



US – Horizon Organic brand (1/4)

Contacts:

- Julien Gorgone and Crystal Gabriel (Milk valorization team)



- Danone North America
- Milk and dairy products
- B Corp since 2018
- 100% organic products

COMMUNICATION TO CONSUMERS

- **CLIMATE:** offset 100% of the electricity used, making their products with wind energy through the purchase of Renewable Energy Certificates
- **REGENERATIVE AGRICULTURE:** composting, cover crops, crop rotation and responsible grazing, supporting farmers and their families
- **ANIMAL WELFARE:** cows eat non-GMO and organic, they graze at least 120 days a year, and expectant cows are provided stress-free environment to give birth

- Claimed in 2020 to become “Carbon Positive by 2025” in press release & website



- Mentions their sustainability actions on pack



- Claims on the benefits of organic farming and B Corporation on their website





In the pipe

US – HORIZON ORGANIC BRAND (2/4)

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CARBON POSITIVE BY 2025

Big news! We're going carbon positive across our entire supply chain by 2025, from farm to fridge. For us, carbon positive means achieving carbon neutrality, and then going even further, to remove and prevent additional carbon from entering the atmosphere. We're reducing our emissions through soil health practices and management of our cows' diets and manure. And we're helping our family farmer partners boost the energy efficiency of their farms. Our carbon positive commitment extends to our manufacturing facilities, the transport of our products, and our packaging. Read more about our [sustainability](#) initiatives.

INVESTING IN OUR FARMER PARTNERS



REGENERATING HEALTHY SOIL



PACKAGING & RECYCLING



HELPING THE HERD





On shelf

US – Horizon Organic brand (3/4)

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BACK PANEL



LEFT PANEL



RIGHT PANEL



FRONT PANEL

The soil health work was underway thanks to the corporate and Danone North America work with C&P. The next frontier of organic and horizon and regenerative markets was also emerging in parallel. Bringing it together we were able to leverage existing work and proof points, create a path for transformation journey and use the proof points to test and develop touch points with consumers.





On shelf

US – Horizon Organic brand (4/4)

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! Question on credibility of feed sourcing in some of the Horizon farms

