



2016

Company/Organization: Stonyfield

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Category: Community

Challenge or Opportunity:

Stonyfield is always looking for ways to spread the word about our delicious, nutritious organic products. Could we accomplish this while simultaneously supporting and celebrating our community? Engaging our employees? How can we better spread our infectious passion for our mission: Healthy Food, Healthy People, Healthy Planet and Health Business?

Approach or Solution:

After having successful employee-focused environmental and wellness fairs, we decided to create a community event that would bring people onto our site, support healthy lifestyles and highlight our commitment to healthy food and a healthy planet. In April 2010, we hosted the first Stonyfield Earth Day 5K Race and Fair at our "Yogurt Works" in Londonderry, on a cold, snowy Saturday morning with 400 runners and 15 vendor booths. Now in its sixth year, the event attracts over 1,500 runners/walkers and an estimated total attendance over 3,000 and 70 information booths.

Everything at the Stonyfield Earth Day Fair is free to the public, encouraging families and individuals to come visit us and enjoy themselves while eating healthy food, learning about environmental and community organizations and being exposed to new ways to support their healthy lifestyle. Booths are hosted by organic & natural food companies, renewable energy companies, environmental groups, community non-profit organizations, and health & wellness groups, all who share their healthy and sustainably products, services and ideas. With a comprehensive recycling/composting commitment for the event verified by Athletes for a Fit Planet, alongside smoothies made with bicycle powered blenders, the spirit of Earth Day and Stonyfield's commitment to sustainable practices shines through.

Impact:

We have strengthened our community connections by opening our doors while also furthering our mission. Each year, we've educated ~250 children about the at-risk New England Cottontail Rabbit as they participate in our "Bunny Hop" race and learn about its protected habitat on our site. Homeowners have connected with companies who can install solar panels on their homes and learned

of donation and volunteer opportunities with Habitat for Humanity and Easter Seals among other organizations. Children and families enjoy an active, healthy, fun day through participation in the race, sampling new organic foods and enjoying the kids zone play area and climbing wall, emphasizing our commitment to healthy people, healthy food, as well as families and children.

Community organizations benefit in a number of ways, through their opportunity to engage the public at the booths and also financially. Management of waste from the event is not only a signal to our environmental ethic, but community organizations such as Boy Scouts troops are compensated in exchange for their members volunteering at recycling stations or for various other volunteer roles. Each year we also designate beneficiary organizations whose missions align with ours and with the spirit of the event, most recently Girls on the Run and Londonderry Trailways.

And closest to home, the dozens of Stonyfield employees that participate in the race and volunteer for the activities of the day benefit from the opportunity to bring their families to see where they work, engage with the community, and feel pride in their company.

We are also proud to say that Run New England voted the Stonyfield 5K one of the top 10 Family 5K's in New England.