

In all we do,  
let us be  
generous, fair  
& loving to  
Spaceship Earth  
and all its  
inhabitants.  
For we're All-One  
or None! All-One!

FAMILY SOAPMAKERS  
SINCE 1858

**DR. BRONNER'S**

We are family soapmakers committed to honoring the vision of our founder, Dr. E.H. Bronner, by making socially and environmentally responsible products of the highest quality, and by dedicating our profits to help make a better world.  
All-One!

OURSELVES

**1st:**  
**Work hard! Grow!**

p. 8

OUR CUSTOMERS

**2nd:**  
**Do right  
by customers**

p. 14

OUR EMPLOYEES

**3rd:**  
**Treat employees  
like family**

p. 20

OUR SUPPLIERS

**4th:**  
**Be fair  
to suppliers**

p. 26

OUR EARTH

**5th:**  
**Treat the earth  
like home**

p. 34

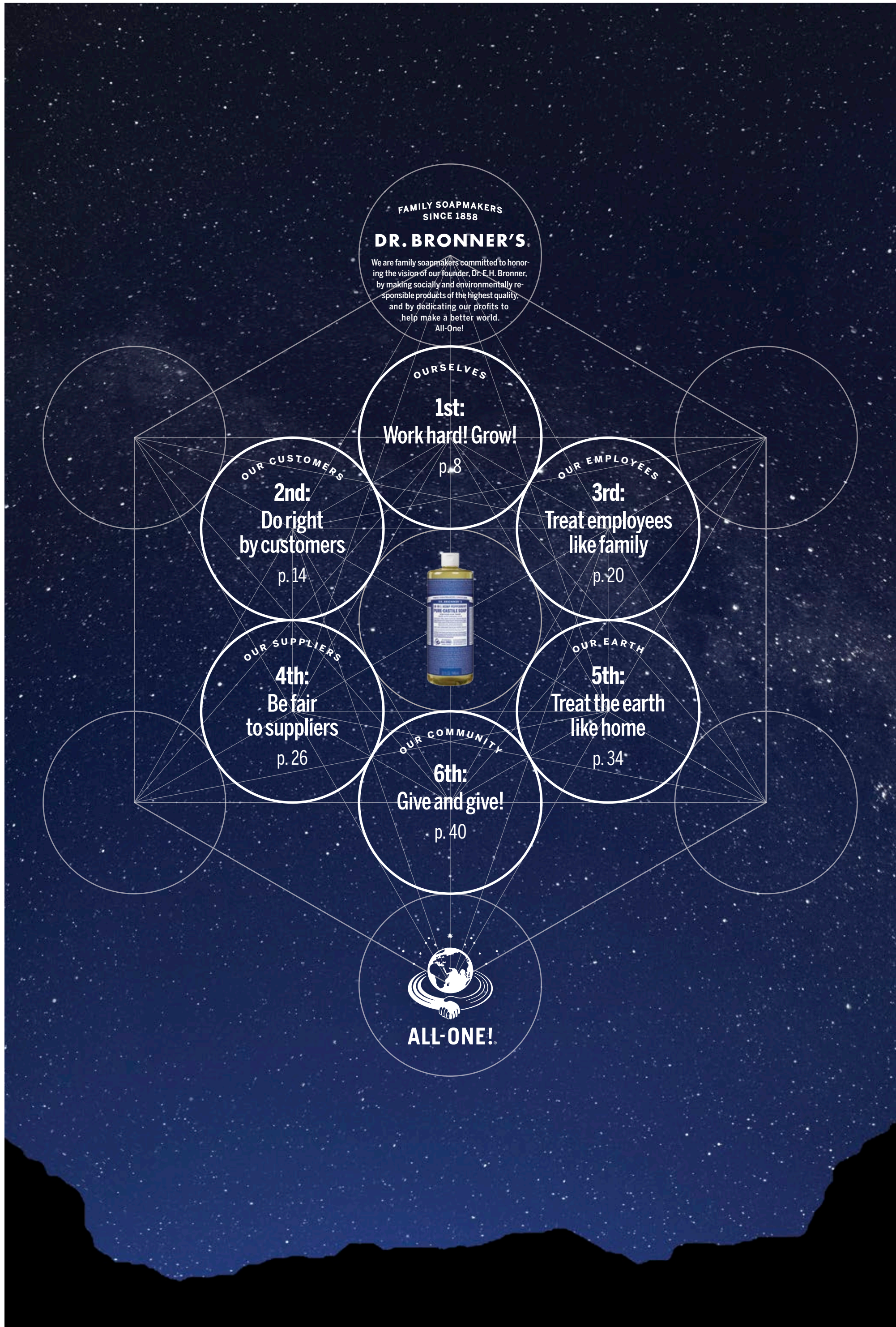
OUR COMMUNITY

**6th:**  
**Give and give!**

p. 40



**ALL-ONE!**



## DEAR SPACESHIP EARTH PEOPLE:

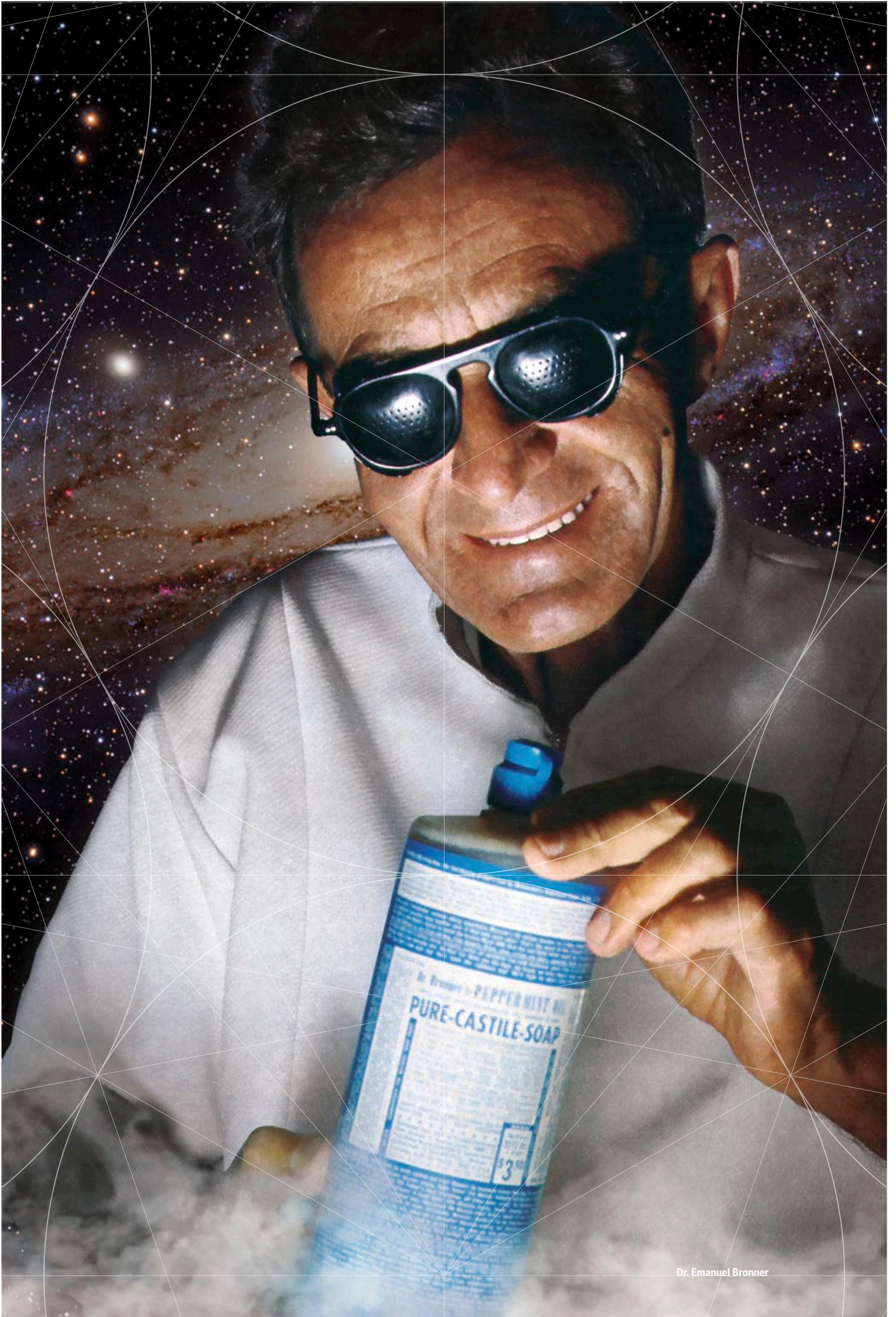
We are excited to share how hard we rocked 2014 in our first official “corporate social responsibility” report, as well as introduce deeper background into our company and family history. We have the responsibility to boldly and wisely use this amazing engine our grandfather built to drive positive social and environmental change, as well as hook people up with the best soap in the world.

Our grandfather ran the family enterprise as a non-profit religious organization, using the soaps to promote his All-One vision of peace and unity. We honor our grandfather’s vision by capping executive salaries at 5 to 1 and dedicating all profits not needed for the business to worthwhile causes and charities. We ensure employee wages and benefits are generous and fair, and our major supply chains are ethical and sustainable.

Along with this first CSR report, we’re publishing the collected writings of our grandfather, what he called the “The Moral ABC” of the great All-One-God-Faith he espoused. We recommend checking that out, and our introduction there gives further insight into the man and his vision. Like many, as young children we were a bit mystified by the intensity of our granddad’s trip. He was 24-7 bringing his message of All-One unity and love hard from the mountaintop and a lot of it sailed over our heads. But as we matured and came to terms with a world filled with tragedy and hate along with love and kindness, we increasingly got down with his All-One One-Love vision of breaking down the barriers that separate humanity across ethnic and religious divides.

We hope you enjoy reading here how we have grown and thrown ourselves behind causes and charities that are helping make the world a better, more loving place. In all we do, let us be loving, fair & generous to Spaceship Earth and all its inhabitants.

All-One!



Dr. Emanuel Bronner

As taught by The Moral ABC, the real Rabbi Hillel taught Jesus to unite all mankind free!!! 1st: If I'm not for me, who am I? Nobody! 2nd: Yet, if I'm only for me, what am I? Nothing! 3rd: If not now, When????!!! Once more, unless constructive I work hard, perfecting first me, absolute nothing can help perfect me! Exceptions none!! 4th: Only hard work, God's Law can save us, but if we teach only our clan, we're all hated then! So, Hillel taught Jesus, we must teach friend & enemy the whole human race, the hard work, full truth, press, speech & profit-sharing Moral ABC's All-One-God-Faith, uniting the whole Human Race! For we're All-One or None! As teach for 6,000 years the astronomers Abraham & Israel, since the year One! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!!!" Exceptions Eternally? Absolute None!!! 5th: Whatever unites us is greater than whatever divides us! Yet if absolute unselfish I am not for me, I'm nothing but classless, race-less masses, a slave, never free nor brave! Only if constructive-selfish I work, perfecting first me, like every arctic owl-penguin-pilot-cat-swallow-beaver-bee, can I teach The Moral ABC, the real Rabbi Hillel taught Jesus to unite all mankind free.

## HOW THIS WHOLE CRAZY TRIP STARTED

DAVID BRONNER President

Dr. Emanuel (or Emil) Bronner was a third-generation master soap-maker born into a German-Jewish soapmaking family that had been making soap since 1858. By the turn of the century the family enterprise had expanded to three factories, the largest of which was in Heilbronn, where Dr. Bronner was born in 1909. He was trained in the guild system of the time and received a degree in chemistry.

Our grandfather was pretty intense from day one, and in his early 20s repeatedly clashed with his strict orthodox father and two uncles over his Zionist beliefs and new-fangled soapmaking ideas. His parents, like many bourgeois Jews in the late '20s and early '30s, expected the madness of the rising tide of fascist hate to blow over and didn't want Emil rocking the boat. Our grandfather eventually got fed up and immigrated to the U.S. in 1929, where he became a consultant to the U.S. soap industry, helping to design factories and launch products.

Increasingly alarmed by the rise of Hitler, he repeatedly tried to get his family to leave Nazi Germany. His younger sisters got out, but his parents stayed until it was too late. The Nazis nationalized the factory in 1940 and Emil's parents were deported and killed in the camps.

By this time our grandfather had fallen in love and in 1934 married our grandmother, Paula. They had three children: Ellen, Ralph, and our dad Jim. Paula was often sick and in and out of hospitals, and died too young in 1944.

Somehow in the midst of this massive personal tragedy, our grandfather experienced intense mystical love and the oneness of humanity. That we are all children of one everloving divine source. That in our ignorant blindness we'll destroy ourselves, especially in a nuclear-armed world. He felt urgently called to his All-One mission to convince the public and world leaders alike that we must recognize our transcendent unity across ethnic and religious divides or we will perish. We're All-One or None! All-One!

In the postwar era, diverse industries were using petrochemicals in everything from plastics to agriculture to personal care. Synthetic detergents were rapidly replacing natural soaps. With my grandfather's quality soap recipes no longer in vogue, he started to manufacture them himself, selling his soaps on the side after lectures as he toured the country pumping people up on his All-One peace plan. He soon realized, though, that people were coming to his lectures for the soap more than to hear what he had to say, so he started putting his message on the labels. Pretty genius move to communicate with people in their intimate bathing space.

With the rise of the counterculture, people increasingly rejected mainstream faceless polluting corporate America, and embraced our grandfather's soap for its simplicity, versatility and biodegradability, and grooved on the message of peace and love. You could wash your dog, dishes, body and clothes by the river and not worry about it, and the soap became the iconic soap of the era. Dr. Bronner ran his company, All-One-God-Faith, Inc., as a nonprofit religious organization, and he dreamed of the day when humanity would lightning-like realize our transcendent unity and awaken in a new birth, catalyzed in part by the message on his soap labels. Dr. Bronner used all of his profits to further his mission and support various sustainable projects and causes.

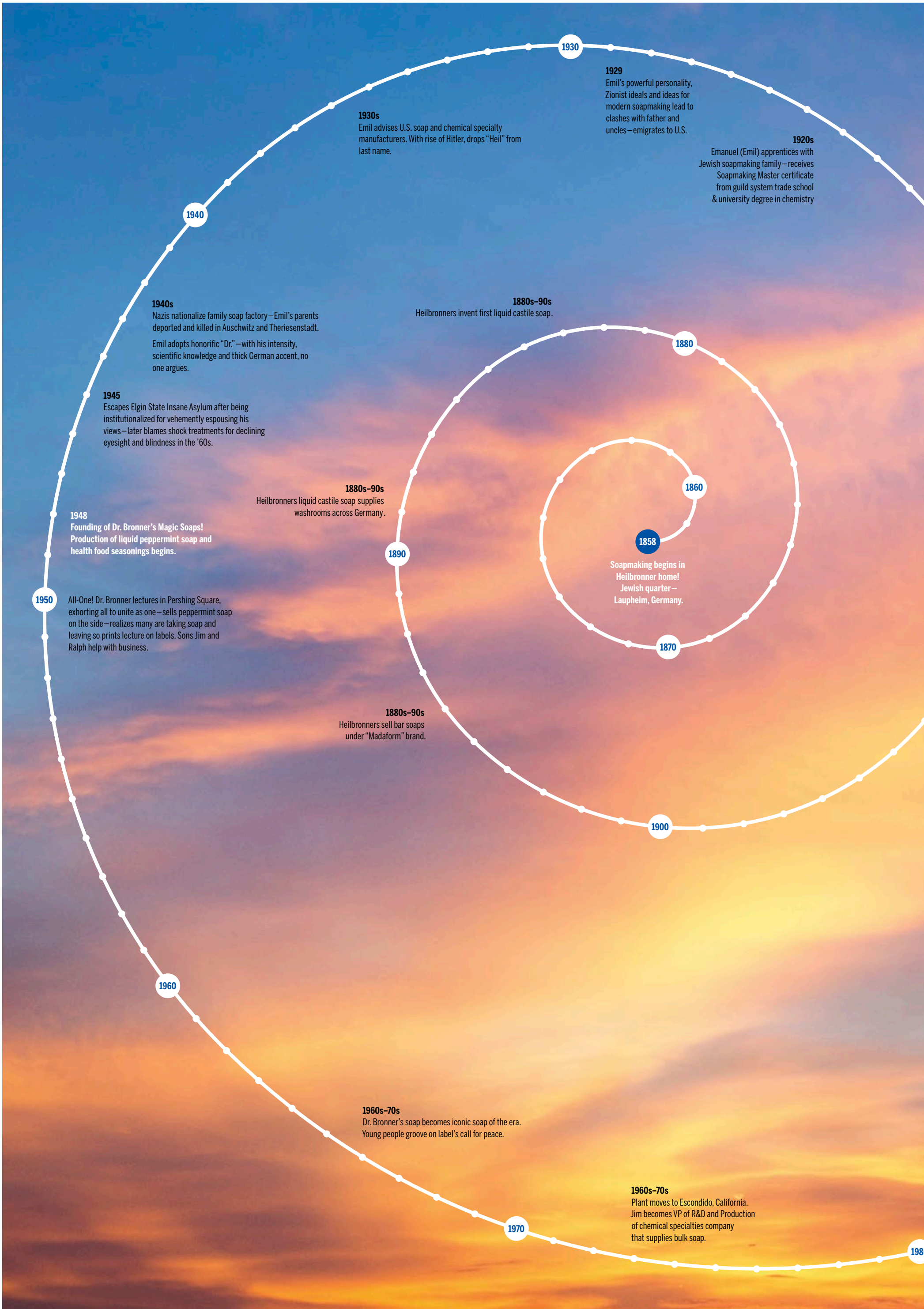
But the IRS disagreed with his self-designated tax-exempt status and in the late '80s forced the company into bankruptcy. Due to Dr. Bronner's failing health, our dad Jim, along with our mom Trudy and Uncle Ralph, stepped in to right the ship and exit bankruptcy as a for-profit company, but they held true to the non-profit DNA and vision that informed everything our grandfather did.

We grew up working with our dad, who not only oversaw soap production for Dr. Bronner's, but formed his own chemical consulting

# In the midst of this massive personal tragedy, our grandfather experienced intense mystical love and the oneness of humanity.

company (Bronner Chemical) where he developed—among other things—fire-fighting foam, still widely used today to fight structure and forest fires. Our dad, mom and uncle implemented progressive employee policies at Dr. Bronner's, and continued to use the company profits to fund worthwhile causes, in particular afterschool programs for disadvantaged youth.

Dr. Bronner passed peacefully in his sleep on March 7, 1997, and tragically our dad was diagnosed soon after with lung cancer and died just a year later, but not before we shared an intense year of learning from him the ropes of ethical business and life. Inspired by the examples of both our dad and grandfather, we seek to honor them in everything we do.



1930

**1929**  
Emil's powerful personality, Zionist ideals and ideas for modern soapmaking lead to clashes with father and uncles—emigrates to U.S.

**1920s**

Emanuel (Emil) apprentices with Jewish soapmaking family—receives Soapmaking Master certificate from guild system trade school & university degree in chemistry

**1930s**

Emil advises U.S. soap and chemical specialty manufacturers. With rise of Hitler, drops "Heil" from last name.

1940

**1940s**

Nazis nationalize family soap factory—Emil's parents deported and killed in Auschwitz and Theresienstadt. Emil adopts honorific "Dr."—with his intensity, scientific knowledge and thick German accent, no one argues.

**1945**

Escapes Elgin State Insane Asylum after being institutionalized for vehemently espousing his views—later blames shock treatments for declining eyesight and blindness in the '60s.

**1948**

Founding of Dr. Bronner's Magic Soaps! Production of liquid peppermint soap and health food seasonings begins.

1950

All-One! Dr. Bronner lectures in Pershing Square, exhorting all to unite as one—sells peppermint soap on the side—realizes many are taking soap and leaving so prints lecture on labels. Sons Jim and Ralph help with business.

**1880s-90s**

Heilbronn's invent first liquid castile soap.

1880

**1880s-90s**

Heilbronn's liquid castile soap supplies washrooms across Germany.

1860

1858

Soapmaking begins in Heilbronn home! Jewish quarter—Laupheim, Germany.

1870

1890

**1880s-90s**

Heilbronn's sell bar soaps under "Madaform" brand.

1900

1960

**1960s-70s**

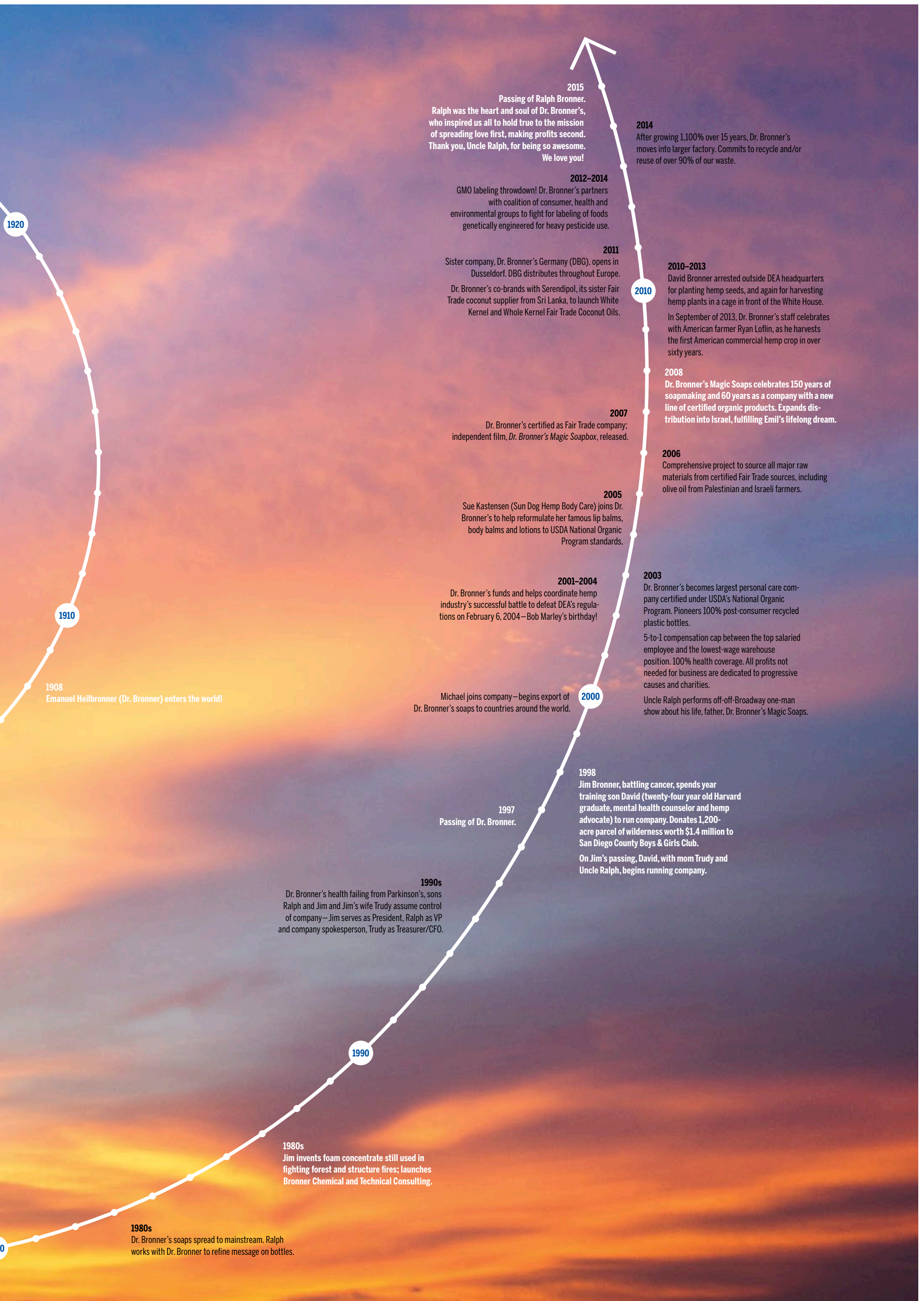
Dr. Bronner's soap becomes iconic soap of the era. Young people groove on label's call for peace.

1970

**1960s-70s**

Plant moves to Escondido, California. Jim becomes VP of R&D and Production of chemical specialties company that supplies bulk soap.

198



# 1st: Work hard! Grow!

Number one in Dr. Bronner's Moral ABC: Work hard! Prosper! Learn, grow, improve. Success is the engine that makes everything else possible.



6th: Absolute cleanliness is Godliness! Balanced food for body-mind-soul-spirit is our medicine! Full truth our God, half-truth our enemy, hard work our salvation, unity our goal, Free Speech our weapon, All-One our soul, self-discipline

## PRACTICE CONSTRUCTIVE CAPITALISM

MICHAEL BRONNER Vice President

As a business, Dr. Bronner's practices Constructive Capitalism, the idea that we can only prosper in the long run if we contribute to the prosperity of society as a whole. We aim to help all who are part of our organization flourish, not only in terms of money but in their lives and aspirations. We're a company that rewards initiative with opportunity, dedication with generosity, and passion with possibility.

In the last 15 years, we've grown from around \$5 million to \$80 million in revenue, and from 15 employees to more than 115. There are many advancement opportunities from within, but a first-tier fully-vested (5 years) full-time employee will now make over \$44,000 base salary a year, plus up to \$11,000 as a bonus, as well as \$8,250 in profit-sharing, for a grand total of \$63,250. In San Diego County where the real estate isn't cheap, the vast majority of our employees own their own homes and help to fuel the local economy.

We believe that in order to help others, you must know the brass tacks of running a business and maintaining a profitable bottom line, since all the good intentions in the world won't pay the bills. Our problem is not growth but managing growth, since it's so easy to grow so much you run out of cash—unless you raise equity from investors who are not as mission-driven as you are. We've been very deliberate in not over-extending ourselves, even as we push into new channels at home, expand internationally, and continue to grow and lead the natural marketplace in liquid soap.

Much of the ability to do what we do comes from the mixture of profitability and control. Thanks to the competent fiduciary leadership of my mother, brother and the rest of the management team, our company continues to be entirely self-financed with no outside investors aside from our family. Without any other shareholders we're able to do as we see fit with our employees and profits, since even a single shareholder could sue us for not maximizing his or her returns if we were "giving too much money away."

We make good by doing good: we produce and sell products

that we believe in 100%, that meet our high quality standards as well as strong social and environmental criteria. Our liquid and bar soaps have been our bread and butter for years, but in the last five years we've caught lightning-in-a-bottle with our virgin coconut oil. Originally conceived as simply a Fair Trade supply for our Fair Trade cosmetics, our Fair Trade coconut oil has taken off like a rocket in the culinary sections of stores. Because of its phenomenal success (it currently sells even more than our bar soaps), we've been able to not only build prosperity at home, but in Sri Lanka at our coconut partner Serendipol, and through them to the surrounding area. Now we have a whole range of Fair Trade projects around the world benefitting from the success and savvy of Serendipol, most notably our palm project in Eastern Ghana (Serendipalm), which in turn will continue the cycle of inspiring and enriching similar projects in developing communities around the world.

# Do well so you can do good.

When my grandfather died in 1997, my family met to discuss what was going to happen to the company. A typical family business has less than a 15% chance of successfully transferring from one generation to another. Either nobody wants to run it, or too many want to run it—or, as most often is the case, because of debt or simply greed, too many descendants want to sell off their shares and cash out, leaving the family without majority control.

Our family was different. We had the advantage that every single family member felt that the legacy of this company was bigger than any one of us. We knew we were All-One or None: one person's self-interest would have resulted in a company splintered apart and sold off in bits, so we had to work together to stay together. There have been challenges and hiccups along the way, but with everyone on board our company has thrived. Constructive Capitalism has been good for us, the people and the planet, and we see no end to what we can accomplish in the days and years ahead.

An army of principles can penetrate where an army of soldiers cannot! It will succeed and unite the human race, where every other weapon divides ALL-ONE-GOD-FAITH! Its onslaught cannot be stopped by the Rhine, the Channel, or the Ocean! It will march on the horizon of the world & it will conquer every tyranny, every human heart by teaching each & every man the Moral ABC of the free! Free to communicate, cooperate, construct! Free to build, protect & share! Free to grow, develop & expand! Free to unite in love, cherish & enjoy the Kingdom of God's Law, the Moral ABC's All-One-God-Faith that eternally unites the human race, for we're All-One or None!

## IMPROVE, EXPAND, IMPROVE

MICHAEL MILAM Chief Operating Officer

My relationship with the company grew out of my relationship with the Bronner family. I first met Dr. Bronner in 1997, introduced by his granddaughter as "Michael the boyfriend." Dr. Bronner was very ill at that point, but he gave my hand a friendly squeeze and said, "Very good."

I remember the Bronner family had a coffee-table book about Katharine Hepburn's life in her later years. On one page was a picture of Hepburn eating a bag of Dr. Bronner's Corn & Sesame Chips. At

the time I thought such coverage to be unique—Dr. Bronner's fifteen minutes of fame. Little did I know.

It was during that same visit that I saw the factory for the first time—an 18,000 square foot shell in Escondido, California. All of the bottling was done by hand. The labels were moistened and applied to the bottles at the time of filling. The carton received a full soap label for ID, and someone used an old library-style date stamp to indicate the packing date. Packaging materials were stored on one side of the warehouse; finished products were soldiered in pallets on the other.

We've grown a lot over the nine-and-a-half years that I've been on the job. The envelope of work has expanded in

CONTINUED ON PAGE 10

Get done! Then teach friend & enemy how to work-love-unite all mankind free! Uniting One! All-One! Face the world with a smile, life is always worthwhile! To the fearless are given jewels, keep out of the past, disappointments won't last! Help unite mankind, or we're wandering fools! Repetition is the key to knowledge! So, help unite All-One!!!

swallow works hard to be a perfect pilot-provider-builder-trainer-teacher-lover-mate, no half-true hate! Have courage & smile, my friend. Think & act 10 years ahead! Find the man without fault? He's dead! Do one thing at a time, work hard! the key to freedom, unity, love unites All-One above! For we're All-One! As teach for 6,000 years astronomers Abraham & Israel: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions Eternally? Absolute None!!! So, when your fellow man you measure, take him at his best, with that lever, lift him higher, overlook the rest! 7th: Each

7th: Each swallow works hard to be a perfect pilot-provider-builder-trainer-teacher-lover-mate, no half-true hate! Have courage & smile, my friend. Think & act 10 years ahead! Find the man without fault? He's dead! Do one thing at a time, work hard! Get done! Then teach friend & enemy how to work-love-unite all mankind! Free! Uniting One! All-One! Face the world with a smile. Life is always worthwhile! To the fearless are given jewels, keep out of the past, disappointments won't last! Help unite mankind, or we're wandering fools! Repetition is the key to knowledge! So, help unite All-One!!! 8th: More good is caused by evil than by good, do what's right! Enlarge the positive! Replace the negative with The Moral ABC's eternally tremendous All-One-God-Faith that unites the human race! For we're All-One or none! As teach all astronomers, for 6,000 years since the year One. "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions Eternally? Absolute None!

**Improve, Expand, Improve** continued from page 9

both complexity and sheer transaction load. The company stayed in Escondido for fifty years, but eventually we could no longer operate efficiently in our old and short facility, which by the time we left had stretched to a well-maximized 32,000 square feet through annex upon annex to the existing shell. Forklifts constantly whizzed by my office, racing through the parking lot because it was too crowded for them to go through inside!

We moved into our new 125,000 square foot building in Vista in February 2014. The biggest improvement is capacity—storage, production, office and shipping. We have more space (four times the floor space with over twice the ceiling height) and we use it more efficiently. My current focus is growing our capacity to handle our throughput while continually doing the work better through staff training, staff expansion, and technological improvements that allow individuals to do more significant work. In our department, we call this effort of constant improvement “adding nines.”

If you asked me what I find so inspiring about my work, I would have to give you two answers. There's the geeky side and there's the human side. On the geeky side, I'm motivated to get all the information needed in a single view so that a person can make a decision or do a task without drudgery. I'm very much into drudgery reduction, as I think that people should have dignified work, while machines

## We call this effort of constant improvement “adding nines.”

should do the computational and sometimes literal heavy lifting. It's also just fun to think hard, do the impossible, and build new things. Seeing people use what I build to make their jobs better and easier is tremendously satisfying.

On the human side, I like that our little value chain makes such a huge difference to our raw material suppliers (farmers) around the globe. I like that our line employees are homeowners and have health insurance. When I think of all of this, I see myself as a steward.

Our challenge now is to blaze a trail that others in the world can use. Starting and supporting fledgling Fair Trade projects is a great start, but it will be a real coup when we can purchase Fair Trade materials from a number of sources, each with their own broad customer base. That will indicate a mature Fair Trade market and a world changing for the better.

*So when your fellow man you measure, take him at his best. With that lever lift him higher, overlook the rest!*—Dr. Emanuel Bronner





Leticia Maldonado and Maria Ramos,  
Dr. Bronner's soap factory, Vista, CA.

RESPECT

Unless constructive-selfish like every swallow I work hard to perfect 1st me, who can possibly help perfect-love-liberate or respect 1st me? Dr. Emanuel Bronner



Dr. Emanuel Bronner with son Jim, circa 1941.

# 2nd: Do right by customers

No synthetic preservatives, no foaming agents—only the purest organic and Fair Trade ingredients. Body, hair, face, mouth and teeth—food, dishes, laundry, mopping, pets—Dr. Bronner's is the very best for human, home and Earth.

## PROMOTE GOOD LIVING

MICHAEL BRONNER Vice President

My grandfather began making his famous castile soaps in America in 1948, during the postwar era when the mantra of the day was “Better Living Through Chemistry.” This was the era of plastics, pesticides, artificial flavors, and synthetic detergents, and there was no real place for my grandfather’s simple biodegradable eco-friendly products. To emphasize ecological simplicity at this time was not only considered to be backwards, but with the post-war emphasis on unharnessed technological progress, it was also seen as somewhat un-American.

With the advent of the counterculture in the 1960s, however, people in America started to come around to my grandfather’s way of thinking. His products were suddenly hip and ahead of the times because they were so versatile and good for the environment. The soaps were multifunctional and could be used for almost everything, they advocated peace and respect, and very importantly were made by a man, not a corporation. You could actually dial the phone

number on each bottle of soap and reach Dr. Bronner himself in his living room!

We see our products as part of a larger circle. A customer washing with Dr. Bronner’s soap is one part of a cycle that starts with the farmers growing the materials and ends with the soaps biodegrading back into the earth. For every synthetic ingredient or conventional cosmetic chemical, we search the world for a natural alternative that works just as well. The majority of our products are certified to the same organic standards as food, and some of them, like our lotions, could even be eaten (although we don’t promise they’ll taste good).

# Make the best product!

Here is the idea we choose to live by, that our grandfather lived by, and that we hope will one day become the mantra of the day:

*Better living (and better soap!) through responsible technology, ecological innovation and sustained humanitarian progress.*

Intolerant half-truth is our only real enemy! Calm-clear-constructive full truth is God, is God’s Law, is the Kingdom of God’s Law, our only real eternal faith, alloy, friend & leader! Today there is no other Leader! There never was!

## ETERNAL ATTACHMENT: A LOVE LETTER

MICHAEL BRONNER Vice President

We do not manufacture either memories or experiences here at Dr. Bronner’s, but nonetheless people resonate very powerfully and evocatively with our soap. When I first started working full time for Bronner’s, I was the one who always answered emails that thanked us for our socially and environmentally progressive business practices and of course our wonderful soap. One morning in January 2001, I received the following, intriguingly titled “The Eternal Attachment:”

Hello, Dr. Bronner’s Family:

This morning was my lucky day. I spotted an empty bottle of Dr. Bronner’s peppermint soap sitting near the sink in the locker room of the health club where I go.

I picked it up. I hadn’t seen your products in almost 30 years, but the name and the label were certainly familiar. When I opened the cap, and took a sniff, I was immediately transported back through time to my college dorm. My girlfriend at the time, my first passionate love, used your peppermint soap for everything, bathing, washing her hair, etc. She always carried the same faint scent of peppermint. I used to think I was floating on a cloud of peppermint when I was near her. It was like being in heaven on earth. Just this slight smell today put me back in that very special time and circumstance. The power of the sense of smell is absolutely incredible!!! Your soap contains that power!!!

All is one. Thank you!

Tom Dickinson

I responded:

Dear Tom,

Great story. If an empty bottle of Dr. Bronner’s peppermint soap could trigger your olfactory senses so powerfully, imagine what showering with a

full bottle would do for you. If you dare to take a more visceral plunge into your past, send us your mailing address and we’ll send some peppermint your way.

Take care. All-One!

Michael Bronner

Dr. Bronner’s Magic Soaps

After he sent his address to me, I followed through with my end of the bargain and sent him a package of our soaps. Less than a week later, he wrote:

Michael:

Another great day! Thanks to you, I woke up this morning to the delightful scent of peppermint floating in the air in my bedroom.

Your package arrived yesterday. Thank you very, very much!

I opened it up, and called my daughter in, as I pulled one, and another, and another, and another... six bottles and a bar of lavender castile soap out of this box. It was like Felix the Cat and his bottomless bag of tricks. I explained to my daughter about my personal history with Dr. Bronner’s soaps. I opened the large bottle of peppermint, and said, “Take a deep breath, and remember this.” She had such a smile, and then took the bottle. I showed her the label, and challenged her to read the whole thing. She disappeared with it.

I was a little surprised when I heard the shower running early this morning... then I got the first sweet whiff of peppermint.

Another devotee of Dr. Bronner’s magic is born!

So, as you wrote in your letter, Dr. Bronner’s gives much pleasure, as I re-live my past, re-enliven the present, and establish a future filled with sweet scents!

Thank you very, very much for bringing this delight into our home!

Tom Dickinson

We have a deep and open communication with our customers, and it is times like this when people decide to share their experiences and “magical” encounters with us that we take a step back and realize how fortunate we all are to be part of something so special.

Our brother's teacher of The Moral ABC, mason-tent-&-sandalmaker Hillel, taught carpenter Jesus to unite all mankind free! With it, every human being created on God's Spaceship Earth can evolve united, inspired-raised-trained-skilled-disciplined, guided light

Moral/ABC & great poetry: Kipling's "If" & Bronner's "How to Love" unite "All-One" above! ABOVE!!!

# HAVE COURAGE! INNOVATE!

CHRISTINA VOLGYESI Director of Marketing

My relationship with Dr. Bronner's began at age 16 on an Outward Bound adventure in northern Ontario, Canada. I was about to embark on my "solo," where after 15 days canoeing and portaging on a remote system of lakes, I'd have to brave two days alone with a tarp, a journal and some dry crackers.

Before stepping onto the island where my solo would begin, I was passed a small bottle of Dr. Bronner's peppermint liquid soap. "An essential," I was told. You can wash your hair, your clothes and even brush your teeth with it. And it's biodegradable. I would soon discover that it was good reading material, too. Never could I have guessed, though, that 25 years later I'd be working for the company.

I really hadn't thought much of the brand over the years since I first used the soap as a teenager. I remembered it seemed cool. It wasn't sold in Canada so that made it special. I knew the writing on the bottle was profound even if I couldn't piece it all together at the time.

Now, as Director of Marketing for Dr. Bronner's, I'm the lucky one who gets to help share Dr. Bronner's products, causes and vision with customers through our products, packaging and social channels.

One of the main focuses of my work this year has been managing the company's expansion into a new product category: Oral Care. While brushing your teeth with our all-purpose soaps *does* work when you're stranded on an island, 99% of us prefer toothpaste.

We knew we could create a toothpaste that gave consumers fresh breath and clean teeth. The challenge was foam. Consumers equated foam with cleaning action, but the foam in most toothpaste brands is created from synthetic foaming agents. Would Dr. Bronner's consum-



...all about you are losing theirs & blaming it on you; If you can trust yourself when all men doubt you, but make  
...don't deal in lies, or being hated, don't give way to hating! And yet don't look too good nor too bad  
...Or watch the things you give your life to, broken, and yet stoop to build them up again with worn  
...and start again at your beginnings and never breathe a word about your loss! If you can force your heart  
...nothing left within you, except that voice which says to them: "Hold on! Hold on!" If you can talk to crowd  
...of God's Spaceship Earth & do great work within it! And which is more you'll help unite the human race in  
...never the brain shall meet!" But there is neither East nor West, nor border, breed nor birth, once the  
...the trip, how charged with punishment the scroll, you are the captain of thy ship! The master only  
...Marching on! We Live God's Law Today, We Win Free Speech OK! With full truth our only God, we  
...to reach that unreachable star, "Till united All-One we are! To fight that unbeatable foe! To go where the  
...question or pause, to be willing to march into hell for a heavenly cause, For I know if I follow this plan  
...for this: that one man, tortured, blinded, covered with scars, still strove with his last ounce of  
...a jellyfish, a dinosaur, caves where cavemen dwell! Then a sense for work-love-song-art-play-law  
...present, eternally-tre-  
...For we're All-One or None!  
...No! If I'm  
...help perfect me!  
...and enemy the whole

...of World was distorted after he dropped dead! Diagnosis? "Sudden heart attack!" Exactly as suffered by Rabbi  
... "sudden heart attacks," murders caused by us godless intolerant Beasts. 8. Always we're our Brother's teacher of  
...celebrant hate! 9. He who risks his life teaching friend & Enemy the Moral ABC uniting all mankind free with  
...I am the manifestation of God's Eternal Law & so are you! I have learned great wonders; you shall learn great  
...we each came to find-follow-fulfill, print-protect-practice-preach-teach & enjoy it! Therefore, hold you fast to  
...The Faith in One-God-State! To never yield to half-true hate! And everything you need shall be added unto you  
...Eternally One, All-One! Exceptions? None! These are the great Peace-winning teachings of the Manual of Disciple  
...only God for that! But now came unto Jesus, the Disciple; his own Sisters & Brothers to say, "It is a  
...Brothers? Only those that seek with me to teach full truth, the Moral ABC uniting all mankind free in our  
...of our Shlopes asked, "Then why, why are we God-loving Children of the great African shepherd Israel permitted  
...? They alone are His chosen people! For those apes that did not suffer from persecution remained apes! Only those  
...Human Beings! Much, much too reluctantly! Exceptions? Absolute None!" 13. To stay free. Only that which  
...try to give at our death bed or take along, it absolute certain soon is gone! Exceptions eternally? Absolute  
...you have no family nation-team!  
...disciplined being is the skeleton  
...than he who conquers the  
...God's Law, teamwork-unity-trust!

...to be a perfect pilot - provider - builder - trainer - teacher - lover - mate, no half-free hate! How could I  
...one thing at a time, work hard! Get done! Then teach friend & enemy how to work-love unite all mankind free  
...green jewels, keep out of the past, disappointments won't last! Help unite mankind, or we're watching  
...against half-truth, that denies free speech to smear - stay - slander - tax - enslave. Full-truth, the only God  
...and will be omitted all irrelevancies & redundancies, added unto the Faith in One-Almighty, all-embodiment  
...author, Thomas Paine, 8 books suppressed since 1799! ... 6 million years of All-or-be-killed-half-true hate  
...second down from perfect Adam & Eve to sinful sinner, brother's keeper, divided slave! Thank God! United  
...of the Moral ABC, mason, tent & sandalmaker Hillel, taught carpenter Jesus to unite all mankind free. With  
...ing by a new birth! Without it, we destroy God's Spaceship Earth! Aknathan-Baha'u-Bah-Budha-Confucius  
...Alra, a mad, a planet, a crystal, a cell, a jellyfish, a dinosaur, caves where cavemen dwell! Then a sense  
...not self-supporting be, like Aleson MD, Berlin Rabbi Baeck, Martin Buber, Carmegle, Marva Collins, Carole  
...and Camenhot, or he will turn our greatest teachings into spades with which to bury our people! 11. peo-  
...Moral ABC that the real Rabbi Hillel taught Jesus, to unite the human race in astronomy's eternally  
...the hand & bless the loving hands that prepared it! Bless it to give us strength & bless that strength, so  
...that loves the human race & not teaching all is deathly guilt!", learned carpenter Jesus from Moses  
...great All-One-God-Faith, that  
...Children ETERNAL FATHER  
...Absolute None! These are the  
...speech OK! With full truth  
...teach the Moral

...with just 6 words eternally  
...ETERNALLY ONE! For our  
...days, my friend, we know the  
...our only God, we only care with  
...ABC that 6 billion strong unite



ing-like by a new birth! Without it, we destroy God's Spaceship Earth! Aknathan-Bahá'u'lláh-Buddha-Confucius-Moses-Hillel-Jesus-Mohammed, inspired every 76 years by the messenger of God's Law, Halley's Comet, teach: A fire, a mist, a planet, a crystal, a cell,

a jellyfish, a dinosaur, caves where cavemen dwell! Then a sense for work-love-song-art-play-law-beauty a

# Think & act 10 years ahead!

ers be willing to sacrifice some foam for organic ingredients instead? We thought yes. Especially with the addition of premium ingredients like Fair Trade coconut oil, coconut flour and menthol crystals. So we set out to create a product that would not only be high performing, but also meet Dr. Bronner's natural and organic ingredient standards.

I think the idea that we can make a difference in the world, big or small, is what connects us to our customers and inspires me on a daily basis. Our new toothpaste is an example of the value that we can create when we uphold our principles of quality and integrity. Dr. Bronner's has courage and this has translated into leadership that is felt throughout the natural products industry.

My favorite bit of Dr. Bronner's Moral ABC, which can be found on our new toothpaste tube, is #7: *Each swallow works hard to be a perfect-pilot-provider-builder-trainer-teacher-lover-mate, not half-true hate! Have courage & smile, my friend. Think & act 10 years ahead!*

face turned up from the sod! Sure, it's constructive evolution, guided by one all-embracing, ever-present, eternally-tremendous, ever-loving God! One Almighty Creator of the Universe, guiding the whole human race up, into "ALL-ONE-GOD-FAITH!" For we're All-One

Brushing your teeth with Dr. Bronner's just got a whole lot better. Introducing Dr. Bronner's All-One Toothpaste in cinnamon, anise and peppermint. Fluoride-free, Fair Trade and organic ingredients, no synthetics or preservatives.



For we're All-One

The foaming of Felicita Elementary School, Escondido, CA



Absolute cleanliness is Godliness! Balanced food for body-mind-soul-spirit is  
unity our goal, Free Speech our weapon, All-One our soul, self-discipline the key



# NEWS

our medicine! Full truth our God, half-truth our enemy, hard work our salvation,  
y to freedom, unity, love unites All-One above! For we're All-One! / Dr. Emanuel Bronner

# 3rd: Treat employees like family

Be kind, reward generously, support good and healthy living. Seek and encourage the best in one another. For whatever unites us is greater than whatever divides us!

## LOVE, AND OTHER PROGRESSIVE BUSINESS PRACTICES

DAVID BRONNER President

From the products we make, throughout our supply chains, to our dedicated activism and our charitable giving, to our relationships with employees, we're committed to progressive values in every aspect of our business.

We're a family business, and consider all who work with us to be part of our extended family. We recognize the important roles of every "family member" in every position within the company, and we're happy to provide them with our great benefits and compensation programs.

The total compensation of our highest-paid employees and executives is capped at five times that of the lowest-paid position. Our employees receive 15% of their salary paid annually into a retirement/profit-sharing plan, up to 25% of their salary as a bonus, and a no-deductible PPO health insurance plan for themselves and their families. All profits not needed for business priorities are fully dedicated to the charitable and activist causes we support—not kicked back as wind-fall bonuses or distributions to executives and owners.

We implement programs that promote personal growth and development, and we promote extensively from within. Creating a healthy environment that promotes personal growth and development means that our employees can thrive and take pride in their contributions to the broader world community through their work at Dr. Bronner's.

The intensity of man's emotions is a greater driving force & more decisive than the sum total of his education, logic, friends, money, plus the size of his brain! Exceptions without the Moral ABC? Absolute None!

## 100% PAID BENEFITS FOR ALL

LILIA VERGARA Human Resources Manager

After working for corporate America for 15 years and seeing the injustice to employees, I wanted to work for a company that wasn't making only profit-driven decisions. It was during my search for that new kind of company that I came across an employment ad for Dr. Bronner's Magic Soap.

At first I thought, Dr. Bronner's "MAGIC" Soap? What makes this soap so magical? Then I read about the company's amazing benefits package, the philosophy they stand for and their local and worldwide advocacy, and realized how magical Dr. Bronner's really was.

After going through an intense interview process I was awarded the HR Manager position. My job includes a range of duties and responsibilities, but the most important is making sure our employees are happy and have a safe working environment.

Dr. Bronner's is the only employer I know that offers 100% paid benefits to all employees and dependants—an extremely rich PPO plan with a company-sponsored HRA plan to cover the plan's deductible. We work very closely with our carriers to make sure our employees and their families receive continuous health and wellness education through literature, seminars and paid biometrics screenings. And we encourage a healthy work and family balance.

We work hard at Dr. Bronner's but we also try to find ways to

incorporate fun and healthy choices into the work place. During our Weight Loss Challenge, employees work in teams to reach their weight goals, organizing walks and sharing their healthy lunches with each other. This year's Health & Wellness Fair was a fun, interactive event with food, entertainment, vendors, and educators promoting health and wellness. Our Magic Foam Experience Team played funky beats from our foam fire truck, perfect for a mid-day dance party, and also for those who preferred to test their aim at the dunk tank.

Knowing that I have an opportunity to help others and leave a lasting impression is something that motivates me tremendously, whether I'm interviewing a possible new hire, helping an employee through a difficult time or simply just being there to listen. Part of Dr. Bronner's wisdom is that by helping others we can share the

# We are all brothers and sisters on Spaceship Earth!

wealth—not just monetarily, but with love—and if we all work together we can make an impact and make this world a better place. To me, Dr. Bronner's is a company of integrity that does what's right not just for their employees, but the communities we are all part of.

1. Intolerant half-truth is our only real enemy! 2. In short: Half-truth is the enemy, full truth is God! 3. Count that day lost whose low descending sun views from your hands no worthy labor done! Exceptions? None!

## SAL REMEMBERS:

MICHAEL BRONNER talks with SALVADOR HERNANDEZ  
about his many years with Dr. Bronner's

Salvador Hernandez has been with Dr. Bronner's the longest of any other employee, family or otherwise. He was the plant foreman for

many years, and even raised his family on the premises of the old Escondido soap plant, in an adjacent house that would later serve as the head corporate offices. He currently mentors the latest crop of plant supervisors, exercises enough to make a boxing coach proud, and enjoys spending time with his girlfriend and grandchildren.

CONTINUED ON PAGE 24

Kipling's "If" (with a slight assist from Dr. Bronner) If you can keep your head, when all about you are losing theirs & blaming it on you; If you can trust yourself when all men doubt you, but make allowance for their doubting too; If you can wait and not be tired by waiting; or being lied about; don't deal in lies, or being hated; don't give way to hating; And yet don't look too good nor talk too wise; If you can dream—and not make dreams your master; If you can think—and not make thoughts your aim; If you can meet with Triumph and Disaster and treat those two impostors just the same; of all your winnings, and risk it at one turn of pitch or toss; And lose and start again at your beginnings and never breathe a word about your loss! If you can force your heart, your nerve, your sinew, to serve you long after they are gone, and so hold on although there is nothing left within you, except that voice which says to them: "Hold on! Hold on!" If you can bear to hear the full truth that you have spoken, twisted by crooks to make a trap for fools; Or watch the things you have given your life to, broken, and yet stoop to build them up again with worn-out tools; If you can make one heap



# Sisters &

Under one God, one all-embracing, ever-loving Eternal Father, we're all



# Brothers

Sisters & Brothers! Exceptions eternally? Absolute none! Dr. Emanuel Bronner

If you can talk to crowds & keep your virtue; or walk with Kings—nor lose that common touch; If neither loving friend nor enemy can hurt you; If all men count with you, but none too much! Then, if you can work hard to teach

**Sal remembers** continued from page 21

### **Where did you grow up and what did you do before you came to America?**

I grew up in Michoacán, in a small village called Chavinda. My father was a field worker growing corn and beans, and I worked with him since I was 5 years old. I finished high school and then got permission from my dad to work in my uncle's grocery store. I didn't know anything about a grocery store, but I learned a lot by working from 5 a.m. to 10 p.m. six days a week. We didn't have any adding machines or registers, so you had to learn to do all the transactions in your head. The reason I came to America was to get enough money in two or three years to come back and open my own store.

### **How did you come to Escondido?**

In 1970 I came up on the bus with a cousin of mine who was legal. He had a friend with a grocery store in Oxnard, and said he could give me a job right away. When we got to Tijuana, he left me with friends and said he'd be back in a week. Well, he didn't come back. So these people, an older lady and her husband, felt sorry for me. I mean, it was my first time I left my hometown, you know, and Tijuana was scary.

Well, after some time I met my ex-wife through a friend of mine. She was American and used to come down to Tijuana once a week to visit me, but then all of the sudden she says she doesn't want to come down anymore. "You have to cross, you have to cross," she kept telling me. So we paid this guy \$30 to cross me over, and it only took an hour.

### **When did you first start working for my grandfather?**

I don't remember exactly, but it must have been around 1974. The records show 1976, but that's when he put us on payroll. Before that he used to pay us in cash so there are no records.

### **How did you get introduced to him?**

Every Friday Dr. Bronner used to have a lecture. All the employees would be invited, and he would talk about his labels and other things. After the lecture he used to take everyone to dinner. My mother-in-law at the time worked for him and packed all the powders he used, like barley malt sweetener, carrot calcium, and protein seasoning, so I went along with her.

**“I'm blind and you're pretty smart,” he told me. “And I want to help you but you've got to help me.”**

Dr. Bronner asked me where I was from and how did I come across and all that. He asked me what I could do and I said anything. How about driving a truck? I said, Well, I don't know how to drive a truck but I can learn. I said, my father-in-law, he's a truck driver. He can teach me. Dr. Bronner says OK, so then, the following Monday I went to the plant with my father-in-law and away we went.

### **What were some formative memories you have of my grandfather?**

“I'm blind and you're pretty smart,” he told me. “And I want to help

you but you've got to help me. I'm going to give you good advice: Don't ever steal anything from me behind my back, because sooner or later I'll find out. And then you're going to have a bad reputation no matter what.” He says, “Whenever you need something, whenever you want something, come to me and I'll help you out, but don't do anything sneaky.” “You don't really have to tell me that,” I said, “because, you know, thank God I don't have a habit. And it's funny because my uncle told me the same thing you're telling me.”

### **How did you rise through the ranks to become the plant manager?**

When I started working down at the plant, it was just people from Mexico and hardly any of them spoke English, so Phyllis, the manager at the time, started using me as a translator. Little by little she started teaching me to do the paperwork and giving me more responsibility. Sometimes when she was going to be late she would put me in charge to open the gate and tell the guys what to do and stuff like that.

### **So you took her place?**

No, after she retired Dr. Bronner hired another woman, but then a few months later he had to let her go. She was selling the used metal, plastic, and cardboard drums, but wasn't telling Dr. Bronner and taking the money for herself. Later she was in charge of payroll. All of a sudden Dr. Bronner asks me one day, “You know all the people who work here, I want you to name them to me.” So I named them and his bookkeeper wrote them all down, and he had me check the list. “Anybody else?” he asked and I said, “No.” “Are you sure?” he asks. “Yeah,” I say. You know what she was doing? She was paying her boyfriend by putting him on the payroll but he wasn't even working here.

So after he let her go I asked him, “Now what, are you going to hire somebody else to replace her?” and he says, “No. You're going to do it.”

### **I know that you shared a special bond with my grandfather and almost thought of him like your father as well. What made you so close?**

Well, he used to tell me stories about when he was young. How it was when he first came to America and got a job in some factory in Chicago. How he used to sleep in cardboard boxes and his pillow was filled with plastic scraps. And then how people, American people,

would treat him. Sometimes they would call him names, and if somebody was eating an apple and they didn't want it anymore, they would throw it at him. So he understood the way sometimes we are treated when we come from Mexico, the names we are called. Some people, they're racist, they don't like us. They tell us, “Why don't you go back where you come from?”

All of us that come from other countries, we come for a dream, to come to America for a better life, for a better everything. We hope that things will get better in our own country, in our hometown, and we can go back. And I'm sure the same thing happened to him. Yeah, he was treated real bad. Just like us.

### **Any advice for us?**

You can't just live to work or else you're going to just grind yourself down. You've got to give yourselves a break. I've got lots of experience—you know you can talk to me whenever you want. I'm your Uncle Sal!

the scroll, you are the captain of thy ship! The master of thy soul! Then, these are the days my friend, we know they'll never end! We'll work-sing-dance-love, marching on! Marching on! We Live God's Law Today, We Win Free Speech OK! With full truth our only God, we rally-raise-unite, All-One! All-One!! All-One!!! Exceptions? None!!!

each unforgiving minute the Moral ABC that unites all mankind free, come hell, hate, ban, you'll enjoy God's Spaceship Earth & do great work within it! And which is more you'll help unite the human race in Astronomy's great All-One-God-Faith! For we're All-One or None! Sure, they say: "East is East & West is West & never the twain shall meet!"

But there is neither East nor West, nor border, breed nor birth, once the Moral ABC unites all mankind free on God's Spaceship Earth! Then, and only then, no matter how rough the trip, how charged with punishment



You can't  
just live  
to work or else  
you're going to grind  
yourself down. You've got  
to give  
yourself  
a break.

# 4th: Be fair to suppliers

Fair Trade means fair to the people – fair prices, fair working conditions, respect for land and communities. Invest, invest! For we're All-One or None! All-One!



For foolish heart that puts its trust in man-made tube & iron sharp, all passing dust that builds on dust and guarding it, calls not You to guard, for frantic boast & foolish word—have mercy on Thy people, Lord! (A man and not a monkey! A man! A man!) To Dream the Impossible Dream! To dream that impossible dream! To reach that unreachable star, 'til united All-One we are! To fight that unbeatable foe! To go where the brave dare not go! To try when your arms are too weary to reach that unreachable star, 'til united

### Work with farmers to build Fair Trade projects continued from page 27

This initial focus on soil fertility has motivated farmers and our agricultural field officers to practice sustainable agriculture. Rather than just talk about avoidance of agrochemicals in organic production, our programs have become examples of how organic and Fair Trade production complement each other.

As the annual receipts of the Fair Trade premium grew (all Serendi projects combined now generate over \$350,000 a year) committees decided to address more areas of need: medical equipment and facilities, drinking wells, toilet facilities, education, electricity, bridges and other infrastructure, and environmental restoration.

To date, our projects combined have spent over \$1.5 million in Fair Trade premiums, benefitting over 20,000 people directly and indirectly.

As we realized the profound impact of Fair Trade projects, Dr. Bronner's, in collaboration with third-parties, decided to fund a range of projects beyond those paid for by the Fair Trade premium.

We crowd-funded the purchase of 5,000 mosquito nets in an area with a high incidence of malaria, and construction of a maternity ward at the local health clinic in Asuom, Ghana.

With start-up funding from Dr. Bronner's we've also issued over 70,000 seedlings of more productive oil palm varieties to our farmers and workers on zero-interest loans. Our staff supports the planting,

instructs recipients on interplanting other tree species and hedges, and Serendipalm will buy the organic fruits once the trees produce. We just partnered with KIVA, the largest micro-financing organization in the U.S., to provide us with zero-interest loans for 50% of the loan volume, the balance coming from loan repayments.

Several school and youth groups are now engaged in their own community improvement projects, painting schools, replacing light bulbs in street lights, fixing gutters and building small footbridges. Dr. Bronner's and other parties, like the UK Fair Trade company Traidcraft, provide the hardware and monitor the project; volunteers do the work.

In all, we've raised and invested over \$220,000 for these projects.

Eight years of firsthand experience with the planning and execution of community-based Fair Trade projects has demonstrated how effective these projects can be in making small but significant improvements to our host communities and farms. They offer opportunities to imagine changes and implement them. But what makes our Serendi Fair Trade projects truly unique is that they grow out of commercial operations involving typically over 1,000 farmers and workers. The projects have established their credibility as being the largest and most desirable local employer and fair buyer of coconuts and palm fruits. That's not a bad place to start in our efforts to engage the communities that produce our raw materials in the process of fair and sustainable development.

I am the manifestation of God's Eternal Law & so are you! I have learned great wonders; you shall learn greater wonders! I have done good work! You shall do better work! I have not come to change God's Law, but we each came to find-follow-fulfill, print-protect-practice-preach-teach & enjoy it! Therefore, build you 1st the Kingdom of God's Eternal Law within you, that is, memorize the Essene Moral ABC of the Free, All-One-Faith-in-One-God-State! To never yield to half-true hate! And everything you need shall be added unto you! Search & you shall find! Knock & it shall be opened! Sow & you shall reap! Work hard & you shall create!

## LOVE, TRUST, RESPECT: THE SERENDIPALM PROJECT

SAFIANU MORO General Manager, Serendipalm

I am Safianu Moro. I started working with Serendipalm Company Limited in August 2010 after receiving a master's degree in Agricultural Philosophy from the University of Ghana. Trained as an agriculturist and rural development agent, I didn't hesitate to embrace the concept of doing business the Dr. Bronner's way—socially responsible and environmentally sustainable.

I started as a field officer, later became the Internal Control System Manager, and am currently the General Manager. I have worked closely with more than 700 registered farmers and 250 employees of Serendipalm in Asuom and its surrounding villages, sharing technical ideas and knowledge on organic and Fair Trade production according to IMO's Organic and Fair for Life standards. Part of my work at Serendipalm is to foster a better relationship among participants and service providers along our supply chain.

My earliest impression of Serendipalm was one of doubt, wondering how a company of Serendipalm's size could make enough profit to pay its numerous employees and support community development

projects as they have. The more I got involved, though, the clearer the concept became.

Dr. Bronner's pays fair wages (20-25% above market) to more than 350 organic farmers and 250 workers, who are then capable of providing food for many children in the communities around Asuom. Serendipalm employees are connected as one family by the basic philosophy and mission of Dr. Bronner's: love, trust, equality, sup-

# Wherever we are, we share one air, one water, one love, All-One!

port for one another, and the determination to produce high quality organic and Fair Trade palm oil. Everyone is treated with respect and fairness, and as Serendipalm continues to grow, there is hope for a better future for everyone involved.

It's important that we do business in a **CONTINUED ON PAGE 30**

glorious quest, that my heart will lay peaceful & calm when I'm laid to my rest. For I know that all will be better for this: that one man, tortured, blinded, covered with scars, still strove with his last ounce of courage, to reach that unreachable star, 'til united All-One we are, the whole human race in Astronomy's eternally tremendous All-One-God-Faith!

All-One we are! For this is my goal: To reach that unreachable star, no matter how hopeless, no matter how weary to reach that unreachable star, 'til united



Serendipalm, Asuom, Ghana

12th: A great teacher must first self-supporting be, like Aleson M.D., Berlin Rabbi Baeck, Martin Buber, Carnegie, Marva Collins, Cousteau, Edison, Rabbi Liebman, Paine, Pike, Margaret Sanger, Spinoza, Strauss, Dr. Thomas Szasz, Wendell Willkie, Yadin & Zamenhof, or he will turn our greatest teachings into spades with which to bury our people! "All people," added carpenter Jesus entering manhood! Manhood! But for 2,000 years, we Rabbi's never teach the Moral ABC that the real Rabbi Hillel taught Jesus, to unite the human race in astronomy's eternally tremendous All-One-God-Faith! For we're All-One or none! All-One! Exceptions eternally? Absolute None!! "God bless the food & bless the loving hands that prepared it! Bless it to give us strength & bless that strength, so we use it to help unite the whole human race in Thy Kingdom, All-One-God-Faith! For we're All-One or None!" Exceptions eternally? Absolute None!! All-One!!

**Love, trust, respect: The Serendipalm Project** continued from page 28

socially responsible and environmentally sustainable manner, and produce the highest quality crude organic and Fair Trade palm oil to meet the growing demands of Dr. Bronner's and other European customers like Rapunzel, GEPA, Altomercato, and Traidcraft. This is the backbone of Serendipalm as a business, and what puts money in the pockets of employees and farmers, connects Serendipalm to the community through development projects, and makes me feel happy and proud of my work.

We're also working to improve the yields of farmers' palm fields, and we're converting cocoa fields to organic and Fair Trade so farmers have access to more markets for their cocoa, and can contribute more Fair Trade premium funds to community development projects.

In 2011, after frequent soft loan requests by Serendipalm employees, we started talking with Dr. Bronner's about ways to support employees with alternative income sources. We agreed on a seedling program that would give each employee a grant for two acres of high-yielding palm seedlings, with additional seedlings on loan to those with more land. When farmers also showed interest in the program, Dr. Bronner's increased funding to include farmers. So far, 1,300 acres have been planted with 78,000 palm seedlings, providing employees and farmers with a reliable source of income, even into retirement, since palm trees can be harvested economically for 20 years.

Fair Trade and organic methods make a lot of difference in palm production. Farmers pay fair wages to farm workers, ensure the health and safety of their workers on the farm, treat workers with respect and love, and make sure children aren't used for activities like weeding, pruning and harvesting. The Fair Trade premium gives farmers the opportunity to work on committees, make critical development decisions, transfer knowledge to other members of their communities, and fund important projects like borehole water systems, toilet facilities, police and nursing stations, and durbar (funeral) grounds.

Organic production allows farmers to maintain the yield of their palm fields through efficient use of available natural resources. Farmers have access to technical advice on organic farming and can improve the soil fertility of their palm fields in ways that protect soil flora and fauna. Land, water bodies and the environment as a whole are protected. Biodiversity is also encouraged, and farmers are paid a premium over market price for their other crops.

It's difficult to describe the kind of support and sacrifice Dr. Bronner's has put in over the years to make Serendipalm what it is now. Experts from Dr. Bronner's frequently visit Serendipalm to support the local management team, but there is more to the relationship than just business. One would expect a business collaboration to be mutually beneficial, but I have participated in many discussions and have seen enough numbers to be fully convinced that Dr. Bronner's is reaping far less than it's sowing in Serendipalm. For Dr. Bronner's to commit to buying arguably the most expensive FTO palm oil from Serendipalm and still provide funds outside the Fair Trade premium for special projects—the seedling program, bed net distribution, construction of a footbridge, installation of streetlights and the on-going maternity ward building in Asuom—speaks volumes. It's simply beyond my imagination.

All-One means to me: coming together as one family to work towards making the world a better place for us all and living peacefully and responsibly as global citizens. Nothing happens if we don't join hands to make a positive change to humanity. Wherever we are, we share one air, one water, one love, All-One!

Serendipalm  
as one family  
and mission  
trust  
supp  
a determinat  
organic and  
is treated wit  
as Serendipa  
is hope for a

employees are connected  
by the basic philosophy  
of Dr. Bronner's: **love,**  
**equality,**  
**support** for one another, and  
dedication to produce high quality  
Fair Trade palm oil. Everyone  
with respect and fairness, and  
as palm continues to grow, there  
is a better future for everyone.

Akua Sarpomaa  
Serendipalm, Asuom, Ghana

Today, this whole wide world  
craves love-faith-courage,  
Grace for the trial, help  
from above, undying sympathy,  
unfailing love! Dr. Emanuel Bronner







# FAIR

# 5th: Treat the earth like home

Make humble and mindful use of the earth's gifts. Do not waste, do not harm the land or people or animals. What comes from the earth must go back!

## COMBATting CLIMATE CHANGE ON THE GROUND

RYAN ZINN Organic & Fair Trade Coordinator

My relationship with Dr. Bronner's began over twenty years ago while shopping at the Arcata Coop in Humboldt County during my first year at university. As a relatively sheltered kid from urban Southern California, I had no previous exposure to Dr. Bronner's and was instantly fascinated with the bottle's label.

Years later, I joined Dr. Bronner's to work with our sister companies' farmers and workers in Africa, Latin America and Asia to make sure we "walk the talk" when it comes to organic and Fair Trade. I'm especially motivated and fortunate to be able to work with farmers on the front lines of climate change, making a concrete impact in their livelihoods, communities and the global environment.

Record-breaking heat waves, long-term drought, "100-year floods" in consecutive years, and increasingly extreme superstorms are becoming the new normal. The planet is now facing an unprecedented era of accelerating and intensifying climate change. While this change will affect nearly everyone and everything, the biggest impact is already being felt by farmers, especially marginalized farmers in the Global South.

When we think of climate change, visions of coal-fired power plants and solar panels come to mind. Policy discussions and personal action usually revolve around hybrid cars, energy efficient homes and debates about the latest technology solutions. The truth is, much of the climate change problem and solution reside at the heart of the global agriculture system.

Up to half of the world's greenhouse gas emissions comes from industrial agriculture. Synthetic fertilizers, pesticides, heavy machinery, monocultures, land change, deforestation, refrigeration, waste and transportation are all major contributors. Industrial agriculture practices, like Concentrated Animal Feeding Operations and synthetic fertilizer and pesticide intensive monocropping, not only produce huge amounts of greenhouse gases, but support an unjust and unhealthy global food system.

Small-scale organic farming not only emits fewer greenhouse gases than large industrial agriculture, but through proper soil management has the potential to partially reverse climate change by sequestering some 7,000 pounds of carbon per acre per year—while actually boosting crop yields. Small farmers already feed the major-

ity of the world with less than a quarter of all farmland. Addressing climate change on the farm not only tackles the problem of agriculture-generated greenhouse gases, but produces more food with fewer fossil fuels.

Dr. Bronner's is committed to sourcing organically certified ingredients, but we're also deepening our efforts to support farmers' organic farming practices. Recently we organized composting workshops in Kenya and Ghana. Farmers from various communities joined together to learn about soil biology, composting, and the benefits of improved soil fertility to ecosystem and plant health, as well as crop yield.

Fair Trade sourcing plays an important role, too. Farmer members of Serendipol, Dr. Bronner's Fair Trade coconut project in Sri Lanka, chose to use a portion of their Fair Trade premium to fund composting operations. Compost, provided to member farmers at no cost, gives farmers an alternative to synthetic fertilizer and adds beneficial microorganisms and organic matter to their soils.

At Ghana's Serendipalm, another of our Fair Trade projects, farmers use cover crops and mulches to facilitate carbon sequestration.

# So many answers are right in our fields.

Biomass, like palm fiber, empty fruit bunches and other nutrient rich "waste" materials, is returned from the mill back to the farm, reducing the need for synthetic fertilizers and closing the nutrient cycle. Serendipalm has actively reforested both degraded farmland and urban areas with native tree and hybrid oil palm varieties. Farmers dedicate a portion of their land to oil palm production, with the remaining land devoted to other crops like corn, pineapple, cocoa, citrus, banana, and cassava. Agroforestry systems like these help to buffer farmers against climate variability, reduce atmospheric loads of greenhouse gases, and lower levels of climate-related crop loss.

In a world where labor and environmental abuses are the norm, making socially and environmentally responsible products is no easy task. Our staff regularly face challenges working with organic and Fair Trade farmer projects on different continents, time zones and crops. I'm especially proud of Dr. Bronner's deep commitment to putting our mission and values into action.

That power & glory-seeking beast within each one of us always has been & still is. Self-love must serve Brother-love; half-truth must yield to full truth 'til intolerant hate is replaced by hardworking full truth!

## MAKING MORE WITH LESS

EDWIN GOMEZ Operations Manager

My name is Edwin Gomez. I have been working for Dr. Bronner's for about 10 years now. I started out packing boxes and now I'm the Operations Manager, overseeing the daily functions of the plant operations,

making sure there are no problems. Being that go-to person for the company is extremely gratifying to me.

I tend to ask "why" a lot, because I'm always thinking of how to improve the way we do things, like reducing our water usage and materials waste. Currently I'm working on such projects as: the first raw materials tank farm; a hot room to melt our coconut oil; and retrofitting our liquid soap filler to double output capacity. **CONTINUED ON PAGE 38**

13th: "Knowing the full truth that unites the human race & not teaching all is deathly guilt," learned carpenter Jesus from mason-Rabbi Hillel! But Marx, innocent grandson of 2 Rabbis, learned only half-truth! Ashamed, Marx wrote 1844: One World without Jews, to kill all Jews, 1848: The Communist Manifesto, to kill the rich, causing Nazi-Psycho-Communism, 66 million murders! As Mao wrote in Redbook '51, "Marxist-Communism, once in power, is utterly unworkable, has less value than cow dung. Its power is the gun!" "What an apology we Rabbis owe Israel, Marx, Mao, all mankind: for not teaching Astrono-

ship Earth, with Bomb & Gun, we're All-One or None! All-One! All-One! Absolute None! These are the days, my friend: we know they'll never end! We'll work-sing-dance-love, marching on! Marching on! We live God's Law each day, we win Free Speech OK! With full truth our only God, we rally-raise-unite-All-One! All-One! All-One!!

ny's great All-One-God-Faith, that with just 6 words eternally unites the human race! As teaches African-shepherd Astronomer Israel for 6,000 years, since the year one: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" For on God's Space



# Space Earth



# eship

It is an absolute full truth that the 1st law of God's tremendous universe is order! Absolute all-embracing, ever evolving, full-truth-disciplined loving order!

Dr. Emanuel Bronner

Dr. Bronner's employees "dumpster dive" as part of our soap factory waste audit.

Again, what an apology we Rabbis owe Marx, Israel, all mankind, for our 2,000-year failure to teach what Hillel taught Jesus—The Moral ABC—without which none survive free! Hardworking-trained-brave, just-loving-strong, uniting one! All-One! For

### Making More with Less continued from page 35

This year, we've redesigned our soap display case. This is a corrugated display piece we send out to customers for displaying Dr. Bronner's products. The old display was labor-intensive and used 50% more material.

With our packaging, we're always thinking of ways to reduce, reuse and recycle the materials we use. We only use 100% PCR (post-consumer recycled) corrugate, have recently changed to a cardboard that's 30% thinner, and have slowly removed 90% of the dividers from inside the case. We've also been able to reuse our cases at least a few times before they lose their rigidity. This not only saves materials, it also reduces greenhouse gas emissions from shipping all that extra weight around.

## REDUCE, RECYCLE, REUSE, REUSE, REUSE!

**DARCY SHIBER-KNOWLES** Quality, Sustainability, & Innovation Manager

On my 15th birthday, my friend Roza gave me a 4oz. bottle of Dr. Bronner's almond liquid soap tied with a green ribbon. In the card she joked, "For Darcy, because every idealistic, verbose environmentalist should use this amazing stuff!"

From that bottle onward I was hooked. Impossible to fit on a single bottle, the Moral ABC may also seem impossible to practice. But as an employee since 2013, I've seen time and again how, in every aspect of the business, Dr. Bronner's makes decisions that honor the spirit of the All-One philosophy and the ideals of our founder.

I manage Dr. Bronner's quality and sustainability programs. It's the job of our team to make sure that everything that goes into making our products meets Dr. Bronner's standards of socially and environmentally responsible materials and manufacturing practices so that we can produce products of consistently high quality and integrity. We like to think of ourselves as guarding the All-One promise from the inside out.

That may sound corny, but this is highly detailed, data-driven work. We know that if we can't measure something, it is very hard to manage it. So to truly honor both the people throughout the supply chain who help us make our products and the planet from which we derive our resources, we have to mindfully manage as much as we can, and build operational systems and supplier relationships that allow us to be simultaneously efficient and comprehensive.

Day-to-day this includes proactively reviewing many operational details. From the cruelty-free adhesive we use on labels to our 100% post-consumer recycled plastic bottles, we painstakingly ensure compliance with the many certifications we file each year. We calculate the amount of electricity used to turn the lights on in the warehouse, compare the fragrance notes in each shipment of organic essential oil, carefully collect information about the empty metal drums we recycle, and ensure the safety of the working conditions of the employee who handles those drums. Every aspect of how we do what we do is under scrutiny to ensure continued alignment with our values as a company.

I am especially proud to share that we recently undertook our first-ever company-wide waste audit. Although Dr. Bronner's has long recycled, we never knew exactly how much material we were

To reduce our water use, we developed what we call the Mix-Wash Matrix. This is a chart that helps our operators know when to wash out the filling machine versus mixing with a stronger fragrance. We used to wash out the filling machines every day, using about 100 gallons per wash. After implementing the Matrix chart we now only wash 15% of the time, reducing our water use by 85%.

I remember, back before I started working at Dr. Bronner's, when the strange blue peppermint bottle started showing up in our home. At the time I didn't know anything else about the company or the family. I now know the amazing qualities and high standards Dr. Bronner's holds for itself. Still, being that we are our own harshest critics, we will always continue to improve and set the bar a little higher.

All-One or None!

Visibly in each & every planetemple on God's Spaceship Earth for 2,000 years to this day, 10 brave men must guard Free Speech or none, full truth, God's Law can teach! Free Speech is man's only weapon against evil!

sending to landfill, recycling facilities, or re-use purposes because we had never formally measured it. We wondered if it were possible to become "zero waste"—an industry technical term meaning less than 10% of all waste going to landfill. Becoming zero waste is an audacious goal that resonates with our company values. However, in order to even set the goal we had to know how much waste we were actually generating and sending to landfill, and how much of that could be diverted.

So to tackle these questions, a cross-departmental team from Liquid Soap Production, Bar Soap Production, Shipping, Facilities, Magic Foam Experience, and Sustainability worked together over the course of three months to comprehensively quantify and streamline our many manufacturing and office waste streams. Our audit considered everything from office paper to the empty drums of our raw materials. We reviewed physical storage and disposal schemes, brokered new relationships with vendors, and collected countless data, all of which will inform our strategies for improvement. We even did a day-long "dumpster dive," sorting and weighing every single pound of waste material in our dumpsters, garbage cans, and recycling bins to understand exactly what we're throwing away. Most importantly, in the process of auditing our waste we learned a couple of critical things about ourselves as a company:

Dr. Bronner's can become a zero waste manufacturing operation. And we have both the company culture and executive support to make it happen!

Zero waste is a bold, ambitious goal, rare and challenging for any company, especially a manufacturing operation of our size. It will require many structural, procedural and data-based changes. But with the powerful culture of Dr. Bronner's and the commitment to our mission that underlies that culture, we believe that zero waste is ultimately attainable.

Our progress on sustainability matters to our company, but it also matters on a more personal level to me, because the values of Dr. Bronner's resonate deeply with my own hopes for the future of our shared world. Although it's now been many years since I put my hands on that little bottle of Dr. Bronner's almond liquid soap, my friends would certainly still call me an idealistic, verbose environmentalist. So I couldn't be prouder to say that, along with my long-time personal care product choices, I now have a career that supports social and environmental justice with the passionate spirit that underpins Dr. Bronner's and the All-One philosophy.

and the coward: the brave has an ideal to fight for, such as teaching The Moral ABC, that unites the human race in All-One-God-Faith! As teach astronomers Abraham & Israel, inspired by the Messenger of God's Law, Halley's Comet, the Blazing Star of Moses-Jesus-Buddha-Bethlehem-Mohammed! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!"

example: "The Manual of Discipline" by Jesus, found in 1948 by Mohammed's Arabs in Israel Essene Scrolls & now on "Dr. Bronner's Eucalyptus Soap Quarts"!!! 1st: A Human Being works hard to teach love his enemy, to help unite all mankind free, or that being is not yet Human; so, go the second mile, turn the other cheek, brave, not meek! For we're All-One or

None! All-One! Exceptions eternally? None! Absolute None! 22nd: Small minds decay! Average minds delay! Great minds teach All-One today! Win victory, & all stand by you: give up?—all deny you! Remember, the only difference between the brave

Dr. Bronner's can  
become a **zero**

**waste**

manufacturing operation.

And we have both  
the company culture and  
executive support to

**make it**

**happen!**

# 6th: Give and give!

Be an engine for positive change—share profits, share talent, share muscle, share voice—fund and fight for what's right!



Shipbuilder Geoffrey Chaucer In 1390 A.D. Wrote: Flee from the crowd to dwell with truthfulness. Be satisfied with what you have, it may be small! To hoard brings hate, to climb brings dizziness, the crowd has envy & success blinds all! Be happy with what to your lot may fall! Work well yourself to counsel others clear, & full truth, hard work, God's Law shall make you free! There is no fear!!

## SHARE PROFITS AND THE WORLD GETS RICHER

DAVID BRONNER President

Giving has always been a part of the Dr. Bronner's mission. As we've grown, we've had the opportunity to share even more profits with those in need, and to support amazing individuals and organizations doing inspiring work to strengthen communities all over the world.

We established the Dr. Bronner's Family Foundation to act both locally and globally. Almost all of our income not needed for growing the company is contributed to charitable, social and environmental causes, and to community development programs.

We have always dedicated and will continue to dedicate our profits to supporting positive development projects that improve and enrich people's quality of life.

**Youth Programs** Jim (Dr. Bronner's son and past president) pioneered Dr. Bronner's support for various local San Diego youth programs, especially those in support of poor and disadvantaged youth, including the largest land gift ever of 1,200 acres to the local Boys and Girls Club. We remain a major supporter of our local Boys and Girls Clubs, as well as the Boys to Men mentoring network.

**Community Services** From programs like Fair Shake's prisoner reentry program to San Diego County's Food Bank, Dr. Bronner's is engaged in supporting efforts that serve communities and their needs both at home and abroad. We're excited to support projects that make a concrete difference in people's lives and communities.

**Drug Policy Reform** We support a more compassionate approach to drug policy that treats addiction as a health problem like alcoholism. We support criminal justice and sentencing reform, harm reduction practices like needle exchange programs to prevent the spread of diseases, and the demilitarization of U.S.-driven drug policies in Latin

# Improve and enrich people's quality of life.

America and other regions, as well as on the U.S. borders. We support responsible integration of cannabis and psychedelic medicines into our global culture, and have been major contributors to state ballot measures to tax and regulate cannabis for responsible adult use.

The trouble with the world is that the wrong people are always the most energetic, united & intense while the hardworking people work scattered, divided, less intense! ...& that fact will only change when we change!

## INVEST YOUR HEART

TRUDY BRONNER Chief Financial Officer

Jim, the son of Dr. Bronner, had a deep caring for people, especially for children, and he passed his philanthropic values on to his family and Dr. Bronner's Magic Soaps. Since Jim had spent part of his childhood in foster homes, children and their plight was very important to him. Jim's mother died when he was very young, and while Dr. Bronner provided economic support and opportunity for his family, he was in many ways less than an ideal father.

We lived in Glendale, California, where we raised our family and Jim oversaw manufacture of Dr. Bronner's soaps at an independent chemical specialty manufacturer. He eventually became head of operations before founding his own consultancy where he developed, among other things, fire-fighting foam still used today on structure and forest fires.

We moved to Escondido, California in the early 1990s when Dr. Bronner's health was failing and Jim was to become President of Dr. Bronner's Magic Soaps. After making sure the company was on the road to solid financial footing, and employees and their families would be generously cared for, he became involved in the community, supporting various local San Diego youth programs and enthusiastically volunteering to coach soccer at the local Boys and Girls Club. He also served on the Board of Directors.

In the 1970s and '80s, Dr. Bronner had used some of the company's money for investments. Some were wise; some not as much. Buying vacant land in the Warner Springs area of San Diego County was one of his wiser decisions. Still, Jim had to decide what to do

with 1,200 acres of land. Selling it was a possibility, but instead he looked for a way that the land might benefit the environment and the community.

Since he was interested in helping children, it seemed only fitting to give the land to the Boys and Girls Club for a camp for disadvantaged youth. We were excited. The morning Jim died in 1998, we signed the papers, giving all 1,200 acres of the land we called Rainforest Ranch to the Boys and Girls Club of Escondido.

The intent was to build a camp for disadvantaged youth, which sounded simple enough, and Dr. Bronner's Magic Soaps pledged \$1 million for the construction. However, the total cost was much more than anticipated and eventually made the project unfeasible. At this point, the most practical solution would have been to take the land back and cut our losses, but instead the family decided to let the Club sell the land to The Nature Conservancy and keep all the proceeds. With our continued pledge of \$100,000 for ten years, the Club was able to turn an old middle school gymnasium in Valley Center into a new permanent facility: the James A. Bronner Family Branch in honor of Jim's legacy.

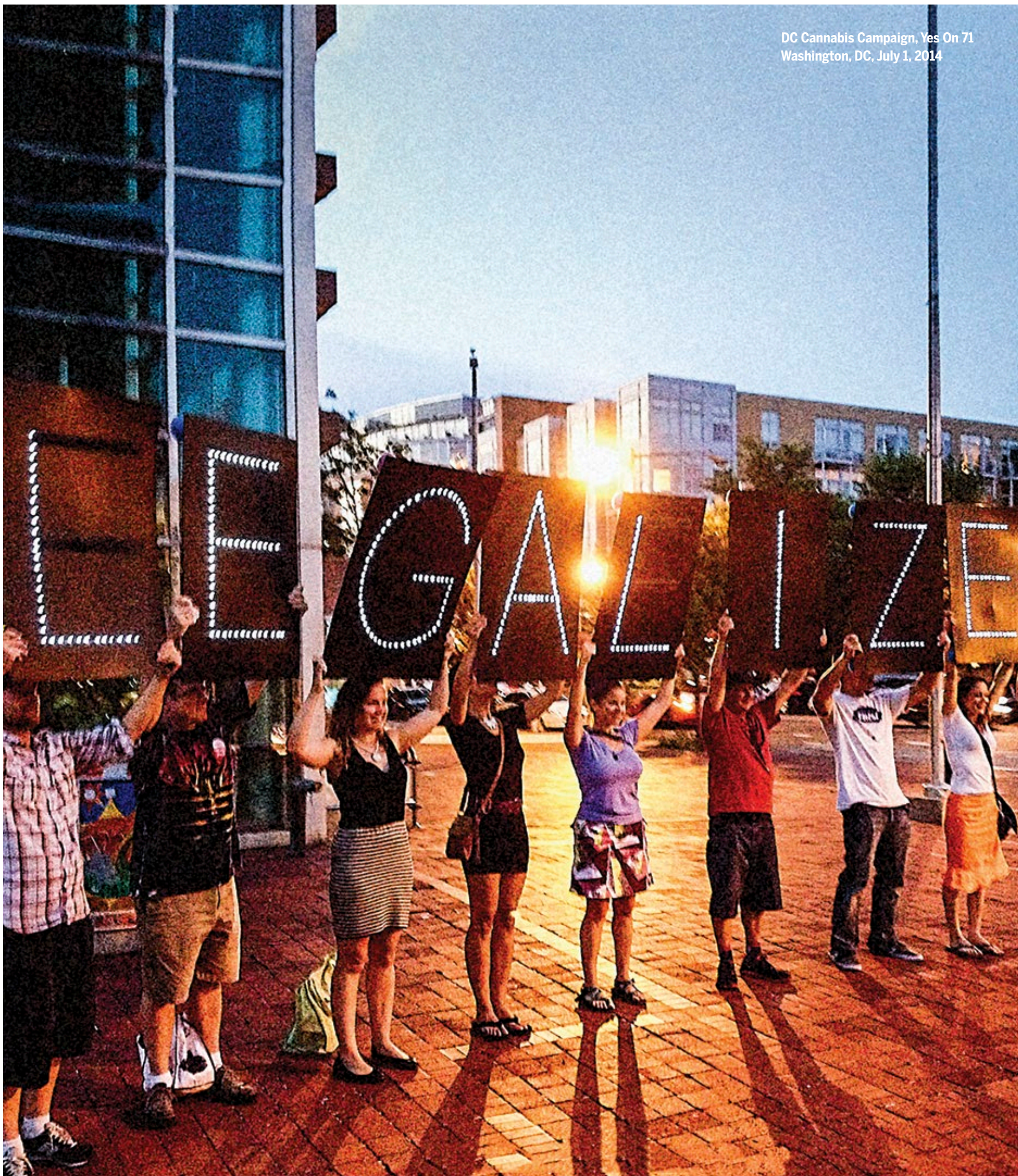
Dr. Bronner's continues to donate funds for the branch's operation and maintenance, and I continue to honor Jim's vision by serving on the board. We also support many other youth programs and charities including Boys to Men Mentoring Group.

Jim often told me that he appreciated his experiences with the Boy Scouts when he was a kid, and wanted to support safe, caring places like the Boys and Girls Club. He loved the Club and its impact on the lives of so many children.

ness. To strive for greater wealth foretells thy fall! Here is no home, here is but wilderness forth, pilgrim forth, up, Beast, & leave thy stall. Know your country, look up, thank God for all! Hold to the higher way, your soul (that God within you) be pioneer! And full truth, hard-work, God's Law, shall make you free! There is no fear!!

age-old wall! Strive not, you earthen pot, to break that wall! Subdue yourself and others you shall hear, & full truth, hard work, God's Law shall make you free! There is no fear! What God does send, receive in glad-some Torment yourself not all the crooked to redress nor put your trust in fortune's turning ball! Great peace is found in little busyness, and war but kicks against an

Therefore, poor Beast, Forsake thy wretchedness! No longer let this vain world be thy stall. His mercy seek, who in his mightiness made you of dust, but not to be a ball! Work well yourself & work with all, who seek for larger life & deeper cheer, and full truth, hard work, God's Law, shall make you free! There is no fear!!! The ABC of Mama Cat Arctic White Owl has babies only when there is 9 weeks' food supplies to survival! Beavers, by teamwork, enjoy family life! Bees drop 3% lazy drones from hives! Cleopatra's love, the ABC of Mama Cat teaches: 1st: Absolute cleanliness is Godliness! 2nd: Con-



DC Cannabis Campaign, Yes On 71  
Washington, DC, July 1, 2014

## LEGALIZE CANNABIS, LABEL GMOs: LET'S GET IT DONE!

DAVID BRONNER President

Major battles were won, some narrowly lost, but ultimately victory is inevitable in both cannabis policy reform and the movement to label genetically engineered foods in the United States.

On the cannabis front, 2014 saw victories in DC, Oregon and Alaska, continuing the incredible momentum from 2012 victories in Washington and Colorado, themselves bolstered by California's narrow loss in 2010 that triggered the first serious national and international debate on ending cannabis prohibition. Only Florida "lost" with 58% of votes in favor of medical marijuana, 2% short of the needed 60%.

Dr. Bronner's Director of Social Action, Adam Eiding, was campaign manager for the successful Yes on 71 campaign in DC. Adam and Dr. Malik Burnett of the Drug Policy Alliance ran an incredible campaign, educating local voters as well as the country's political elites that prohibition is an unjust racist policy disproportionately impacting communities of color. Despite blacks and whites using cannabis at similar rates, DC arrests over 8 times more black than white people for cannabis possession. By any rational measure of analysis, marijuana use is much less problematic than alcohol, while its prohibition has caused untold harm to otherwise productive non-violent citizens and their families, wasting taxpayer dollars and law enforcement resources.

Dr. Bronner's contributed \$100,000 directly to the DC campaign

Hard work, self discipline! 8th: God's Eternal discipline, save! 9th: Nine lives, self-reliant, brave! 10th: Dignity, beauty, relaxation, fun! 11th: Tenacity gets it done! 12th: Perfect sense of direction, ESP! 13th: The ABC of Mama Cat & the Swallow's song above, teach the human race with the Moral ABC, taught 6 billion strong in All-One-God-Faith/ALL-ONE!!!

Jesus' "Manual of Discipline" replaces our age-old fear-driven kill-or-be-killed half-true self-love, that jealous power & glory seeking Beast within each one of us, with our new courageous 6,000-year young love-&-teach-love Brother-love, that fully true constructive good, that God within each & every human being! Remember: Nothing is impossible to 10 men united & organized for positive action! Jesus asked his disciples, "Why are we persecuted? Because we believe in only one God, one all-embracing Eternal Father." "So," replied Jesus, "If we really believe in one Eternal Father, then the Roman soldier is our Brother & we must teach both friend and Enemy the Moral ABC that instantly unites all mankind free, in Astronomy's eternally great All-One-God-Faith, or we're still godless Beasts, not yet Human!" A Human being must teach friend & Enemy the Moral ABC uniting all mankind free or that being is not yet human! Rabbi Jesus' full truth No. 1. Exceptions eternally? Absolute None! So each child will be a slave of Marxist Socialism's half-true hate, unless we teach brave Hillel's full truth Social Action uniting One-God-State!

and \$100,000 to the Drug Policy Alliance, earmarked to help power Dr. Burnett's crucial work there. We also contributed \$100,000 each to Oregon's effort, led by the New Approach team, as well as the Marijuana Policy Project's effort in Alaska. Another \$2 million went to the Oregon Yes on 92 GMO labeling campaign, which coordinated closely with the marijuana campaign in registering and turning out the youth vote.

DC was the first legalization campaign to run primarily on a racial justice platform, and absolutely crushed it. Alaska's campaign was based on the MPP "safer than alcohol" playbook that won in Colorado, while Oregon was run on the similar "new approach" strategy that won in Washington state. Clearly there's more than one way to win the fight for legalization. Looking forward to California and the four to five other states in play in 2016, we can draw from the best of all these efforts. California in particular will be important to write the model regulations that we want reflected at the national level, which will happen soon after the wins in 2016.

While the Oregon and Alaska victories are sweet, victory in DC for us was the sweetest. The crushing DC victory helped open room for riders to pass into law, prohibiting the DEA from interfering with state medical marijuana and industrial hemp programs. These are huge long-sought victories for the movement, and Americans for Safe Access deserves most of the credit for successfully passing the medical marijuana rider by majority vote in the Republican house. Dr. Bronner's has been a longtime supporter of Americans for Safe Access, giving close to \$700,000 over the past ten years. We've also been closely involved in efforts to re-commercialize industrial hemp farming, being a longtime supporter of Vote Hemp as well as a partner to the amazing efforts in Kentucky that have inspired the entire Kentucky federal delegation, including Senate Majority leader Mitch McConnell and Senator Rand Paul, to publicly support and make hemp farming a reality in the United States again.

Unfortunately though, DC legalization itself seemed to be the sacrificial lamb in the spending bill debate, with Congress attempting to block implementation of DC's legalization initiative. However, DC has been so galvanized by the overwhelming mandate and outraged by Congressional meddling that they are challenging Congress to a showdown. Since Congress is highly unlikely to win, legalization will be the law of the land in DC going forward. The high profile national and international political theatre of DC standing up to Congress for its right to determine its own cannabis policy is incredible.

Pivoting to the fight for GMO labeling, the movement in its modern resurgent form is only a few years old, driven largely by widespread and growing alarm at ever-increasing amounts of toxic pesticides applied to genetically engineered crops.

Over 99% of GMO crops in U.S. soil are engineered to produce insecticide and/or tolerate heavy herbicide use, which has rapidly created resistance in target weed and insect populations. GMO crops are being saturated with ever more toxic pesticides, including neonicotinoid insecticides banned in the EU due to their suspected link to massive bee die-offs and Colony Collapse Disorder. While this is great for the chemical industry that both sells the GMOs and the

pesticides used on them, our environment and collective health are paying the price.

In the face of record spending by pesticide and junk food companies, the GMO labeling movement gained huge momentum from narrow losses in California and Washington. Vermont became the first state to enact mandatory labeling, and Jackson County in Oregon banned planting of GMO crops due to GMO sugarbeet pollen contaminating and ruining neighboring fields. Maui also banned genetically engineered crops because of massive pesticide spraying. And statewide in Oregon, the Yes on 92 campaign came within five hundredths of one percent of winning, showing friend and foe alike how easily we can win in a bigger 2016 presidential electorate. An underfunded effort in Colorado did not fare well, unfortunately, but it serves as an important movement lesson for 2016. Dr. Bronner's was a leading financial contributor to all of these efforts, and also devoted significant staff time and other organizational resources.

Vermont, Jackson County and Maui are all currently being sued by the pesticide and junk food industries, and these industries are frantically lobbying Congress to pre-empt states' rights to enact mandatory labeling of GMOs. They know that the nationwide movement to label GMOs continues to grow in strength even as their major herbicide-tolerant and insecticidal GMO traits continue to fail and pesticide use goes through the roof. The USDA audits chemical inputs every five years for major crops, and in spring of 2015 will publish updated data on herbicide and insecticide use on GMO corn that will force even the most biased journalists and scientists to confront the truth that GMOs amount to a massive pesticide industry boondoggle without increasing yields.

Bottom line, the movement is on fire and surging. We will likely prevail in one to two New England states in 2015 and more states in 2016 as we keep bringing a bigger, better and more strategic fight. Like the narrow loss on the cannabis front in California that educated and moved the national debate forward, the GMO labeling movement

# The movement is on fire.

is poised to rack up major wins in 2016. But by 2016 we are as likely to achieve victory through the market, as we are unleashing and fueling major cultural and market drivers and expect more and more food companies to flip and accept mandatory labeling, just as they did in Europe. Chipotle is already disclosing and moving away from GMOs, as is Cheerios, Grape Nuts and other high profile brands. Whole Foods is mandating GMO labeling of all products in its stores by 2018, and many major mainstream retailers have refused to carry GMO salmon.

Our experience with the movement to end cannabis prohibition over the past fifteen years shows how much faster and stronger the modern movement to label GMOs is growing. People are waking up to the truth. We have to transform our agricultural policies and dietary choices and eat more sustainably if we want to feed future generations, which requires as a first step that citizens are properly informed and empowered to make wise choices.

**64** other countries  
have **the right**  
**to know**  
if their food is genetically  
engineered, but the  
chemical and junk food  
industry have spent tens  
of millions of dollars to  
make sure Americans  
are kept in the dark.

## FUND AND FIGHT FOR WHAT'S RIGHT

DAVID BRONNER President

Dr. Bronner's has always been an activist company, dating back to when my grandfather was trying to unite the human race from street corners and auditoriums in 1950s Los Angeles, selling his now-famous peppermint castile soap on the side. The soap, from early on, was primarily an activist vehicle for his All-One vision.

Carrying forward that same activist spirit, we use the company today to fight for and financially support causes we believe in: organic agriculture and integrity, the promotion of authentic Fair Trade, the recommercialization of industrial hemp, and labeling of genetically engineered foods, to name a few. We call ourselves the "fighting soap company," and are committed, strategic and relentless in the causes we fight for.

Our fight to legalize and recommercialize industrial hemp may seem cool nowadays, but back in 2000 when we started using hemp oil in our soaps, it was a high-profile and controversial move. The DEA tried to ban hemp seed and oil in the U.S., and purported to interpret existing law to say that our inventory of non-psychoactive hemp was a Schedule I drug. Rather than back down, we led the multi-year fight in the Ninth Circuit that handed the DEA its first major loss.

In 2009, frustrated that the Obama administration continued to perpetuate the prohibition of this sustainable non-drug agricultural crop, I grabbed a shovel and planted hemp seeds on the DEA's lawn. My arrest generated significant media, highlighting the absurdity of ongoing hemp prohibition. Even more frustrated in 2012, I locked myself in a cage in front of the White House with a bunch of hemp plants and pressed hemp oil to serve to press and passersby, as I lambasted U.S. policy that handed Canadian farmers the largest hemp market in the world. Although these actions resulted in short stints in jail, they forced the issue and showed the incredible ignorance of hemp prohibition.

# We call ourselves the "fighting soap company."

We work in good faith within systems to improve policy, but if change from within doesn't work we leverage change from without. For years I collaborated with the natural personal care industry to implement meaningful organic bodycare standards beyond just an empty marketing phrase. Meanwhile, cheater brands were deceptively calling themselves organic when they were no more organic than Palmolive with a little organic tea added. When culprit companies walked away from the consensus standard after years of work, we filed suit to force them to certify and live up to—or drop—their organic claims. Whole Foods soon mandated that any bodycare brand calling itself organic must be certified if it wanted to be stocked on their shelves. With that, the organic cheaters had no option but to clean up their act, and organic integrity in our industry was largely salvaged.

We've also engaged with allies through the state ballot initiative process to effect change in areas like GMO labeling and cannabis policy reform. Just as our grandfather once used the label to promote his All-One vision, we've used our label on our most popular products to educate the public on urgent political issues. On our 32oz. bottle, we ran a special label explaining how the chemical industry is genetically engi-

neering food crops to survive high doses of their pesticides, and how we need to label GMOs in order to make sustainable buying choices.

Looking forward as our capacity increases, other causes we will increasingly engage in are: income inequality, animal welfare and psychedelic reform. We are truly fortunate to have inherited this incredible engine to help drive positive societal change, and our grandfather's example that inspires us to fight for the kind of world we want to live in. "For we're All-One or None! All-One! All-One!"

For 2,000 years, every temple on God's Earth must have 10 men or there is no progress, no Free Speech: for I'll listen to you 10 brave men to see that you'll THEN listen to me! Hillel's Academic Freedom unites One-God-State!

## BRING HEMP BACK TO AMERICAN AGRICULTURE

ERIC STEENSTRA Executive Director, Hemp Industries Association

I first met David Bronner in 1999 at a Hemp Industries Association (HIA) conference near Toronto, Canada. I had been an HIA member since its founding in 1994 and was the co-owner of a hemp clothing company called Ecolution that made 100% hemp jeans, shirts and accessories. The HIA was the first trade association in North America working to promote industrial hemp and David was there to learn about hemp firsthand. Canada recommercialized industrial hemp in 1998 and Canadian farmers had just begun growing the crop. Everyone was excited to see hemp up close.

At the time, the hemp industry was still in its infancy. Some hemp foods and body care products had appeared on the market but they were still uncommon and mostly found in natural food coops and small hemp stores. Though industrial hemp is the non-psychoactive variety of the cannabis plant grown for fiber and seed—you could never get high from smoking it—the Drug Enforcement Administration treated it the same as marijuana and arrested people for growing it. There was an exception in the law, however, that allowed hemp stalk, fiber, non-viable seed and oil to be imported and used in finished products.

By the mid-'90s, a handful of American companies were importing hemp and making hemp products after learning about its history, quality and versatility in *The Emperor Wears No Clothes*, a book by Jack Herer. Jack's book exposed the government's

CONTINUED ON PAGE 47

Jesus' "Manual of Discipline" 1. Under one Eternal Father, I must teach friend & Enemy the full truth Moral ABC to unite all mankind free in One-God-Faith. 2. To get it done: A Beast can only listen to its friend! A Human Being must teach love his Enemy or that being is not yet human! 3. A shark can only love its friend. Lacking frontal lobes, it must avoid fear-smear-hate-slander-dominate-dictate-distort-destroy anything it does not know, understand or disagrees with. That's a shark. But a Human Being possessing the Kingdom of God's Law, the Essene Moral ABC of the FREE within his frontal lobes, works hard to teach hard to teach friend & enemy the Moral ABC, otherwise that being is not yet human. 4. A Human Being is a constructive working scientist who knows, loves, follows, teaches Full Truth, God's Law, to all of God's Children, friend & Enemy, otherwise that being is not yet Human! Exceptions? None! 5. The moment any being follows, tolerates or teaches earthen half-gods or half-truisms, that moment he becomes a godless, intolerant Beast, potentially 10 times more dangerous & destructive than any ordinary Shark-Snake-Rat or Panther!



Ryan Loflin, American hemp farmer



**Bring Hemp Back to American Agriculture** continued from page 45

cover up of the long history, incredible benefits and huge potential of both medicinal and industrial cannabis, including use in clothing, food, paper and building materials. The book spread quickly and created a renewed interest in the long forgotten plant.

At the HIA conference, David told me he had recently taken over as president of his grandfather's company and after extensive customer trials, wanted to incorporate hemp seed oil into their castile soap recipe. Hemp oil contains a high amount of the omega-3 and -6 essential fatty acids in ideal balance, and is one of the few significant non-fish sources of omega-3s. The American diet is chronically deficient in omega-3s, and omega-3 is a primary market driver for hemp seed foods. Topically in the soaps, hemp's omega-3s create a much more moisturizing, smoother and less drying lather.

David had become interested in hemp after spending time in Amsterdam learning about cannabis as a sustainable rotation crop, and was interested in bringing hemp back to American agriculture. Hemp grows "like a weed," requires little in the way of herbicides or insecticides, and lends itself well to organic farming systems. Grown

# Mitch McConnell and Rand Paul agree! Change is coming!

in rotation with corn and soy, hemp aerates soil and controls weed and pest pressure.

After the conference we continued to strategize how we could change U.S. policy to once again allow U.S. farmers to grow hemp. In 2000, we invited David to join the board of Vote Hemp, a non-profit grassroots advocacy organization that had just been formed by the HIA to mobilize grassroots pressure and lobby government on behalf of the hemp industry. Since Canada had just recommercialized industrial hemp and U.S. market sales of hemp were growing strongly, we thought a Gore victory could help us to overcome DEA opposition and recommercialize American hemp cultivation within a few years. Unfortunately, under Bush in the immediate post 9/11 aftermath, the DEA instead attempted to ban all existing hemp seed and oil imports, as well as go after California's medical cannabis

CONTINUED ON PAGE 48

brilliant 48-year-young Rabbi Joshua Loth Liebman's book Peace of Mind was distorted after he dropped dead! Diagnosis? "Sudden heart attack!" Exactly as suffered by Rabbi Jesus, Spinoza, Thomas Paine, Samuel Friedman, Steiner-Prag and Rabbi Leo Baeck: 6 & 66 million "sudden heart attacks," murders caused by us godless intolerant Beasts. If we really want Brotherhood-Progress-Peace, not war, we must not only listen to the neighbor whom we choose, but also to the one whom God sends! Otherwise we're still Beasts, not yet Human! Exceptions eternally? Absolute None! Jesus' Manual of Discipline, out of the mouth of subway-builder Nikita Khrushchev April '56, London, England. 7. "WE MUST TEACH LOVE OUR ENEMY OR PERISH! BEASTS TEACH ONLY THEIR FRIENDS!" But after 2000 years it never got done! The godless beasts still disapproved! Result? These tremendous 13 words never got printed! Because the

**Bring Hemp Back to American Agriculture** continued from page 47

dispensaries. Thanks to David's leadership and the financial support of Dr. Bronner's, Vote Hemp coordinated the successful industry legal defense against the DEA that resulted in the Ninth Circuit Court of Appeals victory protecting sales of hemp food products once and for all on February 6, 2004 (also Bob Marley's birthday).

As the hemp industry continued to grow, Vote Hemp worked with state legislators to enact twenty state industrial hemp farming programs to date, and Congress finally included a hemp provision in the 2014 Farm Bill that allows states to begin farming hemp on a pilot basis.

The tide on cannabis policy generally and industrial hemp farm-

ing in particular has now turned dramatically. The Kentucky federal delegation in particular has been crucial, and Dr. Bronner's played a key role partnering with Senator Rand Paul's RANDPAC in matching \$50,000 to kick start the Kentucky hemp industry in 2012 (Kentucky historically was the heartland of hemp cultivation in the U.S.).

As of 2014, hemp food sales continue to skyrocket and are present in every major U.S. retailer including Costco and Target. Hemp clothing and textiles are booming and sustainable hemp building materials like HempCrete are mainstreaming rapidly. Dr. Bronner's visionary support of efforts to reform U.S. hemp policy and educate the public about the many benefits of hemp has been crucial and proof positive of their commitment to effective advocacy.

Voltaire knew that Free Speech helps unite all mankind free of half-true hate in One-God-State! The full truth Moral ABC we print-guard-teach unites all free for full truth is God's Law eternally!

## HUMANS AND ANIMALS ARE ALL-ONE!

RYAN FLETCHER Director of Public Affairs

In the late 1990s I began to learn about the impact that the meat and dairy industries were having on animals and the environment, and I woke up to facts about the detrimental effect that a meat and dairy heavy diet has on our health.

Every year in the U.S., nine billion farmed animals (not including fish) are confined in filthy conditions on factory farms, packed into trucks and sent to be slaughtered. Nearly all of the turkeys, cows, chickens, pigs and other animals used to produce meat, eggs and dairy products endure conditions that cause needless stress, pain and suffering. I don't want to be a part of that. And I don't want to financially support the industries that profit off of this cruelty and exploitation.

I feel at home working at Dr. Bronner's because of the company's unwavering commitment to fueling action for social and environmental change. Dr. Bronner's mission to devote profits and staff time to support causes within what David and Mike call the company's "sphere of influence"—GMO labeling, organic standards, Fair Trade, returning industrial hemp farming to the U.S., and most recently an-

the idea of considering my own sphere of influence. Where do I have influence? What is the impact of my actions on the world around me and what do my decisions say about what I believe and stand for? The concept of trying to create and model change in the areas where one's actions can have the most impact has been a key motivator in my decision to become vegan. Our consumption, especially our eating habits, is one of the major ways that a single person can make a difference. One of the most convincing facts I ever heard about the benefits of a vegetarian diet is that an estimated 20 vegetarians can live off the land required for one meat eater.

Over the last few years, I've had some really synergistic conversations with David, who is also vegan, about our shared interest in a cruelty-free lifestyle. We've often discussed what it would look like for Dr. Bronner's to engage in supporting animal advocacy work in a significant way. The company has long donated money to various animal advocacy causes and organizations, but we wanted to add animal issues to our list of core causes "within our sphere of influence."

We began by making contact with leading activists working to reduce the suffering of farmed animals and advocating a transition to healthier and more sustainable food systems.

In 2014 Dr. Bronner's donated more than \$100,000 to Compassion Over Killing, The Humane Society and other organizations working to reduce animal suffering, including The Humane League, Our Hen House, Poplar Spring Animal Sanctuary, VINE Sanctuary, Farm Sanctuary, and in the UK, Compassion in World Farming. David also joined the Farm Animal Protection Council of The Humane Society.

And while the formulas for Dr. Bronner's soaps, lotions, shave gels, hair rinse and hair crèmes have always been vegan, they are now vegan-certified with Vegan Action and registered with The Vegan Society in the UK. The "Vegan-Certified" logo will be added to our U.S. labels this year, assuring

consumers that no animal testing or animal ingredients were used. I'm excited to see Dr. Bronner's engagement on animal welfare issues continue to scale and grow in the coming years.

# Create and model change in areas where your actions will have the most impact.

imal protection—is in my opinion the most respectable and sensible approach to both business and activism that I am aware of.

My approach to the world, for a long time, has been rooted in



## EVERYONE DESERVES A FAIR SHAKE

**SUE KASTENSEN** Founder, Fair Shake Reentry Center

I am extremely lucky to be able to enjoy a unique, long-term relationship with Dr. Bronner's Magic Soaps. Like many others, I remember when and where I first learned about the company. What excited me the most about the soap back then, even before I tried it, was the fact that I could bring my empty bottle back to the store to refill it!

In 1984, three years after I read my first peppermint soap label, I took a Native American ethnobotany class in college. Among my take-aways was learning the herbal benefits of peppermint, how to make lip balm, and hearing the confirmation through indigenous philosophy that we are all connected to each other. All-One!

For nearly a decade I made peppermint lip balm for my friends and family. Once I realized how unique and popular it was, I created Sue's Amazing Lip Stuff and sold the balm in natural products stores. I wrote to Dr. Bronner at that time to try to purchase his special peppermint oil. An envelope loaded with Dr. Bronner's moral philosophy and exhortations was the reply.

A year later I added hemp oil to my lip balm recipe and started the Sun Dog line. Hemp was very popular in 1994 and my company grew quickly. By 1999, Sue's Amazing Lip Stuff had 15 employees, and it was at this time that one of them asked if I would consider hiring a friend who was coming home from prison.

I understood that formerly incarcerated people needed a second chance. I wanted to be a part of the solution, but I had to do my best to care for my employees and my neighbors. How could I properly vet this applicant? How could I trust what I was taught to fear?

I started asking questions and educating myself on our criminal justice system. I learned that the United States has less than 5% of the world's population but 25% of the world's incarcerated population. I learned that 67% of the people coming home from prison would be rearrested in three years. I learned about the effects incarceration has on families, including the great distances many families have to travel to visit their loved ones. I learned that at one time we offered extensive education in prison, that employers used to regularly offer jobs to formerly incarcerated people, and that drug felonies carry the highest collateral and long-term consequences.

I also learned that we needed a free, web-based, nationwide reentry directory with easy access to incarcerated and formerly incarcerated people and their champions. I learned that employers needed to understand their important role in reentry and how they could engage in hiring formerly incarcerated people. And that people getting ready to come home need to prepare mentally, long before they make the transition.

While I enjoyed making lip balm for all those years, I came to see that my passion was sparked by the reentry puzzle. Since I could clearly see where pieces were missing, I felt I could lend my support to

this important need. After all, incarcerated people are part of All-One! They are not out of society, they are just out of sight.

Once I accepted my calling, I realized Sun Dog needed a new home. Through hemp activism and the natural products industry, I had become friends with David Bronner. We both expressed frustration with organic claims on natural products, and I was amazed to hear that Dr. Bronner's was interested in developing Sun Dog's products to become the first organically certified body care line. I was—and still am!—so honored to have my products intertwined with this amazing 5th-generation natural soap icon.

In 2009, with no experience in reentry, I started Fair Shake. Although I saw my project as nothing but positive, there were plenty of hurdles to overcome. While many of us see the system as broken, most shy away from getting involved directly with the people who transition from prison to society. We know they could benefit from positive, engaging, pro-social support but we've been taught to be afraid.

At Fair Shake we believe, since we are All-One, that the only way

# After all, incarcerated people are part of All-One!

to increase safety and build strong cohesive communities is to build strong, capable individuals. Many incarcerated individuals will struggle before they can successfully gain employment, find housing, and rejoin families. Fair Shake provides reentry tools, resources, ideas and inspiration to help them make their transition home.

The Bronner family believed in Fair Shake long before I had a chance to prove its value. Without their unflinching support we would not be where we are today: uniting inmates, staff and a non-profit to build and encourage reentry environments in prisons around the country.

We now have a huge, dynamic website with an amazing resource center, a 90-page Reentry Packet sent free to anyone who requests one, and a free "Office in the Clouds" that includes a number of useful tutorials. But our most amazing work to date is our collaboration with the Ray Brook Reentry Initiative. Together with Ray Brook inmates and staff (including the warden), we're working to develop reentry documents and worksheets to bolster a culture of reentry throughout our country's jails and prisons.

Reducing the recidivism rate (return to prison) increases safety, saves money, and strengthens families and communities. One trip to prison should be enough. Our goal is to encourage ownership and engagement in individuals, which will strengthen our communities, our country, and our world.

What really inspires me is human potential. Our only scarcity is trust. Enlarge the positive!

11. "Who are my Sisters & my Brothers? Only those that seek with me to teach full truth, the Moral ABC uniting all mankind free in One-God-State! Free of half-true hate! Those are my Sisters & Brothers! Others I know not!" But now his Disciples asked, "Then why, why are we God-loving Children of the great African shepherd Israel persecuted more than any other people? Why? Why? Why?" And answered he: 12. "God bless the persecuted! They alone are His chosen people! For those apes that did not suffer from persecution remained apes! Only those that worked hard to overcome untold centuries of barbaric ice-aged persecution, reluctantly became Human Beings! Much, much too reluctantly!" 13. To stay free: Only that full truth we have the courage to teach & give & give & give, can we enjoy to keep, evolve & live & live! Whatever we try to give at our death bed or take along, it absolute certain soon is gone! Exceptions eternally? Absolute None! 14. Let him who is without fault throw the first stone, for only God is always perfect! Judge no man unless you have walked in his shoes! So when your fellow man you measure, take him at his best! With that lever lift him higher, overlook the rest!

## OPENING HEARTS AND HEALING MINDS

RICK DOBLIN

Founder & Director, Multidisciplinary Association for Psychedelic Studies (MAPS)

In 1971, during my freshman year at New College in Sarasota, Florida, I experienced both psychedelics and Dr. Bronner's Magic Soap for the first time. After pondering the label, I found that I shared the view that it was essential that everyone come to know in their hearts that all people, all creation, are all one, as I had experienced via psychedelics. We must learn to love rather than fear "the other." Although there was something manic and obsessed about Dr. Bronner, the essence of the Moral ABCs was a true message of hope.

I didn't realize at the time the losses that Dr. Bronner had suffered and the pain he experienced as a result of the Nazis. Relatives on my father's side were killed in the Holocaust, and as I grew up, I was traumatized to learn about the horrors of World War II. I felt deeply connected to Israel and worried about the perilous existence of my relatives living there. Like Dr. Bronner, I was further frightened by the potential for a more universal Holocaust during the Cuban Missile Crisis and the nuclear arms race with the Russians.

I wanted to create a positive alternative to war and hatred, and was influenced by the spirit of the '60s. There was a sense of possibility about a new global spirituality that was brought about in part by the view of the whole earth from the moon, in part by psychedelic experiences, and in part by the movements for civil rights and a new ecological consciousness. By the early '70s, however, there had been a massive backlash to the spirit of the '60s. Psychedelics, key tools of consciousness growth, were criminalized, and almost all scientific research was shut down in the U.S. and around the world.

A life-changing book called *Realm of the Human Unconscious* by Dr. Stanislav Grof, the world's leading LSD researcher, confirmed for me that psychedelics, together with science, spirituality and a focus on healing, were key to our survival as a species. I was also inspired by Albert Einstein, who had written, "The unleashed power of the atom has changed everything save our way of thinking, and we thus drift toward unparalleled catastrophe. A new type of thinking is essential if mankind is to survive." I understood this new type of thinking and knowing to involve the perception of unity. I began to see that facilitating the mystical experience in large numbers of people was a central key to human survival, with or without psychedelics, and that "All-One or None" was a reality and a strategy.

I decided to devote myself to the resumption of psychedelic research and the responsible legalization of psychedelic medicine, and to become a psychedelic therapist. I learned about MDMA, called "Adam" in therapeutic circles, while it was still legal. I realized firsthand the incredible power of MDMA to help people open their hearts without fear and judgment, both in regards to others and themselves. More importantly, individuals suffering from Post-Traumatic Stress Disorder could process and resolve debilitating trauma, whether from rape or from war, using MDMA in a therapeutic context.

In 1983, seeking political allies, I wrote a letter to Robert Muller, Assistant Secretary General of the United Nations and author of the book, *New Genesis: Shaping A Global Spirituality*. His thesis was that underlying conflicts between nations were often religious conflicts and that the mystical experience of unity was the antidote to fundamentalism. He thought we needed to bring the mystics of the different religions together to teach peace. My letter discussed the 1962 Harvard Good Friday experiment that confirmed that psychedelics can

help catalyze spiritual mystical experiences with lasting beneficial effects. I asked for help in the effort to resume psychedelic research and, to my utter surprise, Robert Muller replied with a handwritten letter offering to help. His reply was confirmation that facilitating the All-One or None experience is a fundamentally solid strategy to reduce war.

In 1986, I founded a non-profit, the Multidisciplinary Association for Psychedelic Studies (MAPS), to sponsor scientific research to develop MDMA-assisted psychotherapy as an FDA-approved prescription treatment. After graduating from New College in 1987 with a degree in Psychology (emphasis in psychedelic research and transpersonal psychology), I obtained a Masters (1990) and a Ph.D. (2001) in Public Policy from Harvard's Kennedy School, with my dissertation on the regulation of the medical uses of psychedelics and marijuana.

All the while that I was getting my education, I was working to facilitate and develop psychedelic and medical research through MAPS. In 1992, MAPS requested permission for a study of MDMA-assisted psychotherapy for dying cancer patients with debilitating anxiety. This catalyzed the FDA to formally change their position on psychedelic and cannabis research and put science before politics.

We made real progress throughout the 1990s and a renaissance in psychedelic research was gradually developing around the world.

In 2004, MAPS helped initiate a lawsuit against the DEA for refusing to end the federal monopoly on cannabis for use in FDA-regulated research. Also in 2004, Dr. Bronner's helped win the hemp industry's fight against the DEA. I was now aware of and respected David and Dr. Bronner's activism, but we hadn't yet met.

In 2004, after 18 years of effort, MAPS obtained FDA permission for our first Phase 2 study of MDMA-assisted psychotherapy on people with chronic, treatment-resistant post traumatic stress disorder. We've since completed that study with outstanding results, as well as another pilot study in Switzerland, and are currently sponsoring other phase 2 MDMA/PTSD pilot studies in Israel, Canada, South Carolina and Colorado that will be completed by the summer of 2015.

In 2005, I finally met David at Burning Man, where we shared our mutual vision of psychedelics helping to catalyze a peaceful, loving world. Over time, the relationship between MAPS and Dr. Bronner's has deepened and grown, both financially and strategically. Together we provided key early help to Israel's medical cannabis program, and since 2005, Dr. Bronner's has donated over \$600,000 to MAPS, which has substantially increased our capacity. In February of 2013, David joined the MAPS Board of Directors, helping to direct MAPS' growth with lessons learned from Dr. Bronner's growth.

A highlight of the relationship between MAPS and Dr. Bronner's was in 2013 when Dr. Richard Rockefeller visited Dr. Bronner's new offices to present with me our MDMA/PTSD research with veterans. Richard eloquently explained the biological mechanism of how MDMA helps PTSD sufferers successfully process trauma so that they are not retraumatized by memories of the event. He also conveyed how the Department of Defense and Veterans Administration were now much more supportive of MAPS' project. Richard had been inspired by our 2013 visit to the Pentagon and VA's National Center for PTSD, and the resulting green light to collaborate on MDMA/PTSD research.

Richard tragically died in an airplane crash in June of 2014, and one of his legacies is the expanded relationship with the Bronner family. MAPS is proud to honor his memory and our partnership with Dr. Bronner's in our quest "to dream the impossible dream! To reach the unreachable star! Till All-One, All-One we are!"

16. Put Father's discipline, put God's Law back at the head of your family, or you have no family-nation-team! Remember, every organization is the shadow of one constructive man or there is no organization, no construction, no man! 17. Self-discipline is the skeleton of your intellect, the key to freedom, the basis of happiness, the foundation of Brotherhood! Without it, the most brilliant head remains useless-ineffective-small! 18. From every power enchains, each man can only free himself as self-control he gains! Therefore, he who conquers himself, conquers more than he who conquers the largest city! 19. True freedom enjoys only he who first completes whatever constructive work he must, then teaches others full truth, God's Law, teamwork-unity-trust! For only after I've done my best can I let go, let God do the rest! Exceptions eternally? Absolute None! 20. God has not promised sun without rain, joy without sorrow, peace without pain! But God has promised strength for the day, rest for the laborer, light on the way! Grace for the trial, help from above, undying sympathy, unflinching love!

It is essential that everyone  
come to know in their hearts  
and minds that all people,  
all creation, are all one.

We must  
learn  
to love  
rather than fear “the other.”

### MAKE MAGIC, JIM BRONNER STYLE

DAVID BRONNER President

Dr. Bronner's All-One Magic Foam Experience was created in honor of our late dad Jim Bronner, who inspired us to lead an ethical and responsible life while also having a great time. Jim invented the industry-standard fire-fighting foam concentrate in the 1980s, and later modified his foam to make artificial snow for Hollywood sets. He even created a home foaming unit for blasting foam for fun in the backyard when we were growing up.

The centerpiece of Dr. Bronner's All-One Magic Foam Experience is a novel, ecological and exhilarating “shower” that blasts everything

and everyone with foam, leaving them feeling refreshed and tingly-clean. Made simply from our organic soap, water and compressed air, the foam is both safe and biodegradable. Covering the world in foam is liberating and joyous, like knocking over a fire hydrant and playing in the water!

We bring Dr. Bronner's All-One Magic Foam Experience to beach parties, mud-runs, summer music festivals, pride parades and many other types of outdoor celebrations, but what we love most is bringing the joy of foam to children in our community. Whether it's disadvantaged youth at afterschool programs and halfway homes for the homeless, or elementary and middle schools in San Diego County, we love to transform spaces and lives into temporary magical paradises covered in “SnoFoam,” just like our dad used to do.

21. Don't hide your light under a bushel like the heathens! Let your light shine forth so all mankind can see your good works, to glorify our Eternal Father's law as expressed by you! 22. To stay free: Small minds discuss people. Av-

Manual of Discipline, 6 billion strong, instantly uniting all mankind free with Barbarism gone!

Manual of Discipline, 6 billion strong, instantly uniting all mankind free with Barbarism gone!

23. The only difference between the brave man & the coward is the brave man has an ideal to fight for; teaching friend & Enemy the

Juarez Elementary School  
San Diego, CA  
December 15, 2014

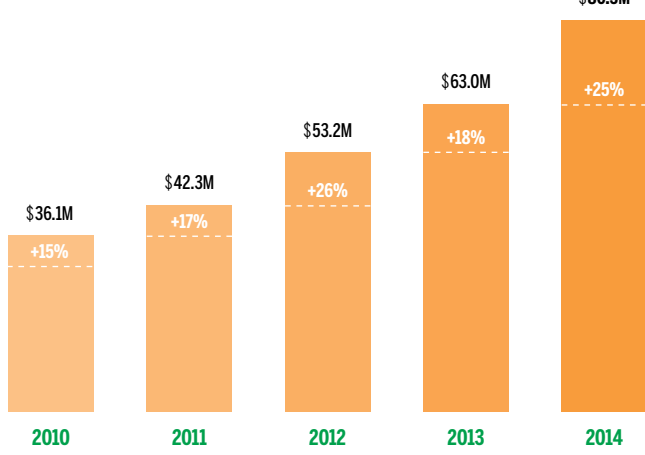




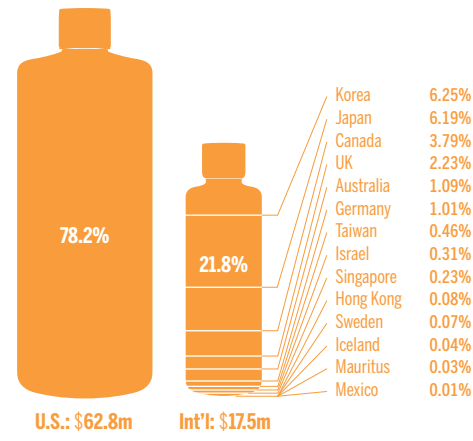
To keep my health, to do my work, to love, to live. To see to it I gain and grow and give and give. Never to look behind me for an hour. Never to wait in weakness nor walk in power. Always working, searching for more truth, more light. Always speaking, fighting for what I found good and right!

Dr. Emanuel Bronner

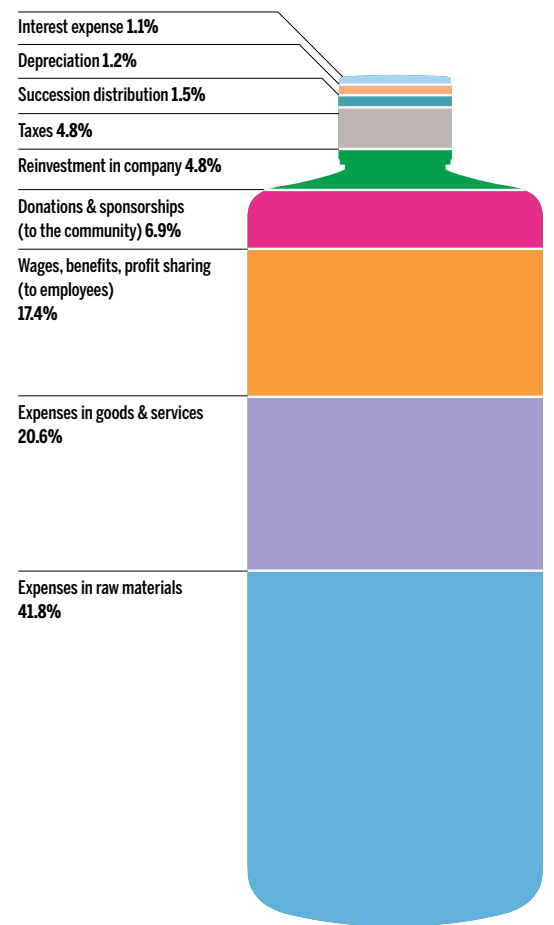
GROWTH IN TOTAL REVENUE



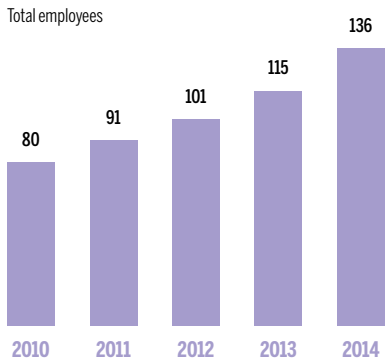
2014 WORLDWIDE SALES



WHERE THE MONEY GOES



HOW OUR FAMILY GROWS



2014 EMPLOYMENT STATISTICS

Total # of Employees	136
Managers	21
Managers hired from within	11
Part-time employees	3
Temporary employees	3
Average Age	37
Average Tenure (years)	6.36
Turnover	5.10%

DIVERSITY

Minority Employees	66.70%
Women Employees	45.10%
Minority Managers	38.10%
Women Managers	47.60%

BENEFIT EMPLOYEE PARTICIPATION

No-deductible Health Insurance	100%
Dental Insurance	99%
Life Insurance	100%

COMPENSATION

Minimum Compensation	
Starting permanent position rate	\$1719/Hr
Compared to CA state minimum wage	191%
Compensation Ratio (CEO to Avg. worker)	
Dr. Bronner's	4.1
U.S. national average <sup>†</sup>	331

<sup>†</sup> Source: AFL-CIO 2013

ENVIRONMENTAL FOOTPRINT

Category	2014 TOTAL	PER LBS. OF PRODUCT PRODUCED
<b>TOTAL PRODUCT PRODUCED IN 2014: 20,002,296 LBS.</b>		
Energy Consumption	Electric (kWh)	846,283
	Fossil Fuel (gal)	23,067
	Natural Gas (therms)	15,884
	Propane (gal)	3,250
Water Consumption	Water (gallons)	1,968,824
Waste Generation	Total waste (lbs.)	1,098,283
	Reused (lbs.)	551,383
	Recycled (lbs.)	219,081
	Landfill (lbs.)	327,820
Greenhouse Gas Emissions	Scope 1 Direct (metric tons)	206
	Scope 2 Energy Indirect (metric tons)	319

Category	Weight (Metric Tons)	Percentage	
Resource Conservation	Weight of all products shipped	3,846	
	Product content	3,226	84%*
	Packaging	621	16%*
	Content from 100% PCR sources	405	65%†
Product Content	Content that is recyclable	621	100%†
	Biodegradable material		100%
	Fair Trade certified raw material		84%
	Organic certified raw material		85%

\*Percentage of all weight shipped out the door † Percentage of packaging weight

FAIR TRADE ACTIVITY

FAIR TRADE CRUDE OIL PURCHASED IN 2014 (in Metric Tons)

From projects owned and operated by Dr. Bronner's:	1,684
From other Fair Trade projects:	237

2014 FAIR TRADE PREMIUMS

Category	Total	DR. BRONNER AFFILIATES	OTHER PROJECTS
Fair Trade premium contributions	\$346,319	\$346,319	\$120,896
Spending by issue area	Farmer support	\$113,351	\$110,985
	Health	\$48,352	\$0
	Education	\$27,850	\$1,290
	Water & Sanitation	\$36,698	\$0
	Infrastructure	\$38,827	\$8,027
	Other	\$81,241	\$595

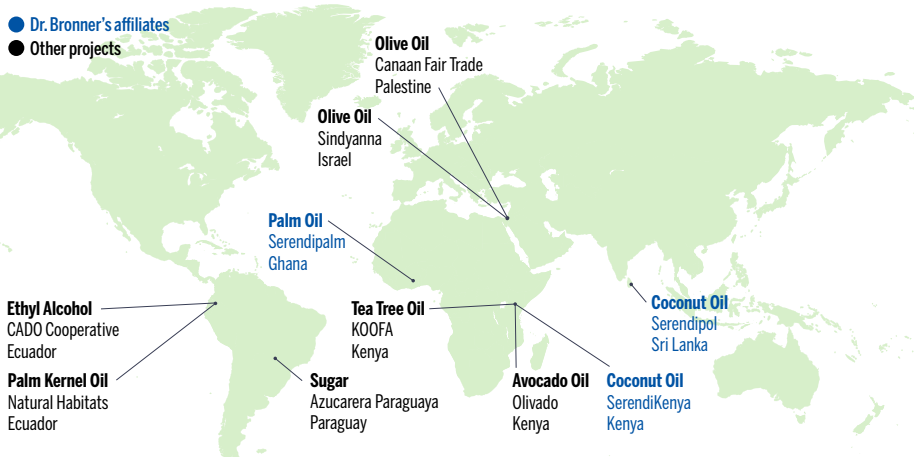
2014 FAIR TRADE PROJECT STATS

Category	Gender	DR. BRONNER AFFILIATES	OTHER PROJECTS
Employees	Regular		
	Male	199	29
	Female	54	9
	Piece Rate		
	Male	151	30
	Female	197	0
Temporary	Male	66	11
	Female	1	3
	Total	668	82
Wages & Benefits	Total	\$1,501,510	\$566,083

2014 FARM LEVEL IMPACT

Number of farmers registered	Male	2,834	1,204
	Female	564	233
	Total	3,398	1,437
Farm level income	Total volume purchased (kg)	16,634,385	411,058
	Total value of purchases	\$5,298,314	\$1,259,583
	Total organic premium paid	\$466,219	\$114,838
	Average purchase per farmer	\$1,559	\$877
Farmland under cultivation (acres)	Certified organic	28,805	9,507
	In-conversion & conventional	9,370	6,161
	Total	38,175	15,668

OUR FAIR TRADE AND ORGANIC SOURCES



Success is the engine that makes everything else possible.

2014 SALES BY PRODUCT LINE



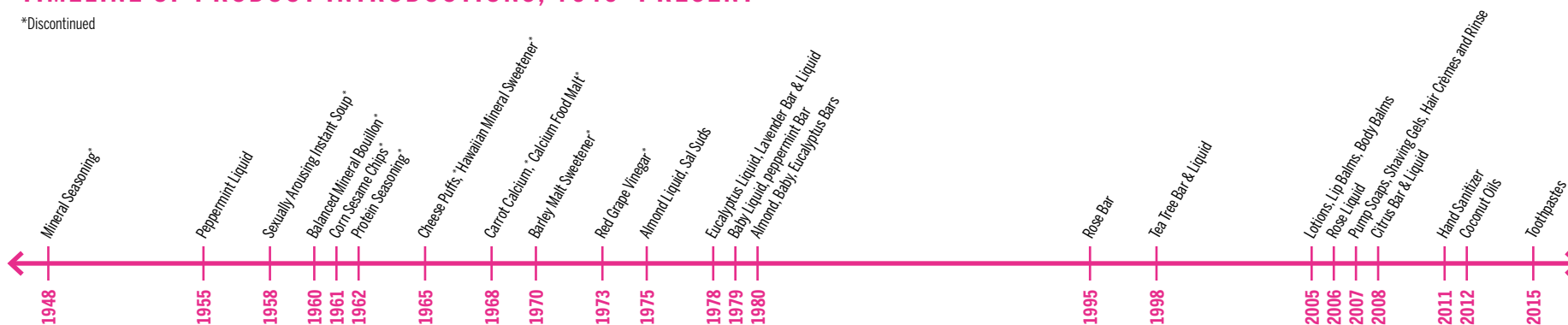
DR. BRONNER'S IS CERTIFIED

Independent third party certification ensures that our products meet the highest standards for ecological and social sustainability. Support of strict standards industry-wide translates to greater consumer confidence and less greenwashing hype.

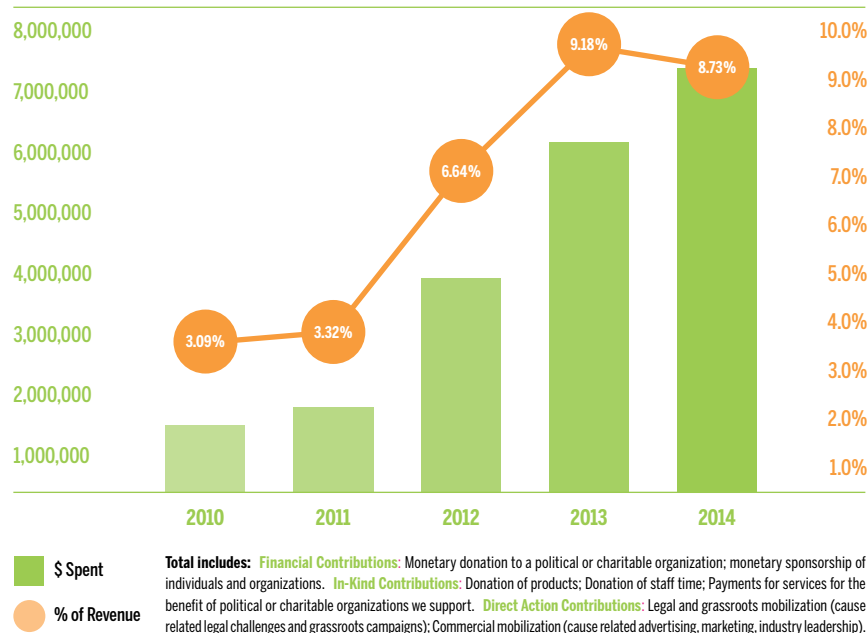


TIMELINE OF PRODUCT INTRODUCTIONS, 1948-PRESENT

\*Discontinued



SOCIAL BENEFIT CONTRIBUTION 2010-2014



TIMELINE OF MAJOR DIRECT ACTIVISM INITIATIVES

- 2000 Introduction of hemp oil in soap; Founding of Vote Hemp
- 2001 Litigation initiated against DEA for prohibiting hemp seed and oil imports
- 2005 Litigation filed against USDA to keep bodycare in NOP (USDA reversed itself and agreed with our position)
- 2007 Major financing commences for Americans for Safe Access and Multi-Disciplinary Association of Psychedelic Studies
- 2009 David Bronner arrested for planting hemp seeds on DEA lawn
- 2010 Major contributor to Cannabis legalization CA Prop-19 (not passed 47 to 53)
- 2011 Campaign against Fair-washing in cosmetics (false Fair Trade claims); Seeds capital for founding of Fair World Project
- 2012 David Bronner arrested for harvesting hemp in front of the White House; Major contributor to Cannabis legalization WA I-502 (passed); Major contributor to Cannabis legalization CO Amendment 64 (passed); Major contributor to GMO labeling CA Prop-37 (not passed 49 to 51)
- 2013 David Bronner joins board of MAPS; Major contributor to GMO labeling WA I-522 (not passed 49 to 51)
- 2014 Major contributor to GMO labeling OR Measure 92 (not passed 49.97 to 50.03); Major contributor to Cannabis legalization OR Measure 91 (passed); Major contributor to Cannabis legalization AK Ballot Measure 2 (passed); Major contributor to Cannabis legalization DC I-71 (passed)

SOCIAL CONTRIBUTIONS BY CAUSE IN 2014

Organic & Environmental Advocacy, GMO Labeling \$ 4,299,707

- AllergyKids Foundation
- Aurora's Voice/Earth First!
- BioSafety Alliance
- Center for Food Safety
- Citizens for GMO Labeling
- Cornucopia
- EcoWomb
- Ecological Farming Association
- Enchanted Garden
- Farmshare Austin
- Food & Water Watch
- Food Chain Workers Alliance
- Food Democracy Now
- Food Policy Action
- Friends of the Earth
- Global Exchange
- Good Seed LLC
- Hawaii Center for Food Safety
- Institute for Responsible Technology
- Just Label It
- Label GMOs
- New York Public Interest Group
- Omprakash Foundation
- Oregon Grassroots Strategies
- Oregon Right2Know
- Organic Consumers Association
- Organic Seed Growers Trade Association
- Organic Trade Association
- OSFF
- Our Family
- Pesticide Action Network
- Right2Know Colorado

Teens Turning Green  
The Non-GMO Project  
Yes on 92 Committee

Industrial Hemp & Drug Policy Reform \$ 1,329,125

- Americans for Safe Access
- Coalition for Cannabis Policy Reform
- DC Cannabis Campaign
- DRCNet Foundation
- Drug Policy Alliance
- Hemp History Week
- Hemp Industries Association
- Kentucky Hemp Industry Council
- LA Community Health Project
- Le'OR
- MAPS
- Marijuana Policy Project
- National Cannabis Industries Association
- New Approach Oregon
- Project CBD
- The Free & Equal Elections Foundation
- Vote Hemp

Fair Trade \$ 556,416

- Chicago Fair Trade Coalition
- Domestic Fair Trade Association
- Fair Trade Federation, Inc.
- Fair World Project
- Global Exchange
- Rural Advancement Foundation International
- World Fair Trade Day

Youth & Homeless Services \$ 338,365

- A Place of Refuge
- Beyond The Surface International
- Boys & Girls Club of Greater San Diego
- Commission to Every Nation
- Compassion International
- Feed The Children
- ImaginAction
- Lava Mae
- Milwaukee Rescue Mission
- Palomar Family YMCA
- Power of Change Foundation
- Rhythm Society
- San Diego Children's Discovery Museum
- San Diego Rescue Mission
- San Pasqual Academy
- Share Our Strength
- Something Good In The World, Inc.
- The Aja Project
- The Covering House
- The Gathering of Southeast WI Inc.

Animal Advocacy & Other \$ 290,966

- Compassion in World Farming
- Compassion Over Killing
- Farm Sanctuary
- Microventures Foundation
- On The Ground
- Operation America Cares
- Our Hen House
- Poplar Spring Animal Sanctuary
- Serendimethe Foundation
- Serendipalm Foundation
- The Humane League

The Humane Society of the United States  
The Vegan Society  
VINE Sanctuary  
Wellspring

Health & Community Betterment \$ 192,744

- ArchCity Defenders, Inc.
- Creative Arts Initiative, Inc.
- Escondido Rotary Foundation
- Fair Shake, Inc.
- Faith That Works
- Floating Doctors
- Food For The Poor, Inc.
- Magdalene St. Louis
- Michael J Fox Foundation
- Mission St. Louis
- Missouri Council for a Better Economy
- NAMI St. Louis
- NKEANYI Support Services
- North County Community Services
- Ride to Conquer Cancer
- San Diego Earthworks
- Shepherd's Canyon Retreat Inc.
- Slow Food St. Louis
- St. Louis Muscular Dystrophy Association
- The Monday Club of Webster
- Vista Community Clinic
- Webster Groves Family YMCA

**FOR OUR DEAR UNCLE RALPH  
1937–2015**

Perfect pilot—soul of Dr. Bronner’s—a one-man show  
of love, story, song & soap. Though you have left Spaceship Earth,  
your bright light will forever shine on!

“For these are the days, my friend! We know they’ll never end!  
We’ll work-sing-dance-love, marching on! Marching on!”