



Clif Bar & Company and Sustainability

At Clif Bar & Company, sustainability is a never-ending journey. This philosophy is reflected in our Five Aspirations of sustaining our business, brands, people, community and the planet. As a food company, we understand that part of our responsibility is to help create a more sustainable food system.

That journey begins in the field, where farmers grow the grains, fruits and nuts that make our bars delicious and nutritious. In keeping with our aspiration to sustain our people and the planet, we purchased more than 40 million pounds of organic ingredients in 2010. Why organic? Because organic agriculture produces less pollution, helps create nutrient-rich soil and increases biodiversity. Organic foods are a healthy choice to sustain people and the planet for future generations.

Our sustainability journey continues through the final product. We follow a Zero Waste philosophy in our packaging. We use only non-toxic inks and recycled paperboard, we've eliminated shrink-wrap, and we have recycled more than nine million wrappers through the [Terracycle](#) Energy Bar Wrapper Brigade, generating more than \$30,000 dollars for nonprofit organizations in the process.

Since making a commitment in 2002 to become climate neutral, we have been reducing our use of fossil fuels. In 2006, we moved our warehouse closer to our bakeries, eliminating approximately 80,000 miles a year in shipping. The next year, we purchased enough wind energy credits to offset our historic carbon footprint. In 2008, we offset the CO₂ emissions of ground freight transport from our bakers all the way to our customers. To date, we have offset 71,000 tons of CO₂ by helping develop new wind farms. In 2010, we retrofitted an existing building and relocated our headquarters to Emeryville, California. The new office is solar-powered and is one of the first buildings in the state to comply with the 2008 California Building Energy Efficiency Standards, the toughest in the nation.

The Zero Waste philosophy applies to our business operations as well. In addition to fueling our company vehicles with biodiesel, we compost food waste from our office and offer full service recycling, which includes cell phone and battery recycling. We use only unbleached, 100 percent post-consumer recycled paper. Clif Bar & Company has diverted more than 60 percent of our office waste from landfills, and we aim to improve that in our new headquarters.

We also support our employees in their personal journeys toward sustainability. We offer cash incentives to employees for the purchase of alternative fuel vehicles, commuter bikes, and energy-saving home improvements.

Clif's sustainability journey continues beyond our doors. Besides our ongoing financial and volunteer commitments to [1% for the Planet](#), [350.org](#), [Business for Innovative Climate and Energy Policy](#), [Breast Cancer Fund](#), [Healthy Child Healthy World](#) and [Green America](#), Clif Bar Family Foundation recently launched and committed \$500,000 to Seed Matters, which aims to promote the development of organic seed through research, funding and alliance-building.

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