comprehensive food safety plan here at the bottling plant and a team of conscientious and dedicated employees that carry it out.** This keeps our milk free from contamination, adheres to the industry's best food safety practices, and ensures we deliver a clean safe product to our customers at all times.

The Cleanest Milk in All the Land

Bacteria Count

USA Regulations.....	100,000
California Regulations.....	50,000
Clover Promise of Excellence.....	7,500
Clover Average.....	1,600

Coliform Count

USA Regulations.....	none
California Regulations.....	750
Clover Promise of Excellence.....	150
Clover Average.....	50

Somatic Cell Count

USA Regulations.....	750,000
California Regulations.....	600,000
Clover Promise of Excellence.....	200,000
Clover Average.....	160,000



clover's holy cows



It's always good to be a cow in milk country.

Healthy cows are happy cows and we know that their quality of life directly impacts the quality and taste of their milk. The cows that are raised on our family farms have a good life: fine weather and open pasture with plenty of walking area, a diet of fresh grass, hay and grains, and clean bedding when they go to sleep. In addition to humane feeding and living conditions to sustain health and prevent sickness, our family farms' cows must not use the growth

hormone rBST. This means that our cows lead stress-free lives, naturally producing an abundance of milk that is both healthy and delicious. The combination of pristine pasture and the farmers who care for the cows who make the milk assures you that **Clover tastes richer, thicker, sweeter, smoother and, yes, creamier than any other dairy brand.**



The 3 pillars of clover cares

Elevating Dairy



Empowering Future Generations



Supporting our Clommmunity



Elevating Dairy

1



This means giving you a better choice at the grocery aisle.

We know the GMO issue is important to our customers, and that's why we've gone the extra mile to insure our products will continue to be what you choose to put on your family table. For that reason Clover Organic Farms fluid dairy line is Non-GMO Project Verified! This non-profit organization offers the only independent third-party verification process in North America. The Non-GMO Project Verified seal assures consumers that the product was

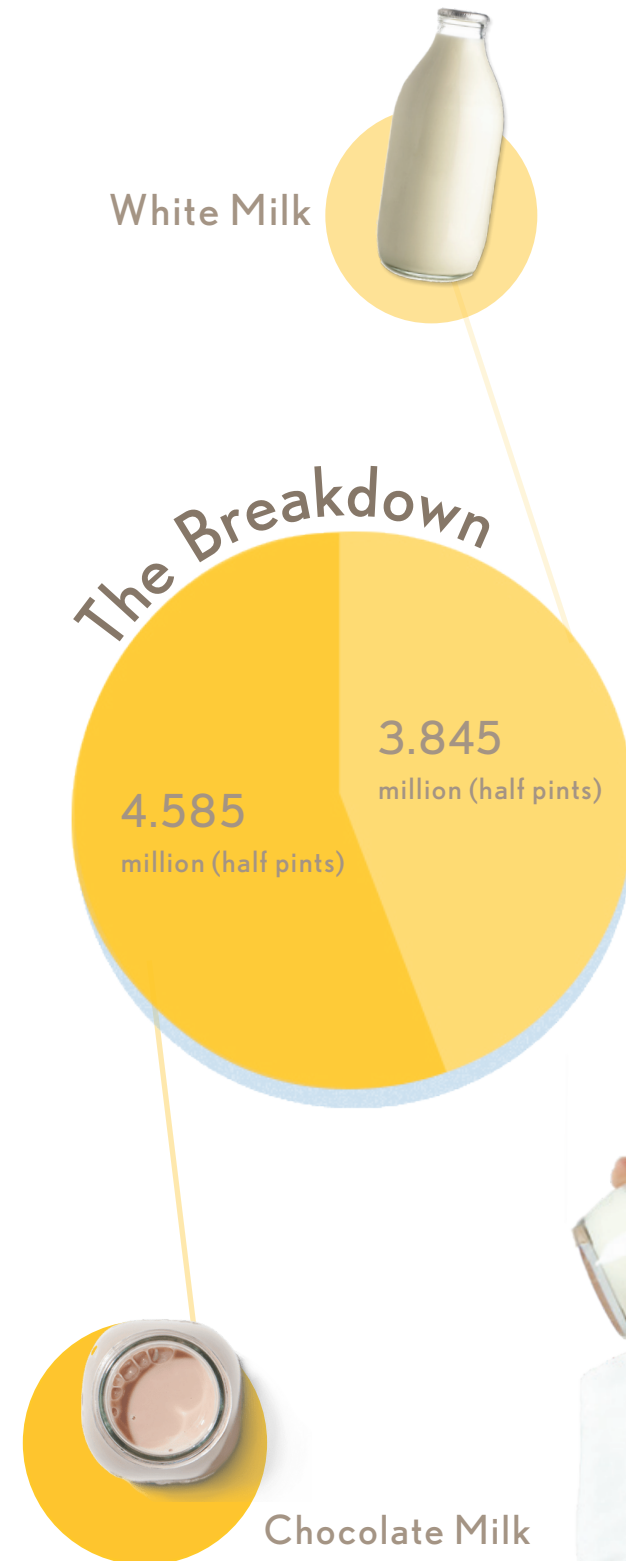
produced in accordance with rigorous best practices for GMO avoidance. Becoming certified is just another way we help our customers make informed choices and get the peace of mind they seek in food labeling. In addition, to ensure that customers are content, Clover has also created a "Milk Tasting Room" where customers have the opportunity to taste delicious recipes that are made with their fresh, locally produced products before they purchase them.

2 get edu moo cated

Empowering Future Generations

At Clover, we know that our future is dependent on the next generation. We believe in a healthy, conscious, sustainable way of life for our families, our animals, our farms and our communities - and, to us, that means empowering kids in every aspect of their lives from arts to agriculture, schools to scouts. Clover has always been a big part of school lunches in the Redwood Empire (North of San Francisco). We now have over 300 school accounts stretching from Sausalito to Fort Bragg and from Point Arena to Lower Lake. The fact that our kids are being offered

milk at lunch should be a comfort to us all. Milk supplies good calories in a healthy drink that delivers calcium for building strong bones and healthy teeth, and protein for developing strong muscles. The exposure of the Clover Sonoma brand to our young students on a daily basis is extremely important. If they have good memories and good experiences with our products now, it is much more likely that they will stay with us as adults and avoid reaching for brand X and happily purchase Clover instead.



8.43 million half pints of milk were sold to our local schools in one year. **This equates to a total of over 526,000 gallons of milk.**



3 give back & support the community

Community Support

We provide product donations to food banks and non-profits. We also provide financial donations to education, agriculture, and the community at large. We contribute to and sponsor events that benefit the community and support our Clover Cares pillars. Finally, we give at least 5% of our profits to select community programs who share our values.

Employee Support

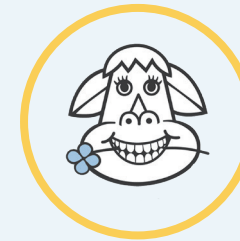
We provide opportunities for employees to volunteer regionally. We are building programs to specifically support causes recommended by employees. We gather our employees and their families, including our family farmers, for picnics, events, and community building opportunities.

The Milk Tasting Room

The Clover Milk Tasting room shares \$5000+ hundreds of healthy breakfast donations with The Boys and Girls Club in San Francisco. Clover Sonoma decided to bring a little bit of Sonoma County pasture to the streets of San Francisco with the opening of their Clover Milk Country Pop-Up Tasting Room at 330 Fell Street in the heart of Hayes Valley. Their farm-to-city tour runs allowed for others to taste the healthy sonoma milk. **We aim to support, connect, nurture and perhaps even inspire everyone we feed on a daily basis.**

From the farm to your kids lunchbox.

Our hope is to nourish kids both with the best dairy out there, and through the community we build.



8oz of our Milk provides:

Potassium, Protein, Vitamin A, Riboflavin, Vitamin D, Niacin, Vitamin B-12, Calcium, Phosphorus



+



= 20

8oz of milk

5.3 oz of yogurt

grams of protein

Future Goals

Whether you buy your dairy from the farmers market or the supermarket, Clover imagines a world where the milk you drink comes from people you trust. **We imagine a world where farming is passed down generation to generation — a proudly inherited legacy.** We think kids can learn on farms not just in classrooms. We believe that it's possible to create a community that really, truly cares about one another. We envision a world where, together, we nurture the land and the animals that nurture us. That all adds up to a future built on the simple idea that "It matters where your milk comes from." Because it really does. **success**

We imagine an even better world where kids want to grow up to be farmers, and apart of the magic that we create on a daily basis. Education on what we do is what will allow us to continue to impact young lives.

Clo the Cow & her puns



defining

And what about our beloved bovine mascot, Clo Cow? Rest assured she is as much a part of our **future vision** as she has been a part of our history. Clo remains front and center as a recognizable Northern California icon on our new logo and on labels across our product lines. Also, keep your eyes peeled for our latest billboard campaign! Clover's fun, punny billboards, which have played a huge part in defining our brand, are better than ever with some clever word play on

Sonoma County's wine industry. After all, it's not just Wine Country; it's Milk Country! The punny billboards featuring Clover's beloved Clo have entertained drivers along Highway 101 and throughout California for generations. You can flip through hundreds of hilarious billboards on our website, share the perfect one that fits your mood and even create your own to share with our Clommunity. Be careful - we might just bring yours to life as a real-life billboard for all to see!

wholly cow!

Clover Contacts

Get in touch! We'd love to hear from you.

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Green & Clean





Designer

Rachel Rizzetto

Typography

Body Copy is set in Nobel Light 10pt. The Headings are set in Officina Sans Bold. The Cover is printed on

Paper Choice

Cover-Mohawk Options 100# DTC in Navajo Smooth Brilliant White.
Interior pages- Mohawk Superfine 100#T in Smooth, Ultra White.

Images

All images in the book are taken from the Clover Sonoma website which is found below.