



Clif Bar & Company and Environmental Sustainability

At Clif Bar & Company we are inspired by the outdoors and committed to finding ways to reduce our company's ecological impact. We also support a number of environmental organizations and partner with eco-minded events to offset their environmental impact.

We use organic ingredients in all of our products because organic farming protects the health of our soil and water, preserves biodiversity and fights global warming. Between 2006 and 2007 we increased our organic ingredient content by 15 percent—purchasing 23 million pounds of organic ingredients in 2007.

We continually look for ways to become a “zero waste” company, creating packaging with non-toxic inks and recycled paperboard, eliminating shrink-wrap and implementing litter-free innovations like the stay-attached tear-top on our CLIF SHOT® gel packet.

In our office we use only unbleached, 100 percent post-consumer recycled paper and provide desk-side recycling bins, bike racks and bicycles for employees to use during work hours. We divert more than 70 percent of all our trash from landfills, and employees are encouraged to recycle their batteries and old cell phones at work.

Mindful of the environmental impact of our business travel and work commutes, we seek out alternative fuel sources whenever possible. We use biodiesel-fueled vehicles for our inter-company shipping, field marketing, mobile marketing tours and to transport some of our company-sponsored professional sports teams. Our Cool Commute program is the nation's first employee commute incentive program to include cash rewards for employees who purchase clean-burning biodiesel vehicles. Cool Commute also offers incentives to employees who buy hybrids, carpool, ride bikes and walk to work. In partnership with American Forests, Cool Commute also plants trees to offset the carbon dioxide generated by our employees commuting to work.

We purchase renewable wind energy or “green credits” to offset the remaining carbon dioxide generated by our manufacturing, distribution, offices and business travel practices. Additionally, our consumers can also invest in renewable wind energy through the purchase of Cool Tags™. Each \$2 Cool Tag offsets the emissions generated from 300 miles of travel in the average car.

We form partnerships with cycling and surf events, triathlons, ski resorts, musicians and music festivals to reduce their contribution to global warming. Clif Bar & Company purchases enough renewable wind energy to offset carbon-dioxide emissions caused by the event and help ensure the sites are left in pristine condition. We also give financial and volunteer support to a broad mix of environmental organizations, including the Breast Cancer Fund, Children's Environmental Health Coalition and Co-op America.