



2024 Corporate Responsibility Report



A Focus on the Future



From Our Leaders

Dear Friends,

Our 2024 Corporate Responsibility Report reflects our deep commitment to a future that extends far beyond immediate horizons. Our cooperative structure gives us the freedom to plant seeds today that may not bear fruit for years to come, a perspective that infuses our approach to sustainability with genuine purpose and passion.

This generational outlook guides our corporate strategy, understanding

that the choices we make today will echo through decades, affecting not just quarterly returns but the health and vitality of our communities and environment well into the future.

We invite you to join us as we focus on cultivating an environment where business practices nourish rather than deplete, where transparency builds lasting trust, and where our cooperative continues to thrive across generations.



Steve Kimm

Chief Revenue &
Sustainability Officer



Nicole Peterson

Sustainability Director &
Senior Corporate Counsel

About this Report

This report captures our sustainability journey in 2024, reflecting on where we've been, the progress we've made, and the goals ahead.

We share our work with candor, celebrating meaningful milestones while acknowledging where growth is still needed. In agriculture and in business, perfect solutions are rare; we focus instead on constant learning and continuous improvement.

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Our Perspective



As a grower-owned cooperative, we're guided by a generational mindset. We're committed to ensuring this land thrives, not just for ourselves today, but for those who will inherit it tomorrow.

A Focus on the Future

One Enterprise, Shared Goals.

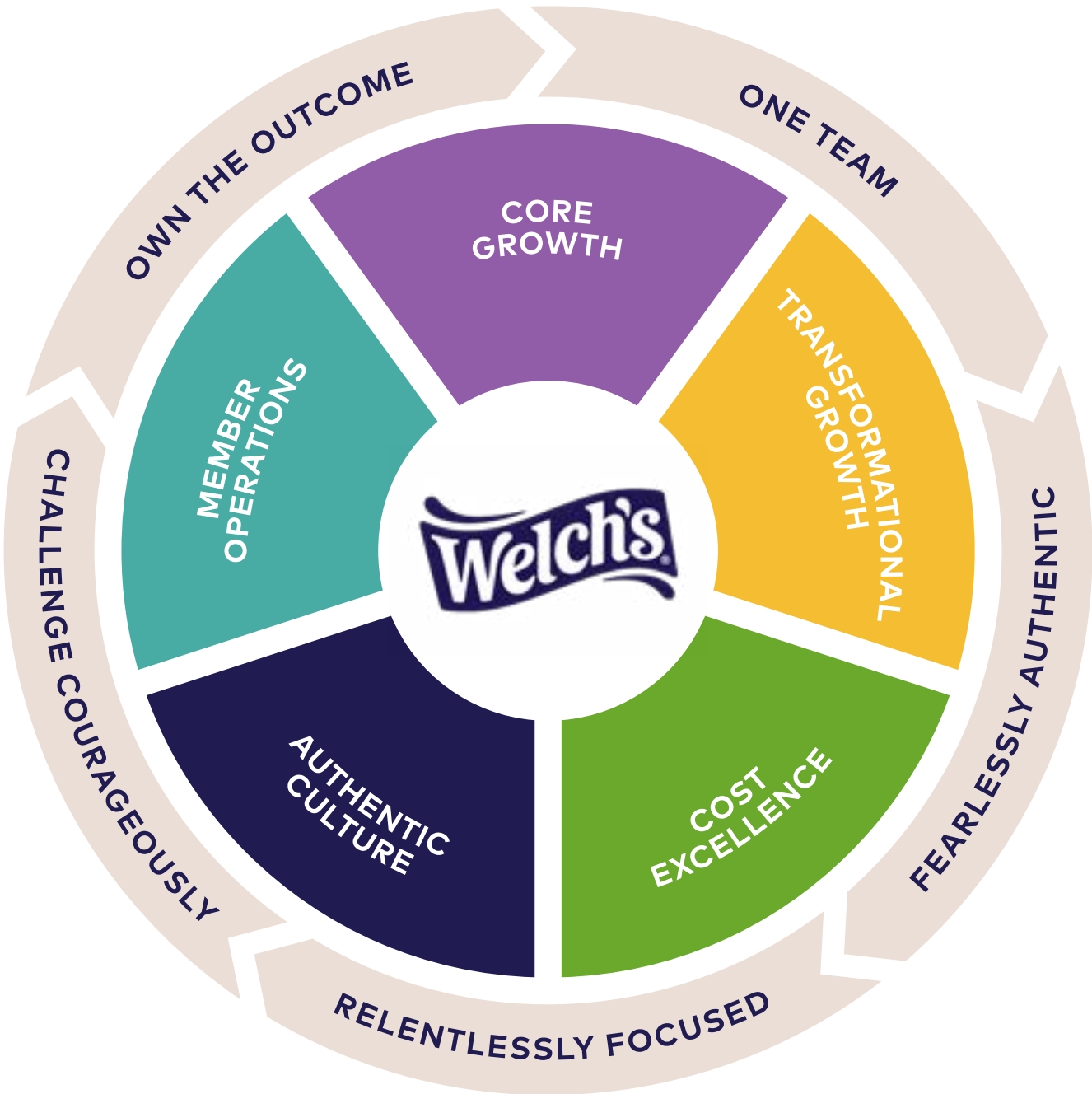
Rooted in the spirit of our hardworking, multigenerational family farmers for over 150 years, Welch's has always been about bringing the highest quality, flavorful fruit-based products to our consumers.

Our purpose of nourishing through the goodness of fruit is at the core of everything we do. It unites our grower-owners and employees in a collaborative effort to deliver on our bold ambition: To be the best fruit-based food, beverage, and agricultural cooperative by sustainably creating flavorful moments that delight our

customers, consumers, and increase grower-owner returns.

We are on a relentless journey to be the best — pushing boundaries, challenging the status quo, and taking risks together. As a united force, we are more than just a grape juice company. Welch's is blazing a trail of innovation by igniting palates and planting seeds for our future growth.

We strive to be our customers' and consumers' first choice, our employees' first choice and enhance the communities where we grow, work and live.





What Future Focus Means to Us

01

Goodness of Fruit

Delivering high quality, flavorful fruit-based products that provide nourishment.



02

Innovation

Blazing a trail by igniting palates and planting seeds, beyond just juice.



03

Future Growth

Being the first choice of our customers, consumers, and employees.



04

Sustainability

Working with our agricultural cooperative to delight customers and benefit our grower-owners.



05

Community Enhancement

Bettering the communities where we grow, work, and live.





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who we Are



Family-Owned, Farmer Grown.

Welch's is a grower-owned cooperative, meaning the farmers who grow our grapes also own the company.

As a co-op, we are focused not merely on profits today, but on a lasting commitment to support our communities, sustain families, and deliver for the social, economic, and physical well-being of future generations.



Everything Starts with the Farmer

618 grower-owners

across the U.S., many of whom have farmed the same land for generations.

25 years

is the average membership of our grower-owners, with some families involved for over 70 years.



Century-old vineyards

Our grower-owners are not just suppliers, but stewards of the land.



1945

The National Grape Co-operative held its first annual meeting.

34,400 acres

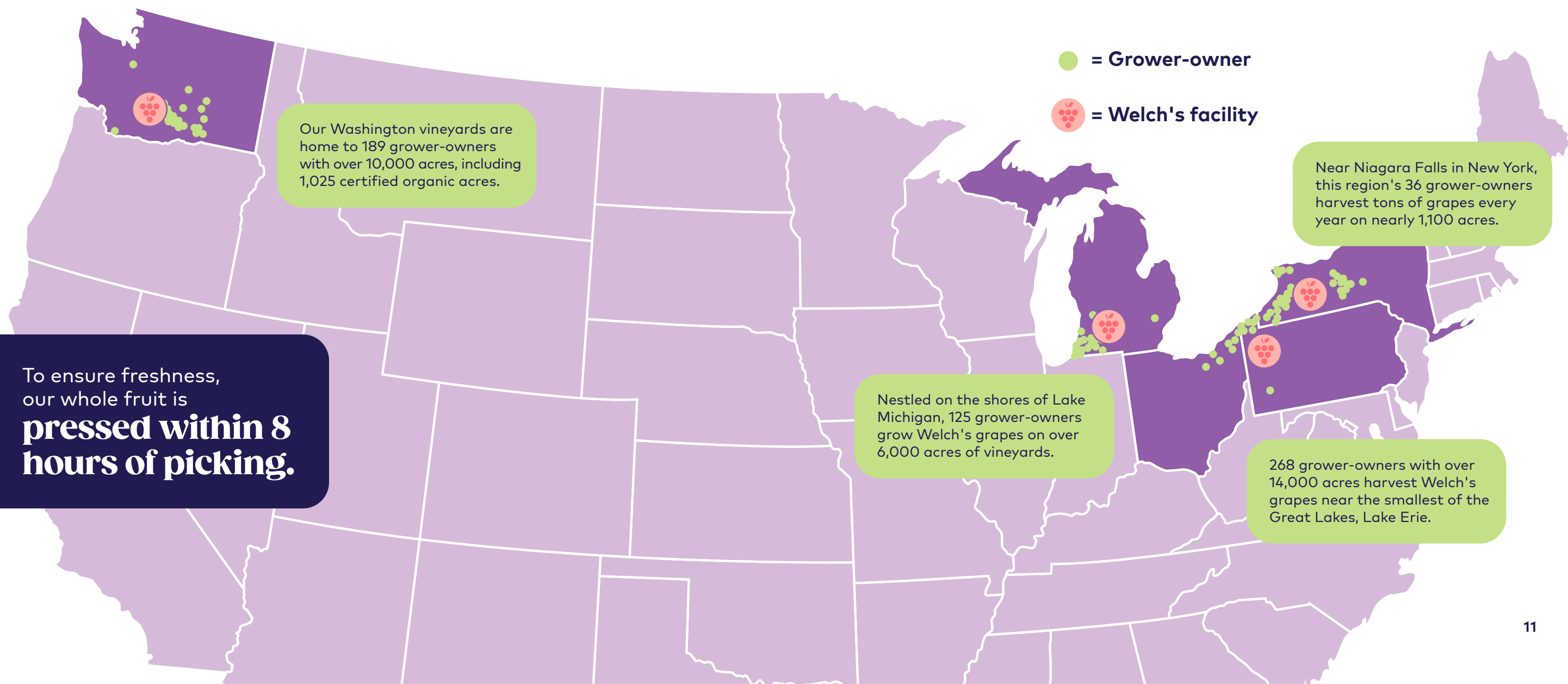
of Concord and Niagara vineyards.





Grown Here. Made Here. Shared Here.

On family farms across **Washington, Michigan, Ohio, Pennsylvania** and **New York**, Welch's grower-owners are the foundation of our business. Our processing plants are intentionally located near our grower-owners to keep our **footprint low** and **quality high**.



Dinner in the Vineyard

Every fall harvest brings a special opportunity.

This unique program gives our customers and partners a chance to experience the Welch's story first-hand. Customers are invited to a grower-owner's vineyard to walk the vineyard, ride in a harvester, and visit the nearby manufacturing facility, all capped off by a delicious farm-fresh dinner in a grower-owner's vineyard.





Our Grower-Owners are Committed to Finding Better Ways



“By planting the different cover crops, we're hoping to build up the soil for a more sustainable, more regenerative product.”

- Bob Betts

Meet the Betts

Sitting: Bob, Dawn, Thom with Lila
Standing: Logan with Clayton

Betts Farms
Westfield, New York

Fourth Generation Farmers

A Pioneering Approach to Cover Crops

In 2011, the Betts family turned a 5-acre section of their Westfield, New York vineyard into a cover crop experiment, motivated by concerns about soil compaction harming their grape production. They quickly saw dramatic improvements like thriving earthworms, better soil structure, and healthier vines. It made such a difference that they then expanded cover cropping between grape rows across all 185 acres. Over 13 years, they've systematically tested

everything from single radish plantings to complex multi-species cover crop mixes, partnering with the Lake Erie Regional Grape Program and USDA's Environmental Quality Incentive Program while openly sharing results with fellow grower-owners.

In 2024, their groundbreaking work earned them the prestigious John H. Brahm III Grower Award for their dedication and contributions to sustainable agriculture.

Why It Matters

Healthier Soil

Cover crops transform compacted dirt into rich, well-structured soil teeming with beneficial organisms.

Natural Weed Control

Cover crops defeat stubborn, herbicide-resistant weeds without requiring stronger chemicals.

Cleaner Water

Cover crop roots and ground coverage virtually eliminate soil erosion and chemical runoff into local waterways.

Drought Resilience

Cover crop residue creates natural mulch that retains soil moisture during dry spells, reducing water stress on crops.

Lower Costs

Cover cropping reduces spending on synthetic fertilizers and herbicides while maintaining healthy, productive crops.



Our Grower-Owners are Committed to Finding Better Ways



“We believe we are stewards of the land, our crops, animals, and the people who work alongside us.”

- Shelly Durfey

Meet Shelly Durfey

Lighthouse Farms and Natural Selections Farms
Yakima Valley, Washington

Part of Welch's Co-op Since 1975

Dedicated to Organic Farming

Twenty-eight years ago, Shelly Durfey's family made the leap to organic farming when her father got fed up with skyrocketing chemical costs and the toll pesticides took. He noticed that synthetic pesticides were killing everything - good bugs and bad bugs alike. Shifting to an organic approach, the family discovered something game-changing: healthy soil created stronger plants, and allowed more beneficial insects to thrive and handle pest control naturally.

This insight transformed their entire philosophy from chemical dependency to stewardship. Today, Lighthouse Farms and Natural Selection Farms is a diversified agricultural operation that grows cherries, organic pears, organic grapes, raises cattle, houses a commercial composting operation and more. Each part of the farm plays a unique role, but all work together to care for the land, feed the local community, and build something lasting for the next generation.

Why It Matters

Waste-to-Wealth

The farm's commercial composting operation diverts over 80,000 tons of waste annually from local wineries, breweries, and businesses and turns it into nutrient-rich compost.

Diversified Approach

A circular system that keeps massive amounts of organic waste out of landfills while feeding the soil, supporting local biodiversity, and creating jobs in the community.

Proactive Foresight

Without the option to turn to synthetic pesticides, the Durfey's must plan seasons ahead to ensure the lasting health of the vines, trees, and soil.

Partners in Sustainability

Each year, all grower-owners complete a sustainability survey that evaluates practices across everything from soil management to worker well-being and community involvement. This gives us a complete picture of their sustainability practices and future improvement plans.

For 2024, **their overall score was 1.8**, indicating our grower-owners' practices are **sustainable**.

From 2022 to 2024, our Sustainability Score improved in 9 of 11 categories.

Grower-Owner Scorecards 2022 - 2024





Our Sustainability Program



Launched in 2020 with a five-year road map, Growing Tomorrow Together is the guiding framework behind our sustainability work.

Our Strategy

Through our sustainable practices, we cultivate powerful flavor experiences from the highest quality fruits. We strive to make life better every day by improving the quality of life for our communities, our employees, and our family farm owners.



GROWING TOMORROW TOGETHER.®



Caring for Our Earth

We care for our Earth through generations of environmental stewardship at our family farms, reducing waste and energy use, and developing more environmentally responsible packaging for our products.



Serving the Community

Welch's employees and grower-owners are committed to improving the communities in which we work and live by volunteering, donating products, and maintaining a safe and inclusive work environment.



Growing a Healthier Future

We are growing a healthier future by providing delicious Welch's products with simple, fruit based ingredients, and by being transparent about how and where the fruit is grown.

Our Team

Our Growing Tomorrow Together team is a group of passionate employee volunteers from across the organization.

Their cross-functional makeup ensures sustainability is embedded in every corner of Welch's.

Steve Kimm

Chief Revenue & Sustainability Officer

Nicole Peterson

Sustainability Director



Team Caring for Our Earth

Rosanne Cole, National
Matt Maroney, B2B

Jacob Murphy, R&D
Pat Hancock, IT

Rachel Maass, EH&S



Team Serving the Community

Tammy Butterworth, R&D
Kate Gardner, HR

Greg May, B2B
Virginia Shih, R&D

Mae Quilty, HR



Team Growing a Healthier Future

Hilary Dennen, Marketing
Rachel Reed, Marketing
Sarah Elliott, Sales

Zedekiah Maldonado, SC
Curt Finckler, Sales
Peter Carlson, CI

Heidi Hitchen, CI
Jesse Feng, R&D



How Far We've Come

2021

- ✓ Made sustainability a key business priority
- ✓ Communicated source of our grapes and increased organic acreage annually
- ✓ 98% of grower-owners reported sustainable farming practices
- ✓ Reduced plastic in packaging
- ✓ Promoted recycling through product labeling
- ✓ Achieved world class safety record
- ✓ Engaged employees in giving back via paid 40 hours/year for volunteering

2022

- ✓ Educated employees on sustainable practices and increased awareness of Growing Tomorrow Together
- ✓ Secured 100% participation from grower-owners in sustainability survey
- ✓ Communicated source of our whole/cut strawberries and apples
- ✓ Continued to increase organic certifications of grower-owner grape acreage
- ✓ Certified 100% Juices and Natural Spreads products as Non-GMO Project Verified
- ✓ Removed all artificial ingredients from Sparkling Juices
- ✓ Provided ongoing support for our communities

2023

- ✓ Mapped full carbon footprint
- ✓ Added PCR in plastic beverage containers
- ✓ Held our first annual Day of Service focused on food insecurity
- ✓ Communicated source origin of all fruit ingredients
- ✓ Developed 2 product innovation platforms in the "better for you" category
- ✓ Developed supplier engagement road map
- ✓ Embedded Growing Tomorrow Together into our project and portfolio management system to better track its impact on company projects



Our 4th Annual Summit

Our fourth annual Growing Tomorrow Together summit was a day to get together off-site with the purpose of educating our team on relevant sustainability topics, workshoping how we can continue making progress, and leaving inspired to do more and bigger things.

82% of U.S. consumers

prefer to be associated with brands & companies that align with their own values.*

1 in 4 consumers

believe that companies are not making it easy for them to live sustainably.**

Focused on the Customer

This year's summit was focused on better understanding the business case for sustainability through the lens of the customer.

Good Clout Consulting

Remke van Zadelhoff of Good Clout Consulting presented to us on the business case for sustainability. She is an experienced sustainability professional who is passionate about helping firms make a real impact.



Responsibility must be shared but consumers hold brands and government most responsible for sustainable progress



Retailer Insights

We learned from Welch's Director of Category Management Curt Finckler, who dove into retailer insights and expectations, and unpacked customer sustainability commitments.

Creative Thinking

Tammy Butterworth, Welch's Director of R&D for Product Innovation, helped us turn on our creativity as we began brainstorming sessions to set our 2025+ sustainability goals.

Where can we be by 2030?

What do we need to make that happen?

What might that mean for our consumers, customers, and grower-owners?



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Our 2024 Journey





At Welch's, we believe in showing up with honesty and doing our best to improve year after year. Our commitment to sustainability is rooted in progress over perfection. That's why we're sharing where we made meaningful strides in 2024, and where we're still learning and growing.

Leading with Transparency



Caring for Our Earth

Our Accomplishments

Cut virgin plastic use

by averaging over 15% post-consumer recycled (PCR) content in beverage bottles.

See more on page 26



Launched a new Supplier Code of Conduct

now required for all partners.



See more on page 27

In Progress...

Expanding supplier surveys

to understand the sustainability of operations deeper in our supply chain.

Expanded our fruit ingredient supplier survey

to include emissions, pest management, and professional development topics, among others.



Developed a climate action strategy

starting with energy audits in our facilities and collaboration with our top 10 highest-emitting suppliers.



In Progress...

Upcycling grape pomace,

a manufacturing by-product, into value-added ingredients.



In Progress...

Exploring emerging technologies

to accelerate our sustainability progress.



Reducing Our Virgin Plastic Usage

By leveraging post-consumer recycled content (PCR), we're able to reduce our use of virgin plastic.

We are currently planning a light-weighting project for our multi-serve bottles to further reduce our plastic use.



25% PCR
is included in our plastic
beverage containers across our
10 oz, 16 oz, and 96 oz sizes.

Our Supplier Code of Conduct

We know that Welch’s commitment does not end at our four walls but extends to our entire supply chain. We expect our Suppliers across the globe to commit to and uphold the same high standards of social and environmental responsibility to which we hold ourselves.

Business Ethics and Integrity

Welch’s is committed to conducting business ethically and lawfully in countries where we operate across our supply chain. We conduct business with Suppliers who demonstrate a strong commitment to ethical behavior and expect our Suppliers to comply with applicable laws, rules, regulations, and codes



of the countries and jurisdictions in which they do business. They must also comply with all other applicable international laws and regulations, including those relating to international trade, sanctions, export controls, antitrust/competition, and privacy and data protection.

Human and Labor Rights

Welch’s is committed to respecting the human rights of individuals across our supply chain. We expect Suppliers to treat all workers with respect and dignity. Suppliers are expected to provide a safe, clean, and healthy working environment that minimizes exposure to accidents and injuries to their employees and the communities in which they operate.

Environment

Suppliers must act in an environmentally responsible manner and comply with all applicable environmental laws, rules, codes, and regulations including those related to waste disposal (including hazardous waste), air emissions, greenhouse gas (GHG) emissions, wastewater and effluents, and toxic substances. Suppliers are encouraged to exceed the legal requirements and implement action plans for reducing environmental impacts.

Quality and Food Safety Standards

Suppliers involved in any aspect of developing, handling, manufacturing, packaging,



transporting, or storing our products are expected to know and comply with the product quality standards, policies, specifications, and all procedures that apply. Suppliers must immediately report any issues that could negatively affect the quality or safety of one of our products.

Making the Most of Every Grape

We're actively working to extract every bit of goodness from the fruit our grower-owners work so hard to produce. After pressing grapes for our juice, some of the byproducts we are left with are **grape seeds** and **tartrates**.

Grapeseed Oil

Within each grape are small seeds, not good for juice making, but a great source of grapeseed oil.

We've installed presses to crush the seeds we reclaim, looking to soon create a refined oil.

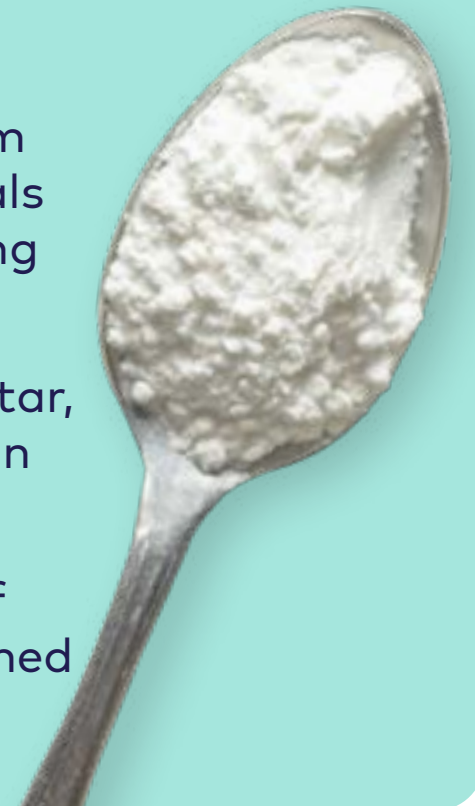


Grape Tartrates

In grape juice processing, tartrate crystals, composed of potassium tartrate, naturally form and settle at the bottom of tanks. These crystals are a result of tartaric acid, a naturally occurring compound in grapes.

Tartrates are a main ingredient in cream of tartar, so if you've ever baked a meringue or enjoyed an angel food cake, you've enjoyed tartrates.

In an average year, Welch's reclaims 275 tons of tartrates, just 25 years ago these were just washed down the drain during tank cleaning!





Serving the Community

Our Accomplishments

Sponsored Open Table's Ride for Food

joining over 500 participants to fight food insecurity.

See more on page 31



Collected 4,500+ food items

during the company-wide Holiday Food Drive, providing nutritious foods for food insecure families in our local community.



In Progress...

Defining next-gen philanthropy

and volunteerism for Welch's, including exploring local grant funding opportunities and charitable matches for employees.

Held second annual Day of Service

focused on learning about and addressing food waste at home and in our communities.

See more on page 33



80% employee volunteer participation

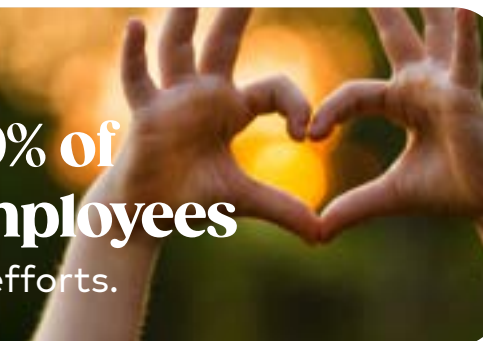
in annual volunteer efforts, including annual Day of Service, Gaining Ground, and Land's Sake volunteer sessions.

See more on pages 31-32

In Progress...

Engaging 90% of corporate employees

in annual volunteer efforts.



In Progress...

Planning third annual Day of Service,

focusing on nutrition and food insecurity.

Serving Communities Where We Live and Work Through Charitable Giving

Open Table's Ride for Food

Proud to be an event sponsor of Open Table's Ride For Food, held on October 6th in Massachusetts. We joined with over 500 riders, walkers, volunteers, and friends to raise critical funds to fight hunger and advocate for an equitable food system for all.



**40 hours annually
of paid time off**

is provided for all corporate employees to take the time to volunteer.

Spoonfuls Cocktails & Community

Cocktails & Community is a fun-filled celebration with purpose: to support Spoonfuls' food recovery and hunger relief mission.

Sponsorship directly supports efforts to reduce food waste and feed neighbors facing food insecurity. Welch's partnered with Titos Vodka to create a signature cocktail – a Passion Fruit Cosmo.



Serving Communities Where We Live and Work Through Charitable Giving Cont'd



Volunteering is Embedded in our DNA

In 2024, we continued our practice of including a volunteer event as part of every major meeting, such as our International Sales Meeting, and in each new employee orientation. For our new employees, this serves as an important component of their orientation and provides the opportunity to connect

to our roots as an agricultural cooperative and to give back to local communities.

Supporting Organizations Close to our Heart

This year, our teams volunteered at two local organizations. We partnered with Gaining Ground, a non-profit farm in the Concord area, for three events.

Gaining Ground grows vegetables and fruit with the help of several thousand community volunteers and donates it to area meal programs and food pantries. They envision a future where everyone has equitable access to healthy, sustainably grown produce.

Our teams also volunteered at Land's Sake Farm, a dynamic non-profit dedicated to building meaningful connections between people, the food they eat, and the land.

Land's Sake Farm supports environmental education programs, food donation programs, and land management.



Second Annual Day of Service

Our team gathered for a day of learning, inspiration, and action. We screened a documentary, learned about local organizations' sustainability initiatives, and packed donated food items for food insecure families in our local community.



Wasted! The Story of Food Waste

We screened this informative and entertaining documentary from Anthony Bourdain, which highlights the 1.3 billion tons of food that is wasted annually and the measures being taken to prevent it.

Local Organizations

We learned about how three local organizations work to avoid food waste in our community: Spoonfuls, Black Earth Compost, and Open Table.



Food Drive

Our team packed food items, donated during the company Food Drive, with the goal of helping Open Table meet their weekly quota of 150 kids' bags filled with nutritious foods for food insecure children in our local community.

38%
of available food
in the United States goes
unsold or uneaten.**



1/3 of food produced globally is wasted,
which amounts to roughly **1.3 billion tons** every year.*

*<https://www.fao.org/4/mb060e/mb060e00.pdf>

**<https://refed.org/food-waste/the-problem/>

The background of the main section is a photograph. It shows a close-up of a hand holding a bunch of dark, ripe grapes. The hand is positioned in the lower-left quadrant. Behind the hand is a green and blue plaid shirt with visible buttons. The right side of the image is a soft-focus background of tall green grass. Overlaid on this image is the main title in large white serif font.

Growing a Healthier Future

Our Accomplishments

Launched better-for-you innovations

including Zero Sugar juices and Organic fruit spreads.



See more on page 36

Advanced packaging regulation compliance,

including extended producer responsibility legislation, increased use of post-consumer recycled content, and collecting and reporting on the amount of our packaging sold into the states with these laws enacted.

In Progress...

Developing a roadmap

for sustainable packaging innovation which includes our light-weighting project.

In Progress...

Developing guidelines

around sugar and better-for-you innovation.

Empowered consumers with easier access to information

about sustainability via QR codes on packaging and past Corporate Responsibility reports on our website.

See more on page 37

Communicated the source of all fruit ingredients,

continuing the work begun in 2021.



In Progress...

Creating communications strategies

for B2B and B2C.

Better-For-You Product Launches

As we continue to develop and deliver on our clean label strategy, new products like our **Zero Sugar** and **Organic Fruit Spread** offer consumers more ways to choose products that are right for them.

Zero Sugar Juices

Launched nationally, Welch's Zero Sugar line is available in shelf-stable and refrigerated varieties, offering consumers a way to enjoy their favorite Welch's flavors without any compromise.



Organic Fruit Spread

Welch's Organic Fruit Spread meets the strict criteria for growing, processing, and handling of ingredients to be USDA Certified Organic.

It's made with simple ingredients and has no high fructose corn syrup.





More Accessible Communication

We believe sustainability efforts and information should be easy to find and understand, and communicated regularly.

QR Codes Featured on Every Package

QR codes bring consumers to a separate site detailing our sustainability work.



Annual Corporate Responsibility Reporting

We publish a detailed Corporate Responsibility Report every year.

Focused Information on Welchs.com

Focused information is available on our website in the Sustainability and Our Story sections.





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Looking Beyond 2025

As we approach the end of our first five years, we are evolving Growing Tomorrow Together to reflect what we've accomplished and help shape the path ahead.

Our mission remains the same: to improve the quality of life for our grower-owners, employees,

and the communities we serve. We will deepen our focus on sustainable farming and manufacturing practices, continue to innovate in our products and packaging, and strengthen our support for the places we call home.

But first, there is still important work to do in 2025.





A Glimpse at What's to Come

Carbon Sequestration

This program represents a significant opportunity to remove carbon from the atmosphere through regenerative agricultural practices.

Implementing on just 500 acres could sequester an additional 5,000-7,500 tons of carbon annually. If implemented across Welch's entire footprint, it could result in an additional 344,000-516,000 tons of carbon sequestered annually. To put this into perspective, sequestering this amount of additional carbon equates to taking 80,000-120,000 gasoline-powered passenger vehicles off the road annually.



Continued Packaging Improvements

With an eye to continual improvement, retailer expectations, and meeting legislative requirements, we'll follow our packaging roadmap to get to a more sustainable vision.

From shifting to PCR and using less material overall (lightweighting our bottles), to exploring new materials all together, our roadmap is comprehensive and multi-faceted.



Delivering Our Clean Label Vision

We are evaluating our products due to our consumers' desire for better-for-you products and a commitment to being responsible stewards of the future, with an eye to reduce sugar and calories and shift to clean label ingredients.



The Future of Charitable Giving

We're currently working to define our approach to next-gen philanthropy and volunteerism at Welch's.

This includes exploring local grant funding opportunities and charitable matches for employees among many other ideas.





Thank you for growing with us.

To you, our Welch's team, our grower-owners, and our community partners, thank you for being a part of this journey. While the future will surely bring new and unforeseen challenges, our commitment to doing better remains steady in the face of whatever lies ahead. Our mission remains the same: to improve the quality of life for our grower-owners, employees and the communities we serve.

There will always be more work to be done, and we're deeply grateful for our grower-owners and our entire team who remain dedicated to these important efforts. As we continue forward as one united team, we look forward to working hand-in-hand.

There's more work ahead, and we're excited to keep growing tomorrow together.

