



MAKING A DIFFERENCE

**Fresh
Mark**

Fresh Mark, Inc. is committed to being a responsible and sustainable company for the good of our world, our partners, our community and ourselves.

SUSTAINABILITY

For nearly a century, Fresh Mark has been a leading supplier of smoked and processed meats to the retail and food service industries. Our renowned brands, Sugardale[®], Sugardale[®] Food Service and Superior's Brand[®] Meats, offer the highest level of quality to our customers.

WE ARE COMMITTED to producing high-quality products, but our efforts go beyond that. We are also focused on being a responsible partner to our customers, and succeeding at that objective is extremely important to us. We set the highest standards for how we operate on every level. That includes one of our most important priorities: **SUSTAINABILITY**.

Our commitment to sustainability is evident in our efforts surrounding conservation of resources, recycling of materials and reducing our impact on the environment. This is an ongoing, long-term endeavor that we take very seriously. We continue to make substantial financial investments in equipment and practices that increase our efficiency, and we have a multi-functional Environmental Audit team dedicated to continuously improving these policies and processes. We are proud to share some of these efforts with you.



Focus on conservation:

USING LESS



Our efforts to lessen usage of resources like electricity and natural gas have produced consistent results. We dramatically increased the efficiency of our equipment, our buildings and our systems. We are doing this across the board, from major construction to small, everyday changes.

STREAMLINED STORAGE FACILITIES

Before we constructed our new warehouse in Salem, Ohio specifically designed for maximum energy efficiency, our products were shipped to our warehouses in Canton and Massillon, Ohio or stored in outside warehouses in Cleveland, Columbus, Cincinnati, and Pennsylvania. Now we can organize shipments geographically, reducing the amount of fuel used to transport products. This also significantly reduces fuel used for refrigeration on trucks and trailers because of shorter commutes and less time waiting to be loaded.

DECREASED ADMINISTRATIVE PAPER USE

We conducted a company-wide survey to assess the utility of printed versus electronic reports. Encouraging employees to view reports on their desktops cut our use of printer paper by 40 percent.

We also developed software programs for Hazard Analysis and Critical Control Points (HAACP), inventory control, raw material receiving and many other functions that use handheld computers and Toughbook® computers, eliminating the need for paper records and reports. Data is now updated into our system in real-time, streamlining the process and making us more efficient.

REDUCED GAUGE OF STRETCH FILM

We discovered that changing our stretch film from 70 gauge to 50 gauge allowed us to maintain how effectively we wrap our pallets, while decreasing the film used to wrap each pallet by 45 percent.



EVALUATED OUR SHIPPING BOXES

After examining the stacking strength guidelines of our boxes, we began stacking them to meet maximum weight and height parameters. This allowed us to carry more product in each truckload. We also consolidated the boxes we use by eliminating similar-sized boxes, which reduced inventory and storage space.

We are currently investigating recyclable combos, which are large cardboard receptacles for storing raw materials. A new material is now available to replace the current cardboard and plastic straps with a thinner, stronger and recyclable cardboard that does not require the use of non-recyclable plastic strapping.



COMPUTERIZED OUR TRANSPORT MANAGEMENT SYSTEM

All of our sales orders now come in through our order entry system and are downloaded into our Transportation Management System (TMS). The computer model then analyzes the most efficient routes and truck loading for each order. It also factors in dock times and drivers' overtime. Previously, this was all done by hand. This new system saves time and resources, reduces error and has significantly increased how effectively we service our customers.

UPGRADED FLEET TRACTORS

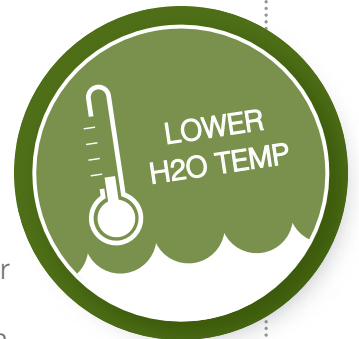
We replaced our tractors with new, more fuel-efficient models that use lower sulfur diesel. All of our new tractors have governors that limit the maximum speed to increase fuel efficiency. We also installed GPS monitoring systems to track driver performance, reducing delays and determining more precise routing for streamlined deliveries. Within the first few months of installing GPS in our tractors, our average miles per gallon rose from 5.2 to 6.0, and we expect this to continue to improve to 6.5 mpg. As a result, we have projected a decrease in fuel usage of 40,000 gallons annually.

MAXIMIZED SMOKEHOUSE UTILIZATION

We increased our batch sizes, enabling us to prepare significantly more product using the same amount of energy. Also, our new automated, computerized smokehouse monitoring controls allow us better temperature management that can be viewed in real-time and accessed from our computers. This has helped maximize our production levels and minimize our energy needs.

ENACTED TEMPERATURE CONTROL INITIATIVES

Lowering water temperature and monitoring it more closely during the sanitation process markedly reduced water usage. Greater temperature controls also made an impact when we upgraded our Canton, Ohio freezer. We closed off multiple doors to help maintain consistent temperatures and reduce energy consumption. We also replaced the boilers with superior models that reduce steam pressure needed to regulate temperature, resulting in a 4,600 dekaltherm decrease annually.



Focus on recycling:

DISCARDING LESS



We recycle everyday items, such as aluminum cans and magazines, but our commitment to recycling goes further than that. When a company our size elects to use recycled materials and makes the effort to recycle what we use, the scale and impact are massive.

RECYCLING PALLETS

We recondition our old pallets for reuse. If a pallet is beyond reconditioning, any usable lumber is reclaimed for new pallets, and bad lumber is turned into mulch. We even reuse nails for new pallets. Nothing is wasted.

RECYCLING RECYCLED PAPER

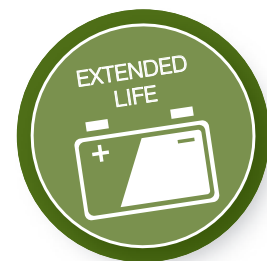
We use recycled paper for all computer printouts, but we also recycle that recycled paper when we are finished using it—approximately 45,000 pounds of paper every year.

RECYCLING LIFT TRUCK BATTERIES

All of our lift truck batteries are on a stringent program that mandates when they are used and charged. This has helped extend the life of each battery. When they can no longer be used, we recycle them.

RECYCLING CARDBOARD

Not only have we reduced the amount of cardboard we use in our product packaging, but we also recycle all the cardboard we use on premises: more than 2,000 tons every year.



Focus on reducing impact:

LEAVING LESS BEHIND

Over the last several years, we have built our business and increased production. As we grow, we are committed to improving our processes and reducing our energy consumption relative to our production. That determination has proven successful.

CLEANER AIR

We developed a system that streamlines the driving patterns of our trucks. Rather than returning to our facility empty after making a delivery, we schedule our trucks to pick up raw materials at our suppliers' facilities when possible. These combined trips are called backhauls. Every backhaul eliminates one extra trip, and we average 20 per week. We also installed new air scrubbers in our smokehouses to help filter the air. Both of these modifications, initiating backhauls and installing air scrubbers, result in fewer emissions.

CLEANER WATER

Our significant investments in wastewater treatment facilities allow us to release cleaner water to our cities' municipal wastewater treatment facilities by hastening the removal of impurities and by-products.

Our new bacon cure recapture system has resulted in less cure ingredients flowing into the wastewater system. We also reformulated all of the cure recipes to lower the amount of suspended solids reaching the wastewater plant.

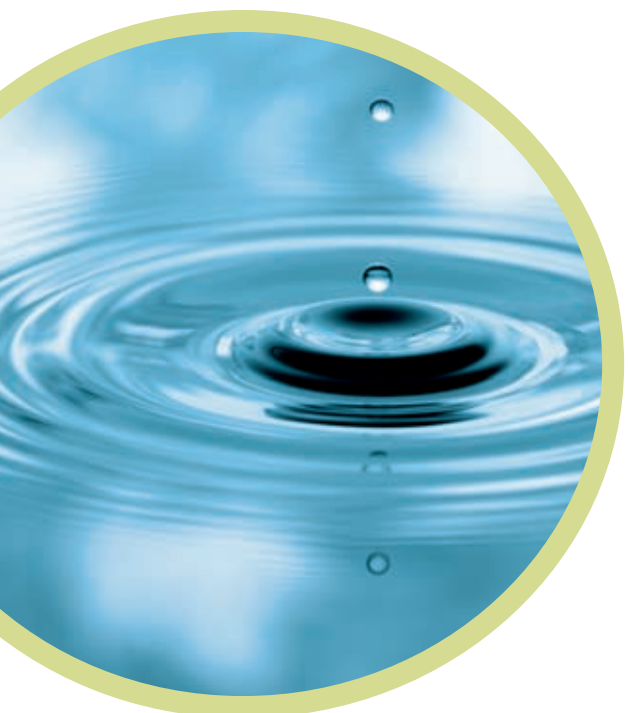
We are currently working on a new state-of-the-art water treatment system that leaves behind a by-product of phosphate pellets that can be used by farmers to enrich soil.

CLEANER EARTH

We use biodegradable sanitation supplies in all of our plants. In addition, our commitment to recycling means we bring remarkably less mass to landfills.

THE BIG PICTURE

Despite significant development recently, we managed to keep our gas, electric, and water usage increases far below our production increases. In fact, relative to our production levels, we have actually decreased consumption across the board.



Sustainability in action: THE BACON STORY

The way we package and prepare bacon makes more of a difference for the environment than most might think. Our efforts to make our bacon distribution more efficient and earth-friendly have been an enormous success, and bacon is just one of the high quality meats we offer.

When a company is truly dedicated to making a difference, it can discover all kinds of innovative ways to adjust practices and develop new products to effect positive change. That is precisely what we did. We are proud of all of our sustainability projects and the incredible results we have seen. Here is just one example of our success: **the bacon story**.

FULLY COOKED READY BACON®

Created a product that provides consumers with pre-cooked bacon

Conserved energy because we were able to cook bacon much more efficiently than consumers

Prevented consumers from pouring bacon grease down drains, where it enters the water supply



E.Z.PAN® BACON PACKAGING

Decided to explore reduction of paper use in packaging

Tested performance of thinner sheets of paper separating rows of bacon slices

Thinner paper performed as well as previous thicker paper

Changed packaging across the board to thinner paper, significantly reducing paper usage in all E.Z.Pan® Bacon packaging



PRE-COOKED BACON SOLD TO NATIONAL FAST FOOD CHAINS

Cooked bacon shrinks in volume & weighs 70 percent less than raw bacon

Large-scale, state-of-the-art industrial cooking process is much more efficient than cooking individual slices at the store level

We use advanced systems for collection of waste and by-products, which are then sold to other processors for use in other products. Individual stores have no safe and efficient way to dispose of these by-products



More slices of cooked bacon fit into each package, using less paper, barrier bags and cardboard

We can fit more cooked bacon in each box, on each pallet and on each truck shipment, reducing the amount of energy spent on refrigerated storage needs, the amount of trucks needed to deliver to our customers and the amount of fuel used for transit and refrigeration on trucks



TO US SUSTAINABILITY IS...

...about several things. It is about committing to initiatives that protect our planet. It is about offering job security to our employees and reliability to our customers by ensuring the stability and profitability of our company. It is about applying the best manufacturing practices and the highest standards of food safety and quality control. Simply put, sustainability is about doing the right thing. That is our promise at Fresh Mark.



This brochure was printed on 100 percent post-consumer waste recycled paper using soy-based ink. The size was purposely chosen to reduce the amount of waste paper at the printer. The printer is Forest Stewardship Council certified.