



2022

People & Planet Impact Journal



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— CHAPTER 1 —

Welcome

We're glad you're here.

In this journal, we're sharing the journey we're on to make an impact at the intersection of people and planet, and we invite you to come along. Because we all play a part.



INTRODUCTION FROM OUR
Founder & CEO, Katlin Smith



Welcome to our first People & Planet Impact Journal – and thank you so much for joining us! Simple Mills was born when I came to realize that the food I was eating was negatively affecting the way I felt. It was when I incorporated more whole foods into my diet that my health did a 180 and I realized the tremendous power that food has to transform how people feel.

The power of food doesn’t stop at personal health. In 2019, I took a permaculture course which changed the way I saw agriculture. I realized the power that regenerative agriculture has to drive positive outcomes across our food system. From building water resilience and reducing the need for synthetic pesticides and fertilizers, to embracing perennial crops to help sequester carbon from our atmosphere – I was shocked and impressed by the power agriculture can have when we lean into nature to heal our planet. As the Founder & CEO of a food company, I felt a unique sense of responsibility to do my part and harness agriculture as a vehicle for positive change.

Simple Mills has always placed high importance on personal health and nutrition, and in 2020 we evolved our mission to include planetary initiatives as an equally critical component. Since then, we have been hard at work piloting our unique approach to advance the holistic health of the planet and its people by investing in regenerative agriculture and designing products that consider impacts on people and planet all the way back to the farm level of our supply system.

“The power of food doesn’t stop at personal health.”

We’re looking to create a ripple effect in the industry at large. I’m excited and invigorated by the opportunity to reconnect eaters with the people and places that grow our food, and I’m constantly inspired by our community who shares this commitment to nourish both people and planet. Onward to the next step along this journey!

-Katlin Smith

A NOTE FROM OUR
Head of Sustainability & Mission,
Christina Skonberg

There's no denying that we're facing complex and interconnected global crises related to the health of our ecosystems and the health of our communities. But the truth is, despite spending much of my time steeped in some of the toughest realities about our food system, I have tremendous hope. I have hope for the impact that young people like Isra Hirsi and Greta Thunberg can have on building a more equitable and climate resilient future, I have hope for the capacity of agriculture to be part of the solution to addressing climate change, and I have hope for the ways that purposefully grown and designed food can improve human health outcomes.

At Simple Mills, we're working to channel our sense of hope into action. In 2022, we expanded the number of acres and farmers engaged in our regenerative agriculture programs, empowering growers to improve ecological and financial outcomes in their operations. We added new ingredients like buckwheat and chickpeas to our portfolio as part of an ongoing effort to help diversify agriculture and consumer diets. We stood by our commitment to design products that prioritize nutrient density and whole food ingredients. Perhaps most importantly, we spent a lot of time listening to and learning from the voices that bring rigor and meaning to our work—from Indigenous land stewards and smallholder famers in Indonesia, to nutrition scientists and food policy advocates working to spark systemic change.

Early 20th century soil health pioneer Lady Eve Balfour said it well when she said, "the health of soil, plant, animal and [people] is one and indivisible". More than 70 years later, exciting research highlighting connections between regenerative farming principles and crop nutrient density is bringing encouraging data to the conversation and reinforcing our vision to advance the holistic health of the planet and its people.

In the pages ahead, we share progress and learnings from the journey we're on to realize that vision. Our journey has started with agriculture, and in the years ahead we look forward to cascading our impact across the supply chain and the broader food system. We have a long road ahead to help build a more resilient and inclusive food system, but we're up for the challenge, and we're glad that you're here to join us on the journey!

- Christina Skonberg



**“At Simple Mills,
we’re working to
channel our sense of
hope into action.”**



What We Stand For



Our mission

Simple Mills is the company that advances the holistic health of the planet and its people by pioneering the way the world eats, bringing others into the movement, and being a positive force on every part of the ecosystem.

Our business throughout the years

Simple Mills' people and planet journey has been evolving since our founding



Our vision

Simple Mills’ company vision fuels our impact on people & the planet

Since our founding, Simple Mills has placed personal health and wellness at the heart of our mission. Inspired by her own experience, our Founder and CEO, Katlin Smith, wanted to make it easier for people to eat simple, nutritious foods without compromising taste. Her formative participation in a permaculture design course kickstarted the evolution of Simple Mills’ vision to advance the holistic health of the planet *and* its people.

COMPANY MISSION

Simple Mills is the company that advances the holistic health of the planet and its people by pioneering the way the world eats, bringing others into the movement, and being a positive force on every part of the ecosystem.

WE BELIEVE THAT

Food has the power to transform people’s health and our planet’s health. Where and how our food is grown matters for farmers, eaters, and our planet.

WE COMMIT TO

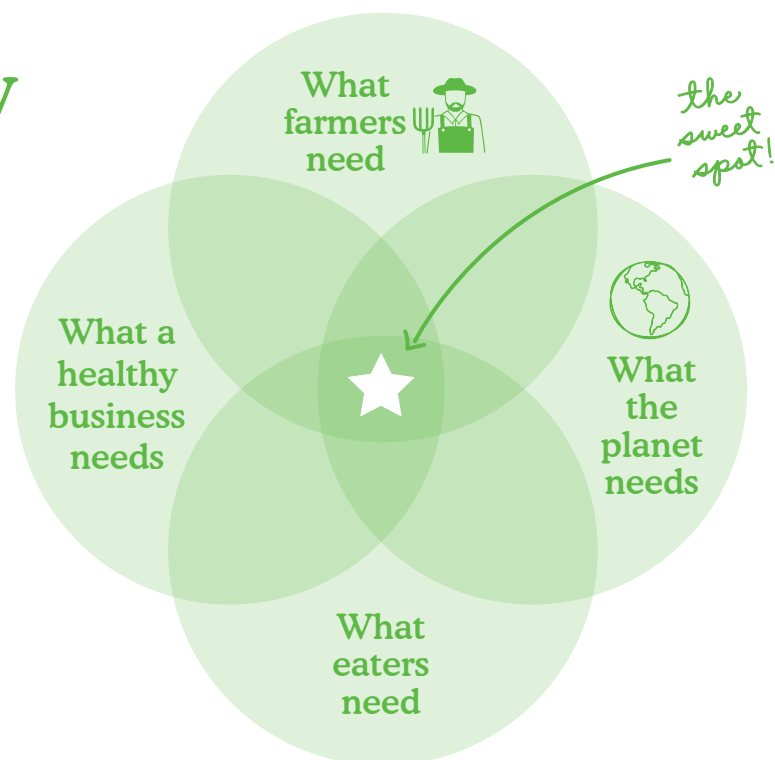
Revolutionary food design that advances regenerative agriculture principles, elevates farmers, empowers eaters, and inspires peers so our food system can nourish people and our planet now and for generations to come.





Our people & planet strategy

Make food that positively impacts the entire supply system - from farmers to consumers



From the products we make, to how we engage employees and the way we empower consumers to eat with people *and* planet in mind, our commitment to our mission is embedded within our culture and the way we do business.



Mobilize Internally:

Internal engagement & empowerment

Harness the power of our best advocates - employees - and empower them as stewards of people and planet within their personal and professional lives.



Make Food with Impact:

Product design & ingredient sourcing

Purposefully design products with people and planet in mind.



Amplify the Impact:

External communications

Showcase people and planet leadership with eaters, retailers, industry peers, and consumers to position Simple Mills as a leading mission-driven brand working on some of the world's most pressing problems.

Build Authenticity:

Thought partnership with diverse voices

Partner with experts to bring critical learnings to our team and expand our network of diverse thought partners.

— CHAPTER 3 —

Make Food with Impact



Purposeful product design & ingredient sourcing

Since our founding, Simple Mills has been driven by our mission to provide simple, delicious, real foods – and our brand tenets have been central in guiding us through the years.

I. OUR BELIEFS

Our food philosophy

Our food philosophy guides us in creating nutritious & delicious food

Simple Mills is a food brand that...

Seeks to motivate people to live a healthy, full, passion-filled life

Is built upon a belief in bio-individuality - every eater is unique; there is no one-size-fits-all

Is rooted in fundamental health and wellness principles that stand the test of time

Ensures broad appeal for maximum impact, while addressing specific dietary interests

Believes the health of people hinges on the health of the planet

Leads with integrity and always keeps the consumer's best interest at heart

We hand pick our ingredients for taste and purpose:

NUTRIENT DENSITY

We believe in filling up on the good stuff, so we seek out nutrient-dense ingredients like nuts, seeds, and vegetables.

DIETARY DIVERSITY

We design products to include a wide variety of ingredients (especially flours!), recognizing that a diverse diet can improve gut microbiome health.

NOTHING ARTIFICIAL, EVER

We believe if you don't recognize an ingredient, your body won't either, so we handpick ours with purpose - only including things that nourish you. Nothing artificial, ever.



We make products that go beyond “free from” to “for more.”

Our products aren't just free from what we look to avoid, but are developed to include *more* of what we want: purposeful, nutrient-dense, and delicious ingredients.

Our people and planet beliefs are embedded in every stage of product development, guiding the ingredients we choose and how we craft our recipes. Our ingredient exploration process brings together cross-functional team members spanning sustainability, procurement, R&D, innovation marketing, and more. We use a nutritional health and farm ecosystem lens to select our ingredients. **This process starts with a focus on where our ingredients come from: farms.**

I. OUR BELIEFS

Prioritizing agriculture

Agriculture is our priority in addressing the climate crisis

As a food company, we’re faced with a hard truth: our current agricultural system does not function in the best interests of our ecosystems or communities and represents a significant driver of ecological degradation and livelihood vulnerability.

We’re losing soil to erosion

10 times faster

than it can be naturally replenished, decreasing the quantity and quality of cropland.¹



Up to 1 million species

are now threatened with extinction, and agriculture is the primary driver of biodiversity loss.²



Food, agriculture, and land use contribute nearly **25%** of global greenhouse gas emissions.³

Agriculture is a major contributor to climate change, biodiversity loss, economic instability, and other challenges of our time. However, agriculture is also uniquely poised to be a critical solution to our most pressing challenges. We have the potential to restore ecosystems by improving soil and water health, increasing biodiversity, and empowering resilient farming communities. As environmental lawyer Abigail Dillen reflects, “the weight of history is on our shoulders, but this moment is alive with possibility.”⁴

What we eat, where it’s grown, and how it’s grown matters.

What we eat, where it’s grown, and how it’s grown matters. As a food company and passionate team of eaters, we recognize that our products and the longevity of our business are dependent on the ability to continue farming on this planet for generations to come.

For these reasons, we’ve begun our journey to protect the planet with a deep focus on agriculture and its associated impacts, embedding this approach into the most material part of our business: the food we make. We plan to evolve and scale our work across our full supply system over time, but for now, we’re doubling down on our ingredient sourcing and product design as our biggest opportunity to create positive impact. Read on to learn about how we leverage regenerative and organic agriculture to advance this journey.





I. OUR BELIEFS

Regenerative agriculture

Our approach to regenerative agriculture is focused on principles and outcomes

While regenerative agriculture has been capturing headlines in recent years, it reflects a set of farming and land management methods that have been practiced by Indigenous communities for generations.

Across the industry, there is not a unified and generally agreed upon definition of regenerative agriculture. At Simple Mills, we think about it as **an approach to farming that builds ecosystem resilience through principles that consider the holistic context of the farm system.**

Four outcome areas guide our work:



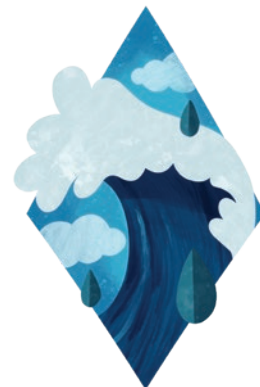
Improve soil health



Increase biodiversity



Instill farm community resilience



Improve water health

Through targeted programming with strategic ingredients, our farmer-forward initiatives focus on advancing six management principles adapted from sources including Understanding Ag, the NRDC, and several Indigenous texts and leaders:



Honor place

by considering the unique ecological, social, and community context of each operation in decision-making.



Minimize mechanical and chemical disturbance

to improve soil structure and function and protect against erosion.



Keep a living root in the ground year-round

to foster symbiotic relationships between plants and microbial communities in the soil.



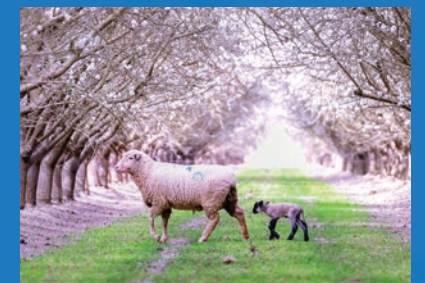
Maximize crop diversity

to support biodiversity, improve nutrient cycling, and reduce pest and disease pressure.



Keep soil covered

to protect soil from the elements and enhance water infiltration.



Build relationships between land and animals

to improve soil health and microbial density, reduce inputs, and increase carbon sequestration.

We recognize and honor the variability that exists across farms, ecosystems, and communities. With this variability in mind, we avoid a prescriptive, one-size-fits-all approach by elevating general principles that provide flexibility in how growers approach management practices.

For example, farmers growing sunflower in the Midwest may utilize cover crops to keep a living root in the ground year-round, while coconut farmers in Indonesia rely on the perennial nature of their coconut palm trees to achieve the same general principle.

A note on
ORGANIC
FARMING

Organic farming as a strong foundation of regenerative principles

Regenerative and organic agriculture share many of the same goals, which is why we believe organic farming can benefit people and farm ecosystems. The National Organic Program is a rigorous standard that encourages practices associated with positive outcomes, like **reduction of synthetic chemicals** harmful to people and ecosystems, **cover cropping** to protect and enrich the soil, **diverse crop rotations** to break pest and disease cycles, and **organic soil amendments** that can stand in for chemical alternatives.⁵ That said, we recognize that many leaders in regenerative agriculture choose not to pursue organic certification, and we honor that choice. Regenerative outcomes can manifest in organic and conventional systems alike, and we see the certification as one path to encourage the implementation of management techniques that have the potential to benefit ecosystems.

In 2020,
17%
of total ingredient
volume by weight
was certified organic

In 2021,
22%
of total ingredient
volume by weight
was certified organic

In 2022,
25%
of total ingredient
volume by weight
was certified organic



Baking regenerative agriculture into product innovation

At Simple Mills, we're working to bake positive impact into the food we make – flipping the script on innovation to develop products that consider farm-level impacts. We've created a set of guidelines that define how we can best advance regenerative agriculture through purposeful product design.

Following our innovation guidelines, all of our new products follow at least one of 3 key pathways:

In 2021
we committed to
advancing regenerative
agriculture through
100%
of our new products



Design for Diverse Ingredients

Biodiversity boosts ecosystem resilience, food security, and dietary diversity.⁶ We design our products to feature a variety of ingredients beyond the world's most commonly grown crops, focusing on those with ecosystem services potential such as carbon-storing perennials.



Direct Trade with Farmers

Strategic, direct relationships deepen our farm-level connections and potential for impact, so we work directly with farmers who prioritize regenerative principles, and we build differential contracts to incentivize management approaches that consider metrics of success beyond yield.



Invest in Our Sourcing Regions

Our business relies on thriving ecosystems and communities in the regions where we source key ingredients, so we invest in the people and places who bring our ingredients to life by working directly with farm communities in our strategic sourcing regions and supporting organic growers.

Since 2020, Simple Mills has launched **14 products** designed to advance regenerative agriculture.

Case study: Veggie Flour Pita Crackers

Our product design process in action

We design our products with people and planet in mind – and our Veggie Flour Pita Crackers are a great example of how this comes to life!



Nutrition Facts	
About 4 servings per container	
Serving size 13 Crackers (30g)	
Amount per serving	
Calories	140
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 270mg	12%
Total Carbohydrate 21g	8%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0.8mg	4%
Potassium 160mg	4%

Ingredients:
Vegetable Flour Blend (sweet potato, parsnip, celery root)
Seed Flour Blend (sunflower seeds, flax seeds)
Cassava Flour
Tapioca Starch
Organic Sunflower Oil
Himalayan Salt
Rosemary Extract (for freshness)

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CORN FREE • GRAIN FREE
PALEO-FRIENDLY • VEGAN

Veggie Flour Pita Crackers feature crops from different plant categories, which is part of our strategy to help diversify agriculture. Did you know that sweet potato, sunflower, and flax span cool and warm season plant categories?

To ensure our approach is aligned with the latest scientific evidence, we partner with nutrition scientists to provide internal consultations to our innovation, research and development, and sustainability teams so we can ensure we're selecting ingredients and developing recipes with the latest nutrition science in mind. We also provide trainings and programming to all Simple Mills employees.

Design for diverse ingredients

The big idea: biodiversity boosts ecosystem resilience, food security, and dietary diversity.

Did you know that four crops (sugarcane, maize, rice and wheat) account for more than 50% of global crop production volume?⁷ This makes our farm ecosystems vulnerable to shocks and it undermines our dietary diversity.

We purposefully select ingredients beyond the most dominant four in our food system by designing products to create market demand for crops that help diversify agriculture and our diets.

We focus on 3 design tenets for diversity:

- A variety of plant types to promote diversity in farm ecosystems and our diets
- Perennial species with documented soil health benefits and carbon sequestration potential
- Underrepresented crops with significant ecological and cultural value



Simple Mills' ingredient portfolio includes 43 unique crops beyond the most dominant four in our food system



We love to learn from experts:

"One of the most important things you can do for your health and the health of the planet is eat a wide diversity of plants. Both the human gut microbiome and the soil microbiome depend on this diversity to flourish. Variety, health and sustainability are all intimately connected in food systems."

- Dr. Rachel Cheatham
Founder, Foodscape Group, LLC

What does this look like in our products?

Our goal is to create market demand for crops that can further agricultural diversity and make it easier for consumers to integrate more diversity into their diets.



BUCKWHEAT

Our **Organic Nut & Seed Flour All Purpose Baking Mix** is made from a nutrient-dense nut and seed flour blend of chestnut, almond, buckwheat, and flax. A naturally grain-free and gluten-free alternative to wheat flour with a mild, nutty, and versatile flavor, buckwheat delivers fiber, minerals, complex carbohydrates, and antioxidants.⁸ Beyond its nutritional impact, buckwheat provides nectar for pollinators such as bees, helps make certain nutrients like phosphorus available to the soil,⁹ and can play an important role in diversifying crop rotations.¹⁰



WATERMELON SEED

We seek to diversify agriculture and diets by featuring a variety of underrepresented crops – like a special species of watermelon seed! This watermelon seed we use comes from a variety that has been cultivated for thousands of years and is grown for its seeds rather than its flesh. This unique ingredient gives our **Seed & Nut Flour Sweet Thins** their deliciously light and crispy texture. If that wasn't enough, it also brings protein, beneficial fats, and micronutrients.



SUNFLOWER SEED

Our **Organic Seed Flour Crackers** are built on a delicious and nutrient-dense seed flour blend of organic sunflower, pumpkin, and flax seed that delivers protein, fiber, antioxidants and valuable nutrients to fuel your body. Sunflowers can provide a beneficial addition to traditional temperate rotations, in addition to supporting pollinators and beneficial insects, and improving soil health with their deep taproots.¹¹



CHESTNUT

Our **Organic No Added Sugar Chestnut Flour Pancake & Waffle Mix** features chestnuts, a naturally sweet source of fiber and micronutrients. Chestnuts are perennial trees with deep root systems that can help improve soil health by protecting against erosion and storing carbon in the soil.¹²

Direct trade

The big idea: direct sourcing relationships with farmers help enable regenerative agriculture adoption, reduce grower risk, and deepen our farm connections.

We started our direct trade program in 2020 with three farmers across 300 acres in Minnesota, on a journey to disrupt the traditional commodity supply model and bring consumers closer to the people and places growing their food. Over the past three years, our program has evolved in many ways:

- We expanded the program to cover more acres, include more farmers, and drive more impact! In 2022, we contracted more than 500 acres in partnership with eight farmers.
- We broadened our scope geographically to work with farmers in three states: Minnesota, Wisconsin & Indiana.
- We are developing technical assistance partnerships to provide resourcing and coaching to growers in our network and beyond.
- We provide incentive payments for growers to de-risk practice adoption such as cover crops and animal integration.

So far, we’ve focused our direct trade program on sunflowers – a beneficial addition to traditional temperate crop rotations and a good food source for pollinators. In 2022 we began integrating sunflower seed grown through this program in our **Organic Seed Flour Crackers**. This year, we were able to source 26% of the sunflower used in this product from our direct trade farmer network. The crackers are made from a nutrient-dense base of organic sunflower, organic pumpkin, and organic flax seeds.



“[The Simple Mills direct trade program] gives me the opportunity to talk about the reality of regenerative farming. It’s not very often that farmers have the opportunity to voice their experiences and realities to buyers. Working together ensures that we do our best for each other and keep a long-term, sustainable relationship that allows us to keep sunflowers in our crop rotation and keep a reliable local supply for Simple Mills.”

– Luke Peterson
Farmer, A-Frame Farm





II. HOW WE MAKE FOOD WITH PEOPLE & PLANET IN MIND

Invest in our sourcing regions

The big idea: Investing in regenerative agriculture programs for farmers in our sourcing regions can build supply resilience and strengthen ecosystems, sparking systemic impact across agricultural regions and beyond the Simple Mills supply system.

In addition to our direct trade program, we've developed and invested in two place-based projects focused on key ingredients and sourcing regions for our portfolio: almonds in California and coconut sugar in Java, Indonesia.



Almonds
from California



Coconut Sugar
from Java, Indonesia

By building region-specific programming in partnership with farmers and suppliers in our network, we avoid a one-size-fits-all approach and instead focus on addressing community needs. With this approach, our investments across each project are shaped by the regional cropping system and social context.

Enabling positive impact within our own supply system is critical – but beyond that, we want to see change across the broader food system. We're committed to scalable, long-term impact in the places that grow our ingredients, regardless of whether the outcomes directly benefit Simple Mills.

In 2022, **1,417 farmers** across **2,162 acres**
and **3 sourcing regions**
received regenerative agriculture technical
assistance enabled by Simple Mills



The Almond Project

II. HOW WE MAKE FOOD WITH PEOPLE & PLANET IN MIND

The Almond Project

Advancing soil health for California agriculture

In 2022, Simple Mills launched The Almond Project: a trailblazing, multi-year, farmer-led initiative to revolutionize almond farming in California’s Central Valley by implementing and evaluating the outcomes of regenerative soil health principles.

We’re working with a one-of-a-kind multi stakeholder group: third-generation growers at Treehouse California Almonds, organizers at White Buffalo Land Trust, a soil scientist, technical assistance providers, and other pioneering food brands Daily Harvest and Cappello’s.



DAILY HARVEST





The Almond Project


Advancing soil health for California agriculture

Over a five-year period, The Almond Project is working with growers to integrate a variety of soil health practices on two 80-acre blocks of farmland in Central California – one conventional and one organic – with the goal to improve soil fertility, sequester carbon, conserve water, and increase biodiversity.

 **Multi-species cover crops** can help prevent erosion, enhance soil health through increased soil organic matter, and improve water infiltration.¹³

 **Animal integration** can improve soil biology, increase biodiversity, and help manage cover crop and weed growth through grazing.¹⁴

 **Increased compost application** has been shown to increase soil organic matter and microbial activity in the soil, as well as allow for reduced inputs.¹⁵

 **Input reduction** (such as synthetic pesticides, herbicides, and fertilizers), when combined with regenerative management principles can build ecosystem health and improve farm economics.¹⁶

The group is measuring outcomes in soil health, ecosystem biodiversity, and almond nutritional density in comparison to neighboring field baselines. We’re particularly excited that the research will cover not only ecological indicators, but also nutritional metrics like antioxidant and micronutrient levels. The partners will also be sharing learnings with other growers and the industry to catalyze other projects and the implementation of regenerative principles on additional acres of farmland.



“Although these practices were a little unconventional, we felt that we needed to learn more about them and see if we could make them work in our day-to-day operations. We have already noticed better irrigation infiltration and are excited to see what other positive results will come.”

– *Geordy Wise*
Senior Vice President of Farming Operations
at Pacific Ag Management



The Coconut Sugar Project

Enabling regenerative agroforestry in Indonesian communities

At Simple Mills, we love coconut sugar! It's a sweetener that comes from perennial trees, which can help build healthy soil by keeping living roots in the ground year-round.¹⁷ Thriving, diverse farm ecosystems with perennial trees are also known as agroforestry systems.



Harvesting and processing of our organic coconut sugar is led by farmers in Java, Indonesia. Through conversations with our partners on the ground, we have learned that in many communities, growing and harvesting techniques have been handed down for generations. We've invested right at the source to support our growing partners directly. We launched a three-year project in partnership with suppliers, farmers, and agroforestry experts at PUR Projet focused on empowering farmers and regenerating ecosystems by:

- Providing trainings on organic farming practices and food safety
- Investing in kitchen renovations and tool upgrades for farming families
- Testing a mini species of coconut palm to increase ecosystem diversity and reduce risk associated with harvesting tall palms
- Connecting farmers with technical assistance and seedlings to help implement agroforestry design, supporting livelihoods with crop and income diversification

Since 2021, the project has had the following impacts:

1,254 households

have benefited from kitchen renovations and tool upgrades

1,382 farmers

have participated in food safety and agronomic training modules

3,868 seedlings

have been purchased to establish and nurture agroforestry systems



"It has been a pleasure to work with Simple Mills, a brand that shares our sustainability and responsible food production values. Regenerative coconut farming is a complex yet intriguing practice, but by working with our partners and farmers in the field, we share knowledge and learn more on this topic daily. The farmers involved in this project have been very welcoming, enthusiastic, and highly engaged since the beginning of project development. We couldn't be happier with the positive relationship between our partners and their farmers."

– *Ridwan Muhammad*
Senior Project Officer Indonesia, PUR Projet

III. TRANSPARENCY & TRACEABILITY

Visibility to the farm level

Building a transparent supply system starts on the farm

Visibility to agricultural practices throughout our supply system is critical not only to better understand our impact as a food company, but also to identify opportunities to empower growers to implement regenerative principles. To prioritize our efforts, we developed a detailed risk analysis that considers supply availability, processing concerns, Simple Mills sourcing volume, consumer engagement, existing Simple Mills farm-level relationships, and common environmental and social impacts. This analysis helped us identify the five crops in our portfolio with the biggest opportunities to improve impact at the farm level.



With these key crops in mind, we are building more transparency in our supplier network by requesting farm-level information from key suppliers using our interactive Regenerative Agriculture Engagement Tool. We’ve collected data on farm-level practices from farmers and suppliers representing 52% of our total ingredient sourcing volume by weight. In addition to fostering visibility to the ecological and social practices within our supply system, the tool is designed to serve as a farmer-forward resource: it prompts reflection on ways that growers are already implementing regenerative principles on their land and highlights opportunities to expand their approach in the future.

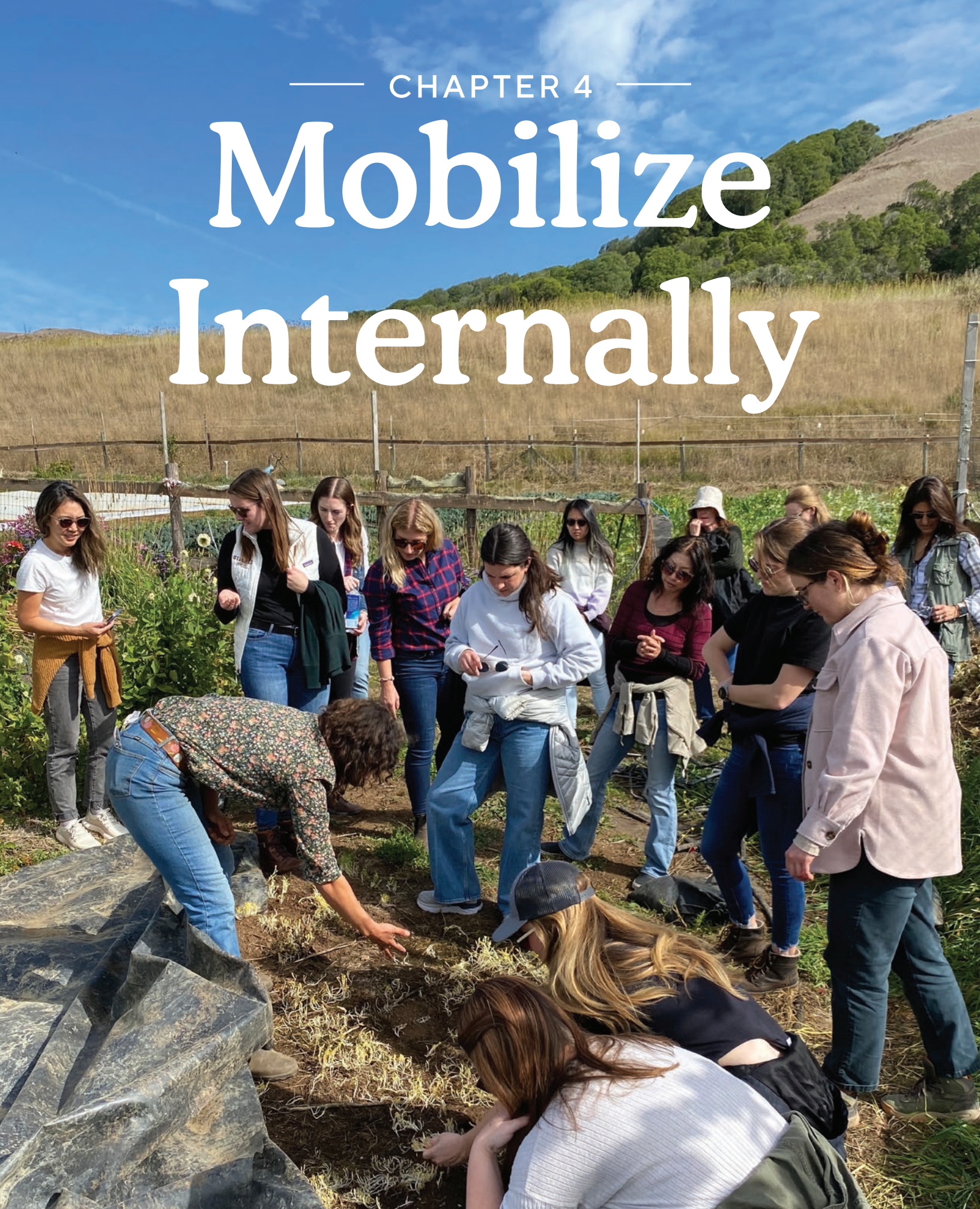
Simple Mills has collected farm-level management data from farmers representing **52%** of our total ingredient sourcing volume

Here are a few examples of questions from the tool:

- What type of tillage practices (if any) are applied on your land?
- Over a four-year period, how many crops do you have in your rotation?
- Do you integrate livestock into your cropping system?
- What is the Indigenous history of the land you farm?



Mobilize Internally



Mobilize Internally

At Simple Mills, we harness the power of our employees, our best advocates, by educating and empowering them as stewards of our mission within their personal and professional lives.



Employee engagement

We aim to motivate employees to play an active role in sharing our mission

Investing in our employees is critical to advance our mission. Providing comprehensive programming and benefits enables our employees to embed people and planet impacts across our business and in their personal lives.

Here are just a few of the benefits, education, and professional development opportunities we provide to our employees to empower them as people and planet champions:

- Team members from various functions participate in an external working group focused on building regenerative supply systems
- Quarterly engagement sessions on regenerative agriculture and nutrition facilitate discussion and provide an opportunity to learn from external experts in the space
- Educational opportunities span book giveaways, Lunch & Learns, Earth Month programming, a robust regenerative agriculture resource library, and more
- Team leads are provided access to courses and training focused on human health and nutrition
- Cross-functional team members are invited to farm visits to learn more about regenerative principles and meet growers in our network
- Through our Live Full program, we end the workday at 1pm each Friday to give employees time to focus on their WANT-to-do lists



94%

of Simple Mills 2022 engagement survey respondents felt high engagement with our mission to advance the holistic health of people and the planet



In 2022,

21%

of Simple Mills employees attended a farm visit to learn more about regenerative agriculture principles





CHAPTER 5

Amplify the Impact

Amplify the Impact

At Simple Mills, we transparently share our journey to advance our mission with eaters, retailers, and peers to drive collaboration in solving the world's most pressing issues.



A few examples of how we use our channels as a megaphone for impact:



We hosted a summer solstice dinner to drive awareness around the potential of food to transform how we feel and how our ecosystems function. Attendees enjoyed a menu featuring Simple Mills products while learning about our regenerative agriculture initiatives from our Head of Sustainability & Mission, Christina Skonberg.



We share details about our regional investment programs - The Almond Project and The Coconut Sugar Project - with consumers, farmers, and industry peers to inform, educate, and disseminate learnings about the importance of where and how our ingredients are grown.

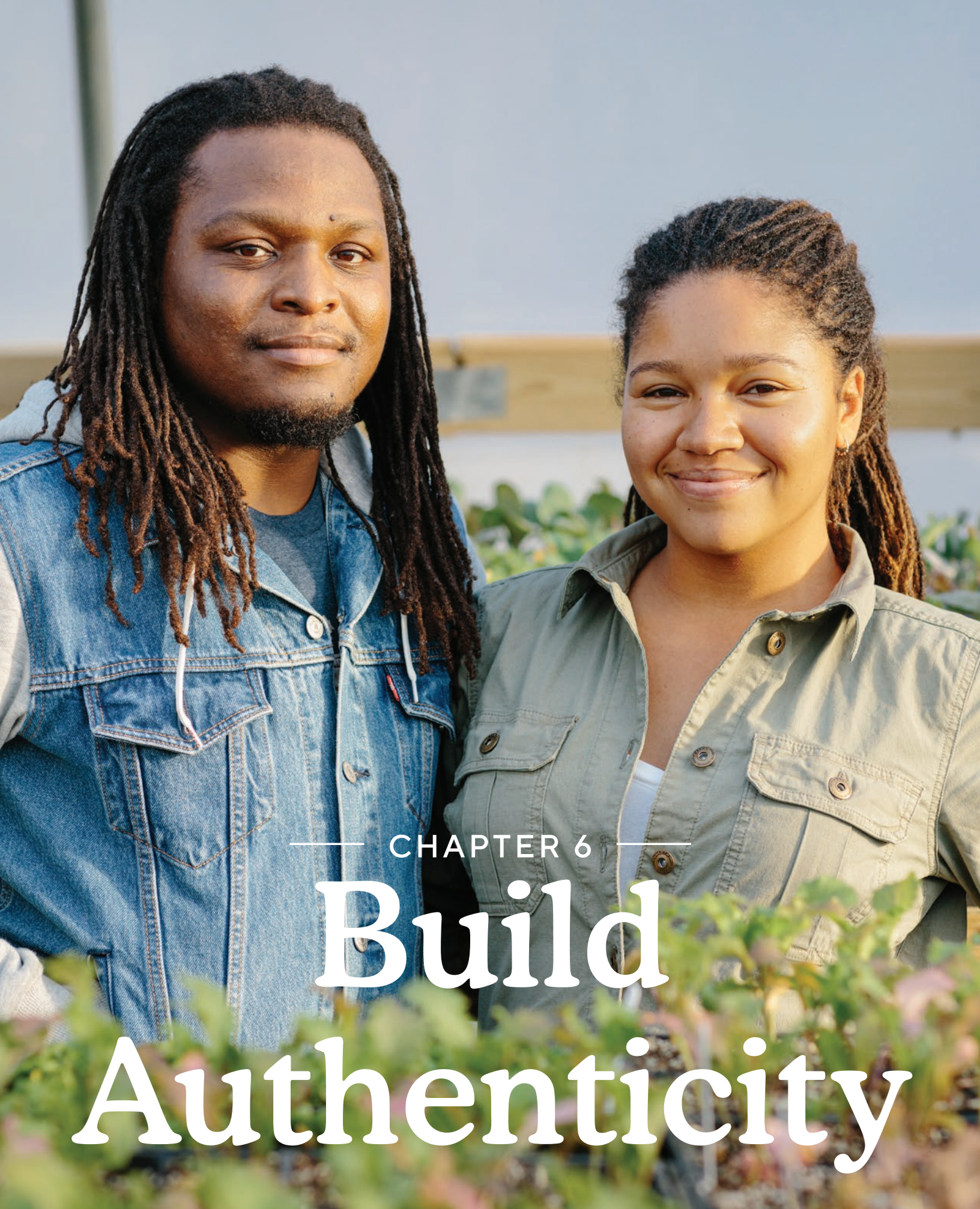
Our channels are home to educational information about the importance of agricultural and dietary diversity, including examples of how we're working to use underrepresented ingredients like buckwheat and watermelon seed in our products.

Talking about the work

Amplifying our impact throughout the food system

Systems are made up of many actors, all intricately connected. And while we focus the bulk of our time and energy on creating impact through the products we make, sharing about our journey with others and connecting with diverse thought partners is critically important to help drive systemic change. As climate scientist Katherine Hayhoe reflects, "The number one thing we can do [to fight climate change] is the exact thing that we're not doing: talk about it."

As a brand with products in over 25,000 stores and thousands of loyal fans, our product packaging and communications represent an important lever to engage passionate eaters around the power of food to benefit both people and planet. We seek to create ripple effects when we amplify messages about why climate change matters, how agriculture can play a role in mitigation, and how the wellbeing of people hinges on that of our planet. To this end, we're working to communicate transparently about our people and planet initiatives with eaters, retailers, and industry peers, and we're always excited to hear feedback on how we can improve our approach.



— CHAPTER 6 —

Build Authenticity

Engaging with credible & diverse voices

At Simple Mills, we work with a variety of thought leaders and experts to bring diversity of thought to our initiatives and provide critical learnings to our team.



PHOTOS COURTESY OF THE NATIONAL YOUNG FARMERS COALITION

Partnerships

Collaboration is critical to systemic impact

We know that the hard work of building resilience in our food system cannot be done alone. That's why we've developed strong partnerships with leading organizations to amplify their work, learn from them, and enhance our approach by bringing diverse thought leadership to the table.



NATIONAL YOUNG FARMERS COALITION represents, mobilizes, and engages young and underrepresented farmers to build a more equitable and resilient future of agriculture. We are supporting a cohort of young farmers to become vocal agricultural policy advocates.



NATURALLY CHICAGO brings together entrepreneurs, investors, retailers, and industry experts for one purpose: to make Chicago an epicenter for fast-growing natural products companies.



THE ORGANIC TRADE ASSOCIATION member businesses work together through networking, advocacy, and other initiatives to encourage and protect organic farming practices, and to share messages about the positive environmental and nutritional attributes of organic products with consumers, the media, and policymakers.



ONE STEP CLOSER is a trusted network of values aligned CEOs working together to support each other and address some of the greatest challenges facing food, agriculture, and our planet.

— CHAPTER 7 —

Onward & Upward



This is just the beginning!

Thank you for tuning into our journey through our first-ever People & Planet Impact Journal!

As we look forward, there is a lot of critical work to come: building out our climate action plan, expanding our place-based regenerative agriculture work to new ingredients and sourcing regions, and much, much more!

Follow along with us via social media and our website to stay in the loop.

@SimpleMills
SimpleMills.com

Have feedback to share about this journal?
Send us a note at hello@simplemills.com!

Resources

Want to be a people and planet champion in your own life? Here are some resources we recommend!

FILMS

Gather

Gather provides an intimate portrait of the growing movement amongst Native Americans to reclaim their spiritual, political and cultural identities through food sovereignty, while battling the trauma of centuries of genocide.

Kiss the Ground

Kiss the Ground reveals that, by regenerating the world’s soils, we can completely and rapidly stabilize Earth’s climate, restore lost ecosystems and create abundant food supplies.

Living Soil

Living Soil tells the story of farmers, scientists, and policymakers working to incorporate regenerative agricultural practices to benefit soil health for years to come.

BOOKS

Regeneration: Ending the Climate Crisis in One Generation

By Paul Hawken

All We Can Save: Truth, Courage, and Solutions for the Climate Crisis

Edited By Ayana Elizabeth Johnson & Katharine Wilkinson

Braiding Sweetgrass

By Robin Wall Kimmerer

What Your Food Ate: How to Heal Our Land and Reclaim our Health

By David Montgomery and Anne Biklé

The Good Gut: Taking Control of Your Weight, Your Mood, and Your Long-Term Health

By Justin Sonnenburg & Erica Sonnenberg, PhDs



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