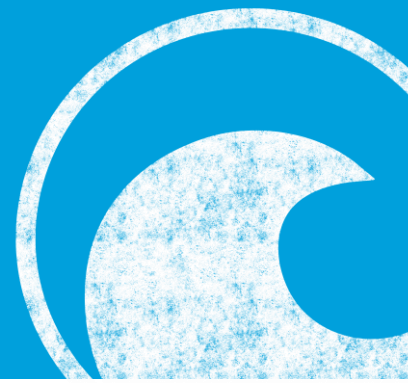


Better Means Thinking in 360: Packaging We Feel Good About



We approach package design as we do everything at WhiteWave: to do it in a way that's better for people, the planet, and good business. Our goal is to use the least amount of the right kind of materials without compromising product quality or safety. And we've made great strides by embracing three innovative strategies:

- Sustainable Sourcing and Material Selection: Our packaging system emphasizes the use of renewable and recycled materials from certified suppliers whenever possible.
- Optimized Package Design for Performance: When it comes to decisions about package design, WhiteWave takes a holistic approach to determine the best options. This includes the use of lightweight choices to reduce the amount of material in each product. Besides using less, this approach makes our products lighter, and shipping them more efficient.
- Partnering for Innovation and Recovery: In 2016, WhiteWave joined the [How2Recycle](#) program, a project of [GreenBlue's](#) Sustainable Packaging Coalition, whose goal is to educate the public on how to dispose of packaging materials responsibly.