



Kinder Ground  
Where compassion grows

# Partner With Kinder Ground



## We Get It

With nearly 15 years of experience working with procurement, marketing, quality, and compliance we know the struggle is real.

Relentless shareholder pressure and ever shifting priorities make it feel like making a profit and making a difference are mutually exclusive.

Organizations have gaps in expertise needed to manage animal welfare. Concerns about the environment have captured the spotlight and resources. Still, brand risks associated with having any animal-based product as an ingredient or item on your shelf, menu, or in your product portfolio remain misunderstood and underestimated.

**Tier 1 suppliers** have reach to the farm, guard against multiple customer requests, yet have limited bandwidth to execute transformational projects. When they do, flagship farms serve as perennial guinea pigs benefiting from supplier efforts.

The impact of high turnover, continually shifting priorities and influencers has resulted in audit fatigue and corporate commitment hangovers. Projects designed and never launched, launched and never finished, or finished and never leveraged litter the project maps of the supply chain.

ESG related reporting has become a significant cost center, improving the profits of third-party consulting agencies keen on developing supplier surveys, with no demonstrable proof that they have improved animal welfare, the company's bottom line, or reputation. Worse, they have introduced risk to the business. Regulatory scrutiny, accusations of greenwashing, carbon miscalculations and unfulfilled commitments have flipped the switch on how company's need to define success when it comes to animal welfare.

**Control what you can, influence where you must and move from intention to action.**

**What does action look like? When it comes to animal-based products and ingredients how can you protect hard earned brand affection and consumer trust?**



**Tier 2 and 3 companies** with limited line of sight and access to the farm are challenged to make an impact at the farm level. Sincere attempts to partner with Tier 1 suppliers are often limited to a few farms, and the challenge of making a difference to animals destined for a specific supply is nearly impossible. The barrier to influence is made harder when only buying "parts". Eggs were a comparatively easy lift for corporate commitments. When you are only buying nuggets, chops, strips, and patties, it is nearly impossible to create change that is still profitable.



## Kinder Ground Can Help

As a partner in compassion, Kinder Ground can help deliver on your responsibility to improve the lives of millions of animals. Kinder Ground understands that lasting change is created one farm at a time, requires meeting farmers where they are at, building trust, and staying the course. Working with farms directly we can connect the dots from farm to table.

## How we do it

**Trust**, opens the farm gate, hearts and minds to change. Kinder Ground knows what needs to be done and who can help us do it. Kinder Ground understands that farmers learn best from farmers. Connecting your dollars and leveraging our network we start with farmers willing to consider change and looking for permission to believe. With lessons learned and confidence growing, using the farmers' voice and passion, compassion can be contagious. Sharing our knowledge and experience through trainings, symposia, webinars and other outreach, providing other farmers opportunities to try new ideas, Kinder Ground transforms a habit of compliance into a habit of compassion.

**Transparency**, builds trust and brand affection. Working directly with farms, Kinder Ground creates genuine connections and brings the hard work to life with the knowledge and experience to communicate about challenging topics at the consumer level.

**Together**, we can transcend corporate messaging, delivering tangible results you can shout about. Consumers want to know you care and we can help you show just how much you do.

### But how do we know the farms touch our supply?

**You don't.** The first step to responsible change making is understanding that it is not about you. It's about the effort and the lives made better because you decided to try.

**Consumers get it.** They don't expect perfection. They do expect you to care. The good news is caring, and compassion are what Kinder Ground does best and we want to bring you along on the adventure, changing hearts and minds, making compassion contagious.

## How do you become a partner in compassion?

- In-kind contributions of services or equipment needed for a project
- Contributing to support any project or specific projects of interest
- Offer a matching incentive to leverage our donor network
- Contributing to the Kinder Ground Foundation Endowment

## Seriously, what's in it for me?

**It depends on you.**

We appreciate any level of support.

Kinder Ground will work directly with you to determine what types or which specific projects you would like to support.

Kinder Ground will provide project outcomes, including photos that may be used in communicating your company's dedication to animal welfare and work with to decide how you would like to be recognized.

**Ready to begin sowing seeds of compassion with us?**

**Reach out → [partners@kinderground.org](mailto:partners@kinderground.org)**