



The Good Stuff Report

Perry's 2015 Sustainability Journey



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What we mean when we say...	
Sqround	1.5 Quart retail ice cream package that is square with rounded corners (AKA "family size")
DSD	Direct Store Delivery, Perry's trucks and drivers delivering directly to our customers
OTR	Over the Road, Perry's transportation division
OEE	Overall Equipment Effectiveness, a world class manufacturing performance measurement that is comprised of up time, run rate and first pass quality
Scoop Shop	A restaurant where consumers can purchase cones, sundaes and shakes
Partner Brand	Other frozen product brands that we purchase for resale in our DSD system
Contract Customer	Specific products we manufacture for our customers based on their formulas and specifications, for sale under other labels (AKA Co-pack customers)
WWT	Waste Water Treatment Facility, Perry's independent water treatment facility for water used in the manufacturing process of our products





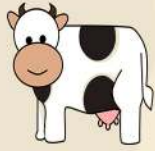
**“Make sure you put in enough of the good stuff.”
-H. Morton Perry, Founder**

Since 1918, we have been following this motto and putting the good stuff into everything we do. This refers to the good stuff we add to our products like cookie dough and fresh fruit, as well as supporting the community, developing team members and loyally serving customers. We also continue the tradition of making high-quality ice cream, crafted one batch at a time and slow cooked, like our founder crafted on his kitchen stove.

This report celebrates “the good stuff” that we’ve accomplished at Perry’s throughout the year.



From Cow to Cone



100% of our milk is sourced locally



The dairy, sugar, eggs and stabilizers are blended together into ice cream mix



The mix is slow-cooked like our founder H. Morton Perry did, one batch at a time



The good stuff, like fresh fruit, candies and nuts, is added to the mix



Ice cream is swirled into cartons

We produce over 9 million gallons each year!



Ice cream hardens in the blast freezer

It is -35° with a wind chill of -80°



Products are stacked on a pallet and brought to the frozen warehouse



The frozen warehouse holds over 1 million gallons of ice cream!

That's enough to stretch from our plant in Akron, NY to Boston, MA



An order is placed and product goes out for delivery



The items we produce are available in over 30 countries around the world!



Thanks to the hard work of our 300+ employees, Life is a Bowl of Perry's!

Letter from our CEO



We experienced unprecedented performance in record breaking top line sales with several history making months throughout what was another remarkable year! Our sales growth was driven by our new & innovative flavors, new size offerings, and new markets; realized through our strategic customer partnerships. One local example is our partnership with Pegula Sports & Entertainment (owners of the Buffalo Bills and Buffalo Sabres franchises) in the creation of our new One Buffalo flavor. Additionally, we created an innovative new product designed specifically for export sales to China, a first in the company's history. China is the world's largest ice cream market with over 1.3 billion consumers and represents a tremendous growth opportunity for Perry's!

Another new opportunity closer to home is the Ohio market. As a result of our multi-year partnership with Nestle/Edy's and prior technology investments in voice directed picking and handhelds that had positioned us for growth and improvement, Perry's was selected among several competitors as a third party distributor for the state of Ohio for select customer segments. The result is a substantial increase in employment and sales opportunity for the company (initially within the partner brand segment).

Along with numerous growth opportunities, we also experienced challenges in 2015. The ice cream industry witnessed its largest product recalls in history. Our organization took notice of the factors reported surrounding the recalls and leveraged the opportunity to evaluate our safe food manufacturing practices to ensure they were comprehensive in light of the evolving learning.

At the same time, for the second year in a row, we were affected by historically high dairy costs resulting in record high cream prices concentrated in the second half of the year. Once again, this input ingredient cost volatility negatively affected our business results to a certain degree.





Within our highly competitive industry, process improvements continued to be one of our key strategies vital to increasing efficiencies and sustaining Perry's for the long haul. We made additional investments in technology within our distribution system. These investments expanded the use of handhelds and leveraged prior investments in voice directed picking. We updated over 75 handheld units previously put into use with the latest software technologies. These updates increased transaction speed at delivery and 100% implemented throughout our sales and distribution teams. Clearly, we are now well-positioned to efficiently service our customers in our home markets and new distribution related growth markets.

This past year also saw one of our most exciting environmental highlights in achieving zero landfill from our waste water treatment process. This means an average of 1,000 tons a year being repurposed from that one waste stream alone!

As I look back at 2015, I am very proud of our organization for taking on a major new growth opportunity by expanding into Ohio while at the same time responding to solid manufactured unit growth with new demand from around globe! We answered the challenges faced within our industry with a continuous improvement mindset, as well as those challenges associated with several new growth opportunities.

Looking ahead to 2016, the Ohio market provides a springboard for Perry's to bring its branded ice cream to new consumers. This "salt of earth" marketplace aligns well with our founder, H. Morton Perry's first state, New York and we believe Ohio ice cream lovers will find our variety of flavors and quality unsurpassed. We continue to position ourselves with sustainable business strategies that drive long-term solutions with the expectation of even greater organizational performance in 2016 and beyond.

Robert Denning
President & CEO



Sustainability Philosophy

Perry's Ice Cream is committed to actively manage our impact on communities and the environment through responsible business practices.

PEOPLE

We will serve our communities by supporting programs that sweeten the quality of life

PLANET

We will manage our business and resources in a sustainable way that will help contribute to a cleaner environment.

PERFORMANCE

We will continue to improve our business practices in order to "put enough of the good stuff" in our company to sustain profitable growth and career opportunities for our team members into the future.



Sustainability Vision



As emerging entrepreneurs of sustainability, we envision a day when...

- Our financial position provides capital for today and growth opportunities for tomorrow.
- A dynamic, innovative, “Why Not?” approach is the norm.
- We achieve zero net waste through responsible management of our product’s life cycle.
- We manage our environmental impact through responsible use of natural resources and seek renewable energy solutions.
- We give back to our communities in proportion to the size of our footprint.
- Our suppliers share a common commitment to sustainability.

At Perry’s Ice Cream, we are implementing this vision of the future by challenging the way we think and encouraging all fellow team members to engage in sustainable thinking and actions.



Sustaining Perry's

An integrated sustainability culture at Perry's requires consideration of people, planet and performance specific to Perry's. For us, performance includes two distinct business strategies to ensure the long term sustainability of our organization:
1. Growth & Protection, 2. Process & System Improvements

Culture & Partnerships:

To be known as an employer of choice and responsible corporate citizen

Grow & Protect:

To manage growth and maintain profitability for reinvestment



Environment:

To be recognized as a "zero landfill" operation and maximize the value of our resources through improved efficiencies, productivity and utilization of technology

Process & System Improvements:

To continuously improve our processes to eliminate waste and increase operational effectiveness





Culture & Partnerships

Highlights

328 full time employees

11.4 years is average tenure of team members

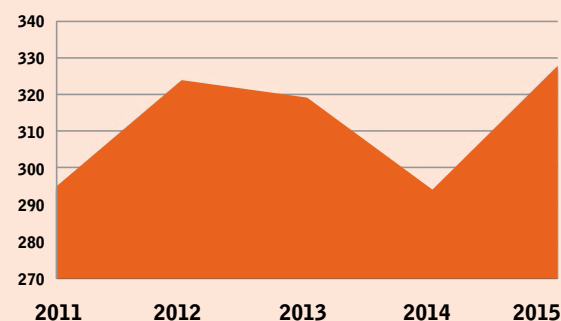
\$147,200 in charitable donations

13 community partners

"As turnover dropped below industry benchmark and our five year average, we recognize the need to continue developing our culture and invest in our employment brand to attract the newest generation of workers."

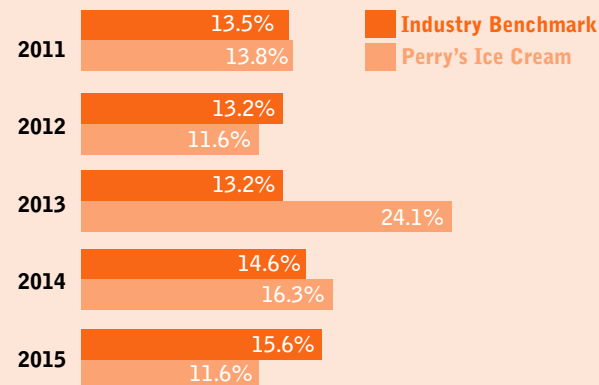
-Jodi Wiechec, Director, HR & Strategic Alignment

Full-Time Equivalent Team Members



Preparing for Ohio expansion

Turnover Rates

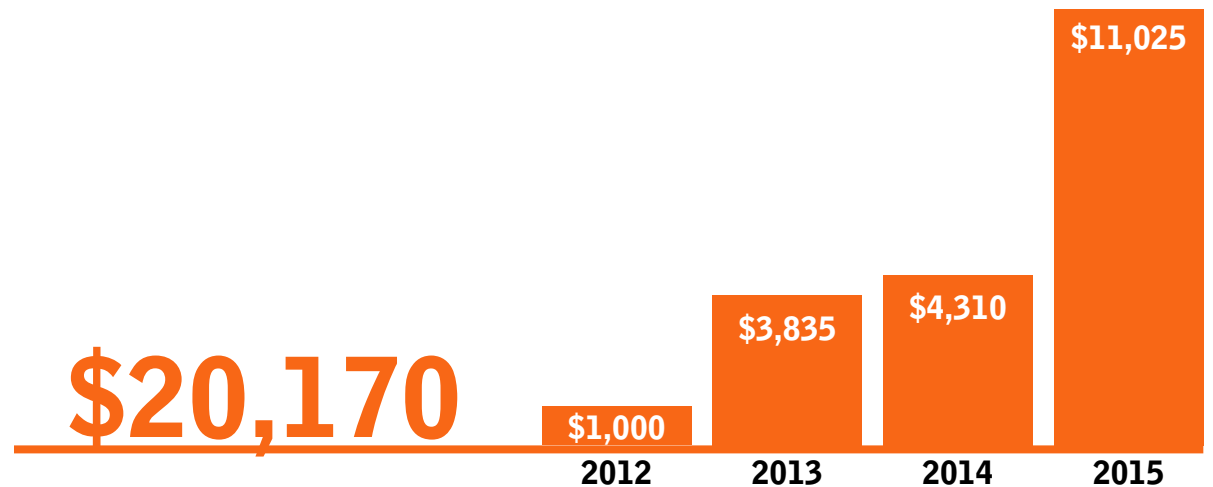




Hospice Memorial Walk



Chili Cook-Off Winner



Community Returns



Perry's Community Returns program annually supports four charitable organizations that are suggested by team members. Fundraising for each of these charities is accomplished through jeans day donations and a variety of fun events.



Scoops of Goodwill

Perry's has a long history of support and involvement in our communities. This long-term commitment of leaving good footprints is rooted in our values. Perry's and our team members support a variety of organizations through donations and volunteer work, such as:

\$147,200
in charitable contributions



United Way Campaign

39 team members
donated

\$9,070
raised, including a
25% match from Perry's



9 team members participated in the United Way Day of Caring at the Hull House, the oldest stone building in Erie County.

Junior Achievement

25 hours
volunteered

\$1,130
raised from Bowl-a-thon





Sharing the “Good Stuff”

Supporting family-centered organizations and charities is core to Perry's belief in being a good neighbor to the communities we do business in. In 2015, we continued the Perry's tradition of giving back through the partnerships above.





Updated Onboarding

We have been continually refining our new hire onboarding program. Our goal is for new hires to feel welcomed, informed and part of the Perry's team. An effective onboarding program translates to reduced turnover and increased productivity.

This year, we enhanced our program with a segment we call "Filling in the Holes on Roles" which gives new hires context of how their job relates to our overall business operation. It includes:

- Video overview of our dock-to-store operation. The video introduces common terminology and highlights the role each department plays in serving up Good Stuff to our customers.
- Who's Who booklet of organizational leaders



93 new hires went through new onboarding

"Sharing what we do and how we do it gives new team members context for how they contribute. They are better prepared when they begin their departmental training."

-Jodi Wiechec, Director, HR & Strategic Alignment



Recognition

Sustaining a company for nearly a century requires a mindset of continuous improvement, an openness to new ideas, challenging the norm and focusing on the customer. Through our various recognition programs we celebrate and encourage a “why not?” mindset.

226 team members
recognized their peers

Appreciation and recognition of each other’s accomplishments, assistance and support is valued and encouraged. We have many forms of recognition throughout the organization, some of which include:



2014 Golden Sqround Winner, Vance Baker, passes the sqround to the 2015 winner, Thomas Jones

Annual Sustainability Awards: Four awards are given each year recognizing individuals or groups who advanced our sustainability efforts.

Peer-to-peer: When a team member demonstrates one of our core values, their peers are encouraged to award them with a personalized recognition card.

Golden Sqround: Recognizes the top performer in the order picking division for DSD.

Annual Cherry Awards: Nominations are accepted and awards given annually to recognize our leaders when they go above and beyond expectations.





Good Stuff Day

We celebrated our first annual Good Stuff Day, held on Earth Day, to recognize the good stuff we accomplished in 2014 attributing to the sustainability of the organization.

- Published 2014 Good Stuff Report
- Announced first annual Sustainability Awards and winners
- Distributed new products and "thank you" gift to team members
- Supported Community Returns with fundraising activity
- Quizzed team members on Perry's Sustainability facts with "green" prizes

Sustainability Journey

A 3 year Sustainability Initiative, facilitated by the Perry's Sustainability Team, will be completed in early 2016. This program encouraged departments to evaluate their job functions and work processes with sustainability in mind to determine areas for improvement. This initiative stimulated conversation around sustainability, identified opportunities for change, and empowered departments to set their departmental course for sustainability.

75% of departments launched their sustainable journey with this program



Wellness

As a company, we recognize that the health and wellness of our team members is crucial. We offer resources that enhance team member wellbeing such as:

- Annual flu shots
- Blood pressure screenings
- The Good Life wellness program
- Employee Assistance Program
- Educational materials



Good Life Wellness Program

The Good Life wellness program was established to engage and educate team members regarding their current health status and provide them with tools to help improve/maintain their health. Our investment in the well-being of our team members included onsite health screenings, wellness events, health coaching and health resources. In addition, those completing the Good Life Wellness Program earned a \$500 cash incentive!

55% of eligible plan participants completed a portion of the program

50% of eligible plan participants completed the program in its entirety





Working Remotely

Many leaders offer the benefit of working from home. Perry's is able to offer this flexibility because of the support IT provides with remote access capability.

- Work-life balance
- Job satisfaction
- Reduced fuel consumption
- Safety due to weather conditions
- Dedicated focus
- Environmentally friendly
- More time with family
- More productive

"Work is what you do, not where you are."
– Anonymous

Enhanced Communication

Communication strengthens the relationship between Perry's and its team members. Perry's strives to provide informative and timely messages and an open door policy to encourage dialogue. Various platforms are used to communicate with our team members, such as:

- "What's Happening" calendar of events
- Company newsletter
- Town Hall and Leaders' meetings
- Team meetings
- Corporate memos



Safety

At Perry's Ice Cream, we recognize that a high performance safety culture relies upon our leadership's demonstrated commitment. Perry's Leadership Team actively supports this commitment. We believe with everyone being held accountable to exercise safe behavior, accidents can be prevented and team members will remain safe and healthy. Perry's Ice Cream can achieve ZERO accidents!

"Our near miss reporting process drives safety engagement to reduce injuries."

-Josh Siemens, HR Business Partner

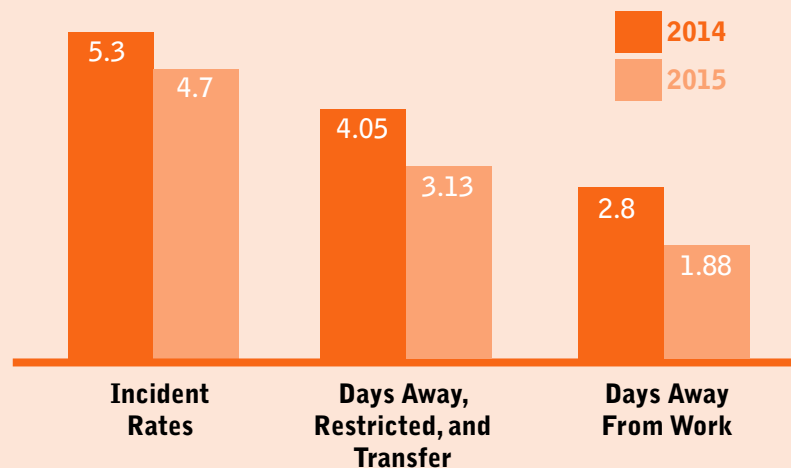
3,203,670

total safe miles traveled

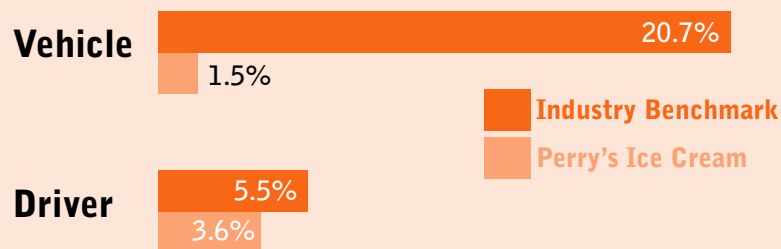
400%

increase in near misses reported when transportation introduced new reporting process

Statistics



Out of Service Rates





"I learned how to set up spreadsheets, filtering, copy/paste, etc. All of these were very helpful learning tools, as I work in Excel all day long. We had a great instructor! I want to thank Perry's Ice Cream for giving me this opportunity."
-Sandy Kwiatkowski, AR Clerk

Training

Training and development are important to ensure our team members are equipped with the skills necessary to perform at world class levels in their areas of expertise.

Excel Training

Conducted onsite Excel Level I & Level II training. Through this hands-on training, participants gained knowledge of additional functions and a few shortcuts to get the most out of this commonly used software program. Participants offered helpful quick tips in our company newsletter to share their learning with others.

Safety Leadership Training

We partnered with our insurance carrier to provide classes that would enhance ownership of safety, encourage team member engagement in our safety program and improve consistency across the organization. We selected specific classes that would support our safety objectives.

Four classes were completed with one additional class planned for 2016:

- Safety Communication
- Coaching for Safety Improvement
- Situational Awareness
- Problem Solving for Hazard Control

13 team members completed Excel Training

42 team members completed Safety Leadership Training



“Grow Your Own”

We have been faced with challenges in obtaining and retaining team members in the ammonia refrigeration, electrical and equipment & machine repair fields. As a result, we formed a partnership with educational institutions, other food manufacturers and NYS Workforce Development Institute to create a skill building curriculum that includes on-the-job training. Within two years we plan to fill positions with this “Grow Our Own” Maintenance Technicians.

84% of Manufacturers have identified a skills gap in the “Middle and High-skilled jobs”



Conference Room Updates

We utilized the latest available technology, installing a new 70" TV and related computer options to increase the functionality of meetings in one of our conference rooms.





Environment

Highlights

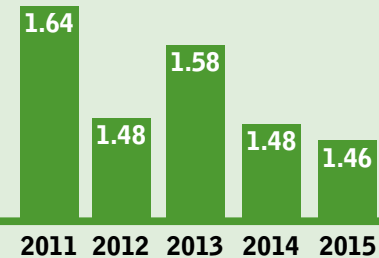
13.7 million kWh
electricity consumed*
*65% from clean natural hydropower

18.2 million gallons of
water consumed

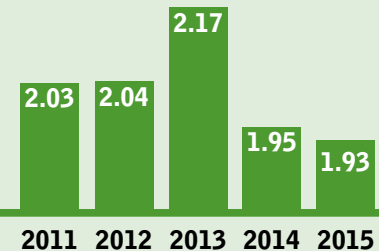
18 thousand Dth natural
gas consumed

12 thousand metric
tons of CO₂ (GHG)

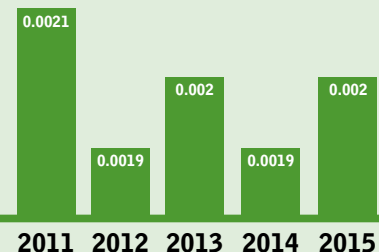
Electric Usage (kWh) per Gallon Produced*
*65% of electricity from hydropower



Water Usage per Gallon Produced



Natural Gas Usage (dTH) per Gallon Produced



Virtual Server

Our server was converted from a physical server to a virtual server. This has reduced the footprint of our infrastructure and increased power savings.



Ammonia Insulation

We upgraded our ammonia system piping insulation and hangers across the roof, resulting in:

\$10,000
in energy savings

↓ maintenance
time by 41%

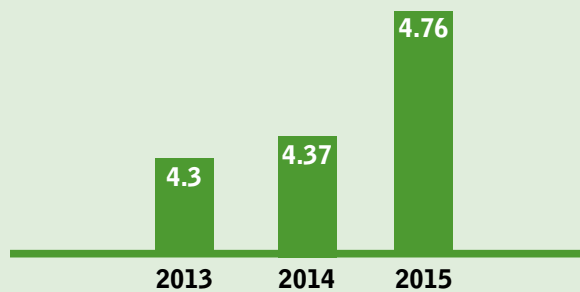
↓ ice build up
in the freezer

↓ heat loss by 10
degrees

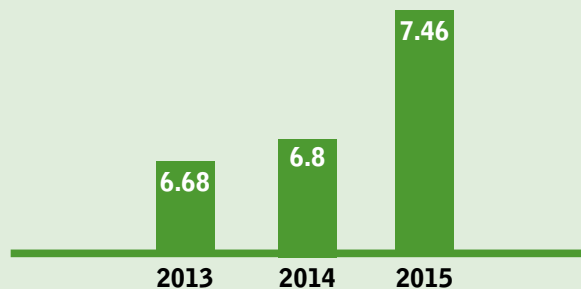


627,000+/-
gallons diesel fuel

Transportation Miles Per Gallon



Direct Store Delivery Miles Per Gallon



Trailer Skirting

Our aerodynamic trailer skirting test resulted in fuel savings, mist reduction, increased stability and reduced snow and ice buildup. All future trailer purchases will be equipped with this improvement.

70% mist reduction

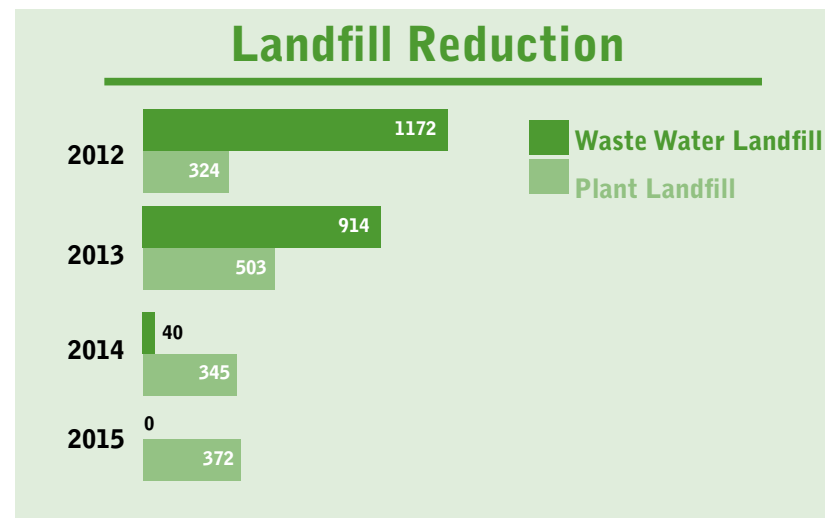
5% consistent fuel savings



7,865+/- tons of materials composted,
recycled and repurposed

375+/- tons of solid waste to
landfill, decreased 2.5%

Ø waste to landfill
from WWT



Landfill Reduction Efforts

Dairy Waste

We dispose our liquid and frozen dairy waste at Baskin Farms in Batavia, NY. Baskin Farms recycles items from food manufacturing and processes them into quality bakery meal. This meal is then sold to farmers and feed mills, preventing the waste from entering a landfill. Baskin can also remove packaging from frozen waste to fuel their drying operation.

1,027 tons avoided
landfill



Super Bugs “Helping Nature do its Job”



In an effort to reduce the amount of sludge (fats, oils and greases) in our Waste Water Treatment (WWT) process, we tested the addition of Drylet “Super Bugs”. These “Super Bugs” increase the natural microbial activity of existing bacteria which occurs in the lagoon at the waste water pretreatment plant. Our tests indicate that the Super Bugs can convert up to 40% of the sludge into bacterial gas and water. The gas is then naturally released into the air while the water is sent to the municipal sewer plant.

We plan to change our process at WWT to include “super bug” treatment, which results in reduced loads of sludge hauled away to farms and also decreases the use of diatomaceous earth, a chemical used in our WWT process.



↓\$6,000
annual hauling expense

Improved Waste Water Treatment Process

We changed our dairy waste removal process by hauling our waste water concentrate of fats, oils and greases to a local farm for fuel. With this new process we have eliminated all waste to landfill from this stream.

6,000 tons avoided
landfill

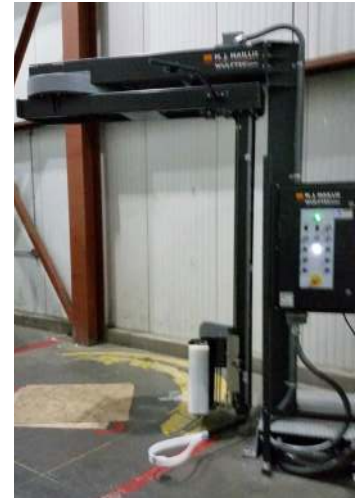


Stretch Wrap

We replaced a stretch wrapper and upgraded an old one with new chain drives. This provides a consistent pre-stretch to allow the maximum usage out of every roll thus reducing our stretch wrap usage.

\$25,000
estimated annual savings

↓ 2/3 less plastic



ReBox Environmental Recognition Award

Perry's has been recognized by ReBox, a cardboard reuse company we partner with, for our environmental contribution in 2015. Thanks to everyone involved in making sure our boxes are repurposed. Our efforts make a difference!

358 tons of CO₂
emissions reduced

78 tons of boxes
reused

1.2 million
gallons of indirect water savings

\$11,400
revenue generated

Sanitation Cleaner

For our cleaning process, we converted to a broad spectrum sanitizer. This sanitizer is suitable for use in organic food processing operations and meets the organic certification requirements for no rinse sanitizer per the 150ppm sanitizer. This switch is good for the environment.



Paper Reduction

We have undertaken a corporate wide initiative to convert our paper records to electronic format wherever possible.

Invoices

Eliminated the need for a three part invoice in our transportation department.

\$800 annual savings

Google Forms

Began utilizing Google Forms to electronically track salaried hours, time off information and performance reviews. This system not only eliminates the use of paper, but also reduces the amount of labor required for data entry into the payroll system.

700 pieces of paper saved per year

Recycling

2 truckloads of unusable electronics allowing for additional space in the server room

10 old lift batteries with a return of \$2376

2 old invoice printers

Refurbished floor scrubber to reduce dust at our Main Street Warehouse location

54 freezers retired totaling 13,360 lbs of scrap metal





Grow & Protect

Highlights

\$90 million
total sales revenue, up 3.5%

#1 brand in
Upstate NY

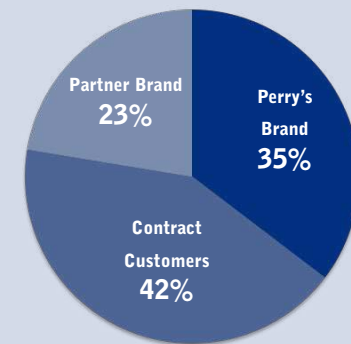
21 largest ice cream
company in the country
among the top 10 of privately held

+9.4 million
gallons produced

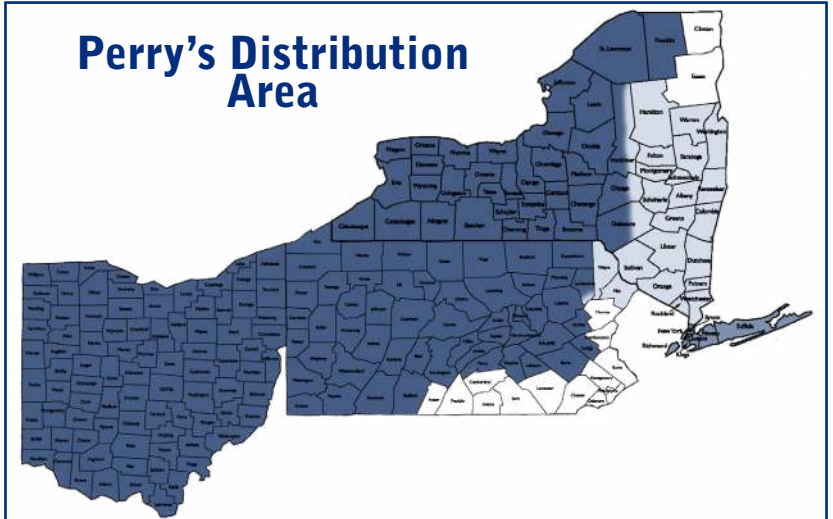
38 total new
products

+30 countries where products
made at Perry's can be found

Business Segments



Perry's Distribution Area



New Markets

China

One of Perry's contract customers requested a new, custom formulated product with specific flavors developed for consumer taste profiles in China. This fast paced innovation based project leveraged Perry's expertise and world class manufacturing techniques.

China is the largest ice cream market in the world with over 1.3 billion consumers



Nestlé



Ohio

After months of preparation, we began third party distribution into the entire state of Ohio in December. Our existing partnership with Nestle, as well as our recent investments in technology (voice directed picking, sales team handhelds, and routing software) positioned us for this growth opportunity. We hired an additional 25 team members and nearly doubled the geography we cover. Looking to the future, we will be utilizing this distribution system as a springboard to sell the Perry's brand into our expanded geography.





One Buffalo Partnership

Last summer, the Perry's team proudly collaborated with Kim Pegula of Pegula Sports & Entertainment (PSE), owner of the Buffalo Bills, Buffalo Sabres, and Rochester Americans. The goal of this partnership was to create an original ice cream flavor as part of Pegula's One Buffalo campaign, showcasing local culture by incorporating sponge candy, the confection Buffalonians love. Our new flavor, One Buffalo It's Our Scoop, is a rich and creamy vanilla ice cream, loaded with swirls of sea salt caramel, sponge candy pieces and fudge-coated pretzels.



Fans got their first scoop at the Buffalo Sabres home opener in October. This flavor was available exclusively at three PSE facilities for the remainder of the year until the retail launch in January 2016.

One Buffalo Premium Ice Cream is the first food product to be part of PSE's One Buffalo campaign, which represents teamwork, a unified passion and pride of being part of the Buffalo community.

"No one likes dessert more than I do and we are thrilled to be partnering with Perry's to launch the One Buffalo Premium Ice Cream brand. Perry's dedication and devotion to Western New York truly embodies the spirit of One Buffalo."

- Kim Pegula, CEO & President of PSE





Vendor of the Year

Our 3rd largest retail customer, Olean Wholesale, proclaimed Perry's Ice Cream as "Vendor of the Year". Perry's shared their expertise and experience with the Olean team to ensure a smooth transition of new business. Olean stated that Perry's went "above and beyond" in their support.

New Line Platform

In response to consumer trends, we launched a new line of pints and quarts, meeting the needs of smaller family sizes and individual flavor preferences. These new varieties are indulgent, unique flavors consumers love.

1st place at annual International Ice Cream Association competition for most innovative new flavor, German Chocolate Cake

20 new items



"It's exciting that our products continue to be recognized by the industry as some of the best. I am proud that the product development team maintains a high standard when it comes to new flavors."

- Marcus Lovelace, Senior Food Technologist





Process & System Improvements

Highlights

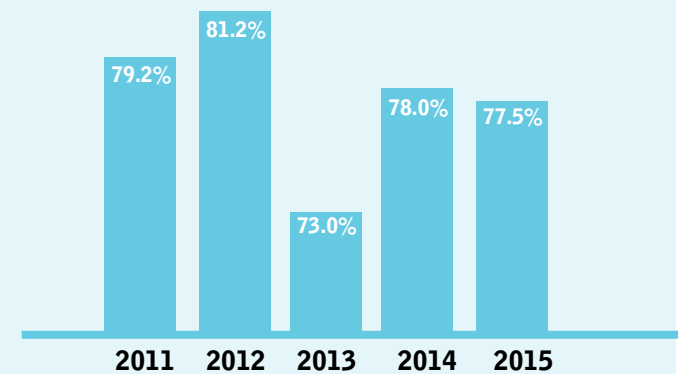
Automated warehouse picking continues to drive efficiencies

↑ **404,870** units picked

↓ **393** hours of picking



Manufacturing OEE



Overall Equipment Effectiveness (OEE) is our core manufacturing performance measurement system. Three components: uptime, run rate and 1st pass quality, determine an OEE score. A world class level is 85% and our goal is 80%.

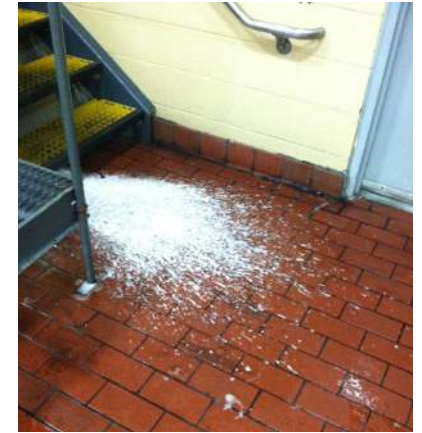


Shoe Sanitizing System

To control foot traffic pathogens, we used 6 foot baths and 3 central doorway sanitizer sprayers at the plant floor entrances. The foot baths were very labor intensive; therefore, we expanded the Central Entranceway Sanitizer System to 10 locations. This change reduced the time required to maintain the system and provides the best application of sanitizer solution for safe, quality, food manufacturing.



Before



After

300 hours saved annually

Sales Spreadsheet Automation

We streamlined the customer order tracking spreadsheet by automating the calculations required to make strategic inventory decisions. This reduced manual calculations and increased accuracy.

"I feel much more efficient and productive at my job."

– Joe Capan, Distribution Business Analyst

50% increase in efficiency

1,300 pieces of paper saved per year





Point of Sale Fulfillment Program

Previously, our Point of Sale (POS) fulfillment process was successfully modernized. As a next step, our iconic 8' cone signs and partner brand materials were added to our in-house POS fulfillment process. This change to the process allows POS material to be included on customer orders and tracked and delivered with the same reliability and service expected.

↑ delivery time, accuracy, inventory management, and reliability of POS materials to customers

\$3,500 saved annually by reducing storage and handling of cones

Server Upgrade

To provide a more reliable infrastructure and disaster recovery solution, we converted to three new production host servers and two backup servers. Our previous hardware moved off campus as an additional disaster recovery option.

↑ uptime of servers

↓ recover time

Voicemail Enhancements

A new voicemail enhancement allows a person to send messages to individual or multiple recipients. Prior to this feature, a message which had to go to multiple team members was sent individually, forcing the sender to repeat the process multiple times. In addition, the recipient now has the ability to reply back to the voice message instead of creating one from scratch. The new system is similar to email but with voice.



Mix Room

Improvements

To improve ergonomics, the mix room was extended to accommodate a new, longer, conveyor table that reduces the effort required to move bags of raw ingredient powders to the edge of the blender opening. This room extension also allowed the existing vacuum lift machine to maneuver more easily so the mix technician can lift bags onto the conveyor table using suction.

2.6 million
pounds of dry ingredients used
in blender each year

Upgrades

We purchased new plates for the High Temperature Short Time (HTST) and cooling press that allow for better flow.

↑60% increase
in flow





↑ **155** pick locations by
adding 72 bookshelves

Frozen Warehouse “Bookshelves”



Space is like currency in a warehouse. Slow moving and low volume items take up valuable pick slots that are rarely used to their full potential. We utilize additional “bookshelves” in our frozen warehouse which are smaller pick slots within one traditional picking location to maximize the effectiveness of our space and “pass-throughs”, so our team members don’t always have to go to the end of the row for product.

Quick Response to Demand

With increased demand and quick turnaround time needed for ground production, maintenance recommissioned an idle piece of equipment. Leveraging this unutilized asset allowed us to effectively meet customer demand and avoid overtime hours.

This strategy increased production by
84,000 units

😊 **Happy customers**





Bulk Tub Machine Improvements

We form bulk tub containers on-site prior to filling with ice cream. Our supplier updated the bulk tub makers with safety features.

Reduced Wait Time

Transportation drivers were experiencing extensive wait time while attempting to pick up product from a key supplier. The average wait for each pick up was 4 hours. We worked together to set up a drop trailer program so our loads are pre-loaded ahead of time.

↓ **75%** driver pick up wait time to one hour

Online Ordering

Perry's initiated phase one of our electronic customer ordering strategy by creating an independent, on-line ordering process for our scoop shop customers. This new system provides customers the flexibility and convenience of placing orders on their schedule versus during our business hours.

10% of scoop shop customers took advantage of computer based ordering

1,625 scoop shop orders placed online



2015 Sustainability Awards

Innovative Award

Recognizing a sustainability project that required “thinking outside of the carton”

Super Bugs

Marsha Koerner (not pictured),
Mike Lovelace, Brian Perry



Greatest Impact Award

Recognizing a sustainability project with the strongest influence on people, planet and/or performance

“Bookshelves”

Dave Mietz, Mac McIntosh, Joe Jewett



Collaboration Award

Recognizing a group of team members who worked together in non-traditional ways on a sustainability project

Community Returns

Lisa Davin, Rachel Reiss, Sally Brown, Julie Stover, Jayne Perry, Rosanne Best, Lynn Staples, Denise Klumpp, Lauri Targus, Madison Musilli



Change Agent Award

Recognizing an individual who takes the initiative to foster behavior change in the work environment

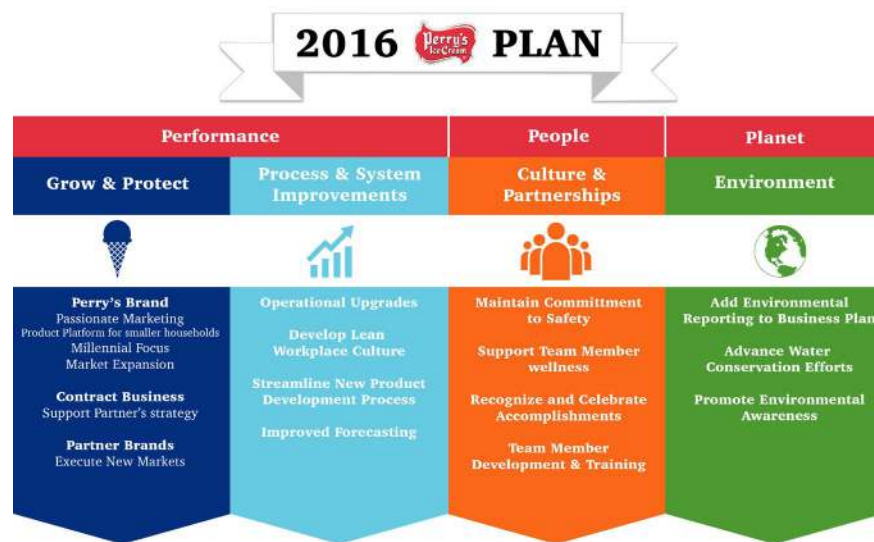
Dave Mietz

Transportation & Distribution Warehouse Team Leader



Closing Thought

Perry's sustainability journey is taking an assertive leap forward as we continue our quest to thrive as a Sustainable World Class organization. While we are proud of our progress, the most exciting change we have made as an organization toward true 21st century sustainability is modifying our strategic business planning model. In 2015, we clearly defined the Performance focus of sustainability into two distinct elements essential for the sustainability of Perry's Ice Cream: 1. Grow & Protect, 2. Process and Systems Improvements. In addition, we boldly elevated Planet into our strategic business planning model with Performance and People. These changes indicate our top level commitment and the importance of our environment to the long-term sustainability of Perry's Ice Cream. Under this new structure our immediate plans are summarized.



With a mature structure to sustainability, our challenge will be to continue our progress during a time of many growth opportunities before us; expansion into new markets, new products and growing partnerships. We are confident that planning for our immediate, mid-range and long term vision with a platform that supports all aspects of sustainability is the best way to ensure continued success.

Gayle Perry Denning
Director of Sustainability

