



Kabrita USA 2022

# Goodness Report





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# Our values

**AT KABRITA USA**, we believe in being accessible and transparent, community focused, and generous. We aim to communicate openly. We believe it takes a village to raise strong, healthy children. And we believe that when we give more, we have more.

Upholding these beliefs, this report aims to capture and communicate Kabrita's 2022 "goodness" commitments

over the past year. It outlines our charitable initiatives, including work with Convoy of Hope, Feed the Children, Feeding America, as well as Newborns in Need.

Additionally, this report shares a few initiatives at our own Kabrita USA office that help contribute to a progressive workplace and a more sustainable future.



# Supporting healthcare providers

**WE'RE PROUD TO** have provided nearly 12,000 samples of Kabrita Goat Milk Toddler Formula to healthcare practitioners across the US in 2022 – despite a year of multiple formula recalls, shortages, and supply chain

challenges.

We continue to make trialing Kabrita more accessible to families through our sampling program. Families can sign up for a complimentary full-size

In honor of our Kabrita Medical Community, Kabrita USA provided:

**12,000**

samples of Kabrita Goat Milk Toddler Formula to healthcare practitioners across the US in 2022

**50,000**

meals to families in need through the Feeding America network of food banks

**30**

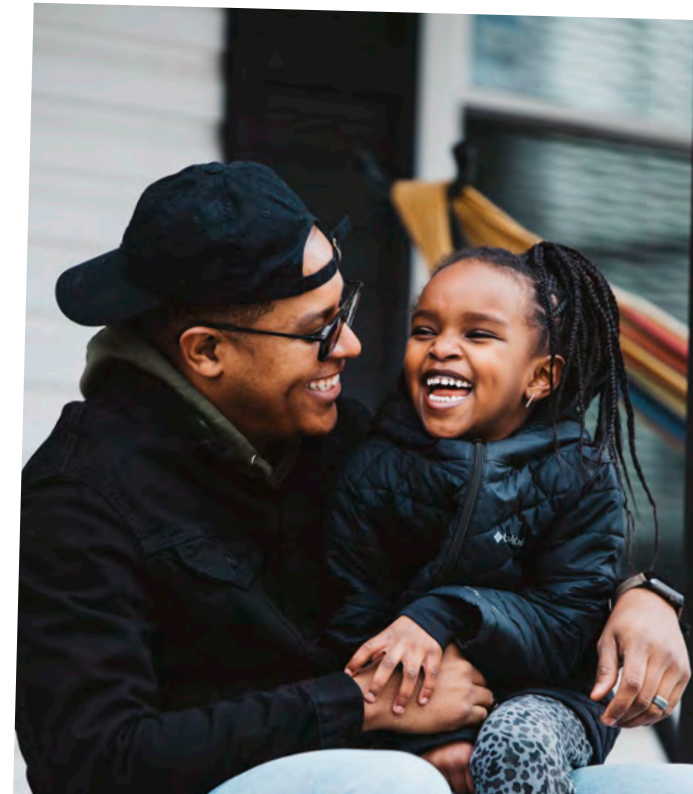
newborn infants in need with basic essential care items including clothing, diapers, and a safe sleeping space through Newborns in Need

# Supporting families

**AS A COMMUNITY-FOCUSED** company, Kabrita USA is committed to inclusivity and celebrating diversity. In honor of Black History Month, we launched the Proud to Be Series across our social channels for the entire month of February.

The Proud to Be campaign centers around families who are proud members of the BIPOC community and highlights important narratives celebrated by Black, Indigenous, and People of Color's history.

This series featured videos from 8 families who focus on the joy and pride they experience in being a part of the BIPOC community. It's evident that love and respect are woven into their shared experience and we're grateful to have partnered with each family for this campaign.





# Giving back

**CONVOY OF HOPE** is a nonprofit organization with a driving passion to feed the world through children's feeding initiatives, community outreach and disaster response.

This year, Kabrita USA made a generous donation that included 670,000 bottles of our Goat Milk Toddler Formula

to help in disaster relief efforts and to support families living in poverty across the country.

We also donated 630,000 bottles to Feed the Children, one of the leading anti-hunger organizations. Providing nourishment for children is at the heart of our mission.

This year, Kabrita USA donated:

**670,000**

bottles to  
**Convoy of Hope**

**630,000**

bottles to  
**Feed the Children**



# Supporting our team

**WE KNOW THAT WELLBEING** is of vital importance. When we feel our best, then we live our most fulfilling lives and deliver our best to each other, our families and friends, and to our customers.

Kabrita USA's Employee Handbook details several policies our company embraces as a team, including generous

paid leave, bereavement leave, summer hours, flexible hours, personal days for mental health, and taking care of our sick kids.

We also encourage employees to take advantage of our comprehensive health benefits to support their mental, emotional, and physical wellbeing.



# Supporting the environment

**KABRITA USA CONTINUES** to use renewable power to offset our energy consumption. For every kWh of electricity we use, a kWh from a pollution-

free, renewable source is put on the grid on our behalf. In addition, all of our tin lids, packaging, and case cartons are recyclable!



## Recycle your tins!

Formula tins are perfect for: **DIY stationary storage, tin planter and trash bin for your car!**

We put people and  
the planet first.





# How to recycle your tins!



Craft #1

## DIY tin planter

Empty formula tins are perfect for repotting your flowers and plants this spring!

### Materials & tools you'll need:

- Empty, clean tin of Kabrita formula
- Decorations of your choice (i.e. paint, brushes, stickers, etc.)
- Topsoil
- Water
- Small flower/plant of your choice
- Garden trowel

### Instructions:

1. Start with an empty, clean tin of Kabrita Goat Milk Formula.
2. Decorate the tin of formula to your liking (we chose to paint the outside!)
3. Once the paint is dry, add topsoil and a sprinkling of water to your tin.
4. Repot your plant by removing it from the planter and placing it in the decorated Kabrita tin.
5. Add some more topsoil, gently pat down on the soil surrounding your plant, and water your plant.
6. Place your new planter in a spot with lots of sun and fresh air!



Craft #2

## DIY stationary storage

Formula tins are the perfect size for storing pencils, crayons and other crafting supplies!

### Materials & tools you'll need:

- Empty, clean tin of Kabrita formula
- Decorations of your choice

### Instructions:

1. Start with an empty, clean tin of Kabrita Goat Milk Toddler Formula.
2. Decorate the tin of formula to your liking (we chose decorative paper!)
3. Once the glue or paint is dry, fill your tin with your crafting supplies to keep them organized!



Craft #3

## DIY trash bin for your car

Upcycle your used Kabrita tins into a trash or compost bin for your car or desk!

### Materials & tools you'll need:

- Empty, clean tin of Kabrita formula
- Decorations of your choice
- Empty package of baby wipes (with plastic lid)
- Liquid or hot glue
- X-acto knife
- Small garbage or compost bag

### Instructions:

1. Start with an empty, clean tin of Kabrita Goat Milk Toddler Formula.
2. Decorate the tin to your liking (we chose to paint the outside!)
3. While the paint is drying, carefully remove the plastic lid from your used package of baby wipes.
4. With an exacto knife, carefully cut out an appropriately sized square hole in the Kabrita Goat Milk Toddler Formula lid.
5. Carefully glue the plastic lid from the baby wipes on top of the square hole in the formula tin lid.
6. Place a small garbage bag inside the tin, and place your lid on top.

# Certified Glyphosate Residue Free

Kabrita Goat Milk Toddler Formula is currently the **only formula that is certified glyphosate free** in the US.

**KABRITA USA'S ENTIRE LINE** of goat milk-based foods meets the high-quality standard of Glyphosate Residue Free Certification. This verifies our products do not contain the world's most used herbicide.

This includes our Goat Milk Toddler Formula, Junior Nutrition, as well as our Snack Puffs.

We know how precious (and sensitive) little tummies can be, which is why we strive to ensure we deliver the very best foods and formula to your family.



# Meet our Kabrita Kids



## My baby loved it!

I thought I would have a hard time transitioning, but my baby loved the milk. His poops were normal, no upset stomach, it was the smoothest transition and wish I had done it sooner.

– Sandra P.



## Easy transition from breast to formula!

I had no issues whatsoever with switching my daughter over from breast milk to Kabrita! She loves it!

– Hailey U.



## Perfect formula for us

This formula has been the best. Our daughter doesn't tolerate cow's milk and needs to continue on formula. This has been so good for her tummy!

– Kim C.



## Worked great!

My little man has had SUCH tummy troubles. While I've been able to continue nursing, Kabrita formula has been a great option to provide him a supplement. He's started gaining more weight and is all around happier.

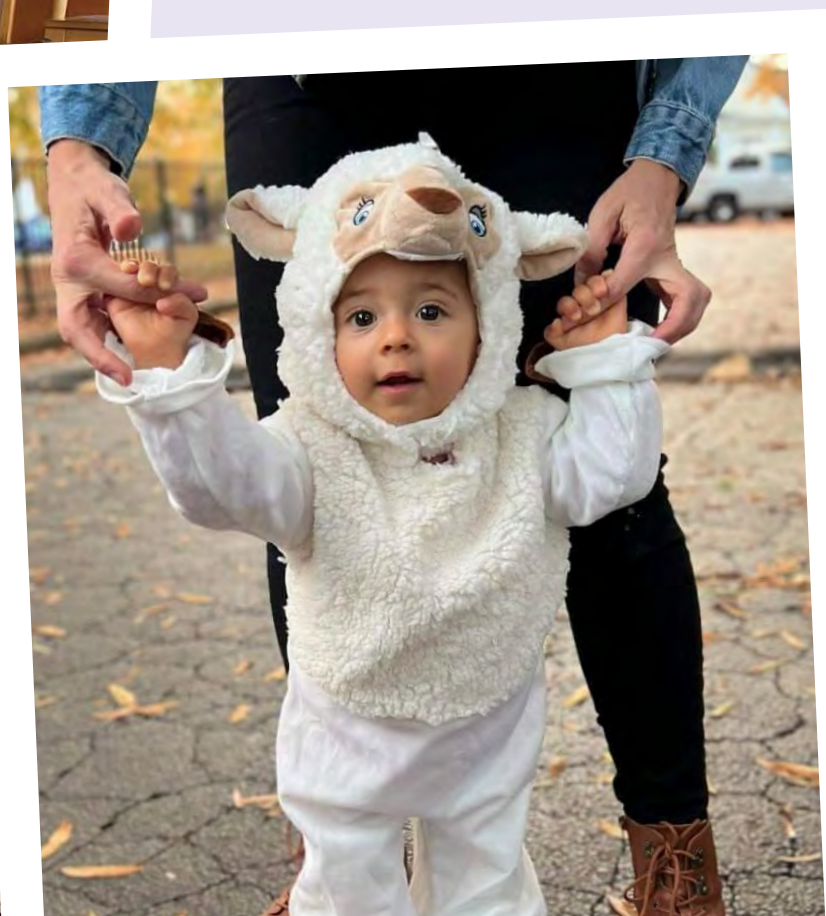
– Hillary Y.



## Great formula!

Trying to find the perfect formula that agreed with my son's stomach was such a process! After research & a couple of different brands, we are so happy to have tried Kabrita!

– MaeghanV.





# Looking ahead

**WE BELIEVE** — and have some evidence — that these social good efforts are making an impact in the United States and on a global level to allow everyone to lead healthier and more prosperous lives.

As a mission-based formula company, Kabrita USA is committed to sharing our progress and learnings through social good initiatives in the coming year.

**THANK YOU** for taking the time to learn more about these charitable initiatives and progressive policies.

**WE ENJOY** building a company of which we can all be proud.

Have any questions or ideas for how we can improve?  
**We'd love to hear from you!**



@hellokabrita  
#kabritababy