

We are a small company and every minute of every day seems to be spoken for. That is why we have made the commitment to write an environmental management system (EMS). This will set aside specific resources to allow us to fully understand our environmental footprint today and allow us to never again have to wonder if we are acting in the best interests of our business and environment. We must be sustainable and be held up as an example of how successful businesses operate in Watertown. We are a leader in Watertown and we will be making clear and understandable actions with the intention that other companies do the same. We view our business as being critical to our employees who all live in Watertown. The residents of Watertown have helped us grow through the years and we need to make sure they have a sustainable coffee roaster in town. On a more global scale we are no longer willing to look at others setting the example. We will be the example of the right way to be a sustainable coffee roaster.

Our solution is not simple nor is it impossible. It is imperative that we all become sustainable and we will be embarking on that mission immediately. Some of our efforts will be obvious and visible. Others will be less noticeable. We will report to you our successes and our difficulties as we look to the future using May 30, 2011 as our benchmark date. By finding solutions for today's challenges we will be able to make Berres Brothers even more of an industry leader. Our firm commitment to an EMS will allow us to constantly improve and therefore be sustainable.

We have always worked on ways to improve our environment. We have found ways to reduce our waste. Examples are: donating our burlap bags to tree nurseries for tree wrapping, giving away spent coffee grounds to our customers for their gardens, food waste for composting, and outdated or damaged foods to the local food pantry. We also have provided work for developmentally challenged people by moving 25% of our packaging production to Bethesda. We plan on moving another 20% to them this summer. Every year for the last five years we have partnered with a local tree company and have given away trees to our customers on Earth Day.

Future plans include developing rain barrels from barrels our flavorings come in. These will be given away to customers. We want to improve our recycling program inside our café. This commitment will remind our customers how important this is. I would like to work with our distributors to find ways of eliminating or reducing the use of cardboard in our shipments to them. We are currently looking into reusable packaging options. I would also talk to them about reducing the use of Styrofoam cups in their business.

There are many other environmental practices that we will put into place in the future. These will be visible from our suppliers as well as our customers. I feel that this visibility is important to Berres Brothers becoming a social leader and encouraging many others through the state of Wisconsin to follow our footsteps in protecting the environment.

Currently we are the number one local coffee roaster in Wisconsin in terms of retail sales through grocery stores and convenience stores. Through our involvement with the grocery stores and convenience stores we have the ability to touch a lot of consumers. We are proud to get this message out to them.

Some of our stores that we distribute to are encouraging us to implement these practices and we are excited to be a leader in protecting our environment.