



Ambassador Organics™ Fast Facts

Year incorporated: 2005

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Company mission: The Ambassador Organics™ brand is an ethical purveyor of premium organic products that has created a model for development in nutrition and agriculture through its operations in retail and ready-made markets. By sourcing the finest certified organic and Biodynamic products and ingredients available in the world, Ambassador Organics™ directly participates in providing farmers with markets in which they can maintain the dignity of their work and the integrity of their farm. Ambassador Organics™ translates these values into great tasting and convenient products that respect the time pressures and lifestyles of American consumers.

Ambassador Organics™ also reflects the economic, social and philosophical commitment to doing well while doing good. It functions as a transparent financial engine that respects and promotes the source of food, its producers and the wellbeing of the workers who created the bounty. Ambassador Organics™ is an exemplary working model of a triple bottom line business approach. Triple bottom line accounting is the expansion of the traditional company reporting framework to take into account financial performance as well as environmental and social performance. The phrase was coined in 1998 by John Elkington in his book, *Cannibals with Forks: the Triple Bottom Line of 21st Century Business*. This progressive business approach is being adopted by companies seeking financial profitability while benefiting their local and global communities and natural resources. Ambassador Organics'™ triple-bottom-line approach is a way of conducting business that financially rewards the people who produce premium organic foods while honoring the environment from which the food came. It also respects the connection between the various policy issues that impact the direction our world will take concerning health, food and farm economies.