

US FOODS HOLDING CORP.
SERVE GOOD® PROGRAM POLICY
Effective Date: February 20, 2024

I. Purpose and Applicability

US Foods' Serve Good Program ("Serve Good") provides a curated portfolio of Exclusive Brand products that meet the company's standards for responsible sourcing, climate conscious practices, and waste reduction as explained below, to help contribute to improvements in these areas of our industry.

This policy applies to US Foods' Exclusive Brand products positioned as Serve Good, and Serve Good products are identified in marketing materials using the signature Serve Good icon and on the outer product packaging along with the green stripe with the respective products claim(s) housed therein.

II. Serve Good Program Criteria

All Serve Good products must (1) carry a substantiated claim in at least one of the following categories, as further defined below: Responsible Sourcing, Climate-Conscious, or Waste Reduction, and (2) meet the Serve Good packaging requirements set forth in Section III of this policy.

All claims in these categories must either be certified by an independent third-party organization with demonstrated expertise in the standards used for the certification process or be verified by US Foods to comply with applicable standards. Any such third-party certification must clearly convey the basis for evaluation of the product and the award of the certification, as well as which specific or limited benefit(s) the certification confers.¹ Generally, certifications that are awarded by industry trade associations or based on membership do not qualify a product as Serve Good.

Key third-party certifications used for the Serve Good program as of the Effective Date are listed below.² US Foods may consider and use additional third-party certifications on a per-product basis and may also define and verify additional standards where third-party certifications may not exist.

A. Responsible Sourcing

Responsible Sourcing focuses on products that adhere to defined standards addressing the social or environmental impact associated with the product's sourcing. A Serve Good product meets the requirements for Responsible Sourcing if the product meets one of the following criteria:

- *Agricultural Practices.* This Serve Good category focuses on the method of production of agricultural products.
 - Fair Trade – Fair Trade certifies products as coming from farms audited by third-party organizations against Fair Trade standards. Those standards help promote safer working conditions, decent wages, and fair prices for harvest, and also support the right to organize. Certifying bodies may include:

¹ US Foods might consider for inclusion in Serve Good products that include in their formulation a meaningful ingredient or ingredients that meet the criteria of and have a claim associated with the program, even if the product as a whole does not.

² Third-party certification standards may evolve over time. Serve Good products bearing a third-party certification are compliant with the third-party certification standards as of the time of certification or production, as applicable. As a result, there may be products in commerce at the same time that meet different versions of that third party's certification standards.

- Fair Trade Certified – To qualify for this certification, Fair Trade USA must find that a purchaser meets minimum pricing standards that act as a safety net for farmers and producers when market prices are low. The product must also meet standards aimed at promoting safer, healthier working conditions, the elimination of forced and child labor, fair and consistent compensation, environmental protections, and product traceability. For more information, see [Fair Trade Certified's webpage](#).
 - Fairtrade Certified – To qualify for this certification, Fairtrade International must find that a product meets criteria established to promote social and economic fairness in production and trade, prohibit forced and child labor, and ensure that promoters receive prices that cover their average costs. For more information, see [Fairtrade International's webpage](#).
 - Rainforest Alliance Certified – To qualify for this certification, Rainforest Alliance must find that a product meets the group's standards for promoting greater social, economic, and environmental sustainability, including meeting specific requirements in the focus areas of forest, climate, human rights, and producer livelihood. For more information, see [Rainforest Alliance webpage](#).
 - U.S. Department of Agriculture (USDA) Organic Certified – Products with this certification are grown in accordance with USDA organic regulations intended to promote conservation, soil health, and water quality. Unapproved synthetic pesticides and fertilizers, sewage sludge, irradiation, and genetic engineering may not be used. For more information, see [USDA's webpage](#).
 - Non-GMO Project Verified – Products with this certification have been deemed in compliance with standards for avoiding genetically modified organisms (GMOs), as defined by Non-GMO Project. For more information, see [The Non-GMO Project's webpage](#).
- *Sustainable Seafood.* US Foods has three tiers of Exclusive Brand seafood products. Tier 1 products, which carry the highest-level certifications such as those listed below, qualify as Serve Good. For more information on our Exclusive Brand responsibly sourced seafood standards, including Progress Check, a program that recognizes suppliers working to meet our defined Serve Good standards, please refer to US Foods' Responsibly Sourced Seafood Policy ([available here](#)).
- Wild-caught seafood species certifying bodies may include:
 - Marine Stewardship Council (MSC) – Seafood products that carry MSC's blue ecolabel must meet MSC standards for traceability to source fisheries that have been certified to global MSC standards. For more information, see [The Marine Stewardship Council's webpage](#).
 - Farm-raised species certifying bodies may include:
 - Best Aquaculture Practices (BAP) – This third-party certification program encompasses standards for every step in the production chain from feed mill, hatchery, farm, and processing plant, awarding a certification star at each level of the supply chain where BAP standards are met. Serve Good products must carry four stars or the highest star level rating available for the specific species. For more information, see [Best Aquaculture Practices' webpage](#).
 - Wild-caught and farm-raised species certifying bodies may include those benchmarked by:
 - Global Sustainable Seafood Initiative (GSSI) – GSSI recognizes seafood certification schemes that the group has deemed to be in alignment with the United Nation's Food and Agriculture Organization's requirements around code of conduct, technical requirements, and ecolabeling for aquaculture and

fisheries. For more information, see [GSSI's webpage](#).

- *Animal Care*. This Serve Good category focuses on how food animals are raised.
 - **Humanely Raised** – In response to consumer concerns about the care and treatment of farm animals, several third-party organizations have developed guidelines for promoting humane care of livestock species in collaboration with stakeholders like farmers, veterinarians, scientists, animal advocacy groups, and industry professionals. Certifying bodies may include:
 - **American Humane Certified (AHC)** – AHC certification indicates that the American Humane Association found that a product meets the group's species-specific Animal Welfare Standards covering issues such as adequate space, air and water quality, heating, lighting, shade, and the animals' ability to engage in ordinary behaviors. For more information, see [American Humane's webpage](#).
 - **Certified Animal Welfare Approved by A Greener World (AWA)** – Under AWA's certification, animals must be raised in accordance with the group's standards for farms that provide pastures or ranges, and meet standards for production, transport, and slaughter practices. For more information, see [A Greener World's webpage](#).
 - **Global Animal Partnership (GAP)** – GAP's Animal Welfare Certified labeling program confirms that animals were raised in accordance with the group's standards for avoiding the use of antibiotics, added growth hormones, or animal by-products. Certification levels range from one to five, indicating how substantially an animal's living environment mimics its natural environment, based on GAP standards; all levels are accepted by US Foods. For more information, see [Global Animal Partnership's webpage](#).
 - **Certified Humane Raised & Handled** – Products with Certified Humane certification, administered by the Humane Farm Animal Care (HFAC), are certified as being from animals found to be raised and handled in compliance with HFAC's animal welfare standards from birth through slaughter, and further processed in compliance with traceability requirements. For more information, see [Certified Humane's webpage](#).
 - **Cage-Free** – Per the [USDA's Shell Egg Grading System guidance](#), cage-free systems may “vary from farm to farm, but must allow hens to exhibit natural behaviors and include enrichments such as scratch areas, perches, and nests. Hens must have access to litter, protection from predators, and be able to move in a barn in a manner that promotes bird welfare.” Certifying bodies may include:
 - **Certified Humane Raised & Handled** – Certified Humane cage-free certification standards include guidance on space, perches, litter, air quality, light, flooring, food, and water, ensuring that barn-raised hens can maintain their normal behaviors. For more information, see [Certified Humane's webpage](#).
 - **American Humane Certified** – Laying hens certified by American Humane live in barns that allow the birds to move freely and express natural behaviors. For more information, see [American Humane's webpage](#).
 - **Animal Welfare Approved (AWA)** – AWA's certification standards prohibit cages, require perches and nest boxes, set parameters for indoor space, light, and air quality, address hygiene, manure management, slaughter, and antibiotic practices, and require outdoor and pasture access. For more information, see [A Greener World's webpage](#).
 - **Raised without Antibiotics (RWA)** – Producers must adhere to USDA's Food Safety and Inspection Service (FSIS) guidelines that prohibit administration of antibiotics in feed, water, or by injections at any point in the production process, including

ionophores which are considered antibiotics by FSIS. For more information, see [USDA's FSIS webpage](#)

- Grass Fed – Producers raised the animal under defined humane conditions with access to the outdoors on a pasture or range. Certifying bodies may include:
 - American Grassfed Association (AGA) – AGA certifies products as born, raised, and processed in the US in ways that meet the group's defined animal welfare and environmental standards. For more information, see [American Grassfed Association's webpage](#).
 - US Foods will also accept grass-fed claims based on documentation from suppliers confirming that animals were grass-fed in accordance with FSIS guidelines.

B. Climate-Conscious

US Foods is working with Exclusive Brand suppliers and third parties to help address greenhouse gas (GHG) emissions by offering our customers a category of Climate-Conscious products. Serve Good products that fall under this category have been produced or manufactured with processes that result in lower GHG emissions than similar products manufactured without such intentions. The goal is to help reduce a product's carbon footprint, verified at a minimum annually unless otherwise specified. A Serve Good product meets the requirements for Climate-Conscious if the product meets one of the following criteria:

- Carbon Neutral – The net carbon dioxide equivalent (CO₂e) released in the atmosphere by the activities associated with a specific product, from raw material through, at minimum, delivery to US Foods distribution centers, is balanced by an equal amount being removed from the atmosphere, as verified using a globally recognized carbon neutrality specification such as PAS 2060 in addition to one of the following certifications:
 - ClimeCo Certified Product – To qualify for ClimeCo certification, a producer must have a verified lifecycle carbon footprint, commitment to reducing that product's carbon footprint, and offset any remaining carbon emissions associated with that product as outlined in the Carbon Footprint Estimation Protocol for 'Carbon Free' Products, which includes adherence to PAS 2060. For more information, see [ClimeCo's webpage](#).
 - SCS Global Services Carbon Neutral Certified – To qualify for the SCS Global Services Carbon Neutral Certification, a product must have a verified lifecycle product carbon footprint based on a recognized methodology and verification that the appropriate number of carbon offsets have been used, in accordance with PAS 2060. For more information, see [SCS's webpage](#).
 - Climate Impact Partners CarbonNeutral Certified – To qualify for the Climate Impact Partners' CarbonNeutral Certification, the carbon footprint of a product must be calculated and reduced to zero through a combination of efficiency measures and supporting external emission reduction projects, as outlined in Climate Impact Partners' CarbonNeutral Protocol, which adheres to PAS 2060. For more information, see [CarbonNeutral Protocol's webpage](#).
- Carbon-Negative – The net CO₂e released in the atmosphere by the activities associated with a specific product, from raw material through, at minimum, delivery to US Foods distribution centers, is less than the amount being removed from the atmosphere, as verified by a third party using a globally recognized specification for the assessment of the lifecycle GHG gas emissions of foods and services, such as PAS 2060, ISO 14044, ISO 14067, or the World Resources Institute (WRI) GHG Protocol.
- Climate-Friendly – The Climate-Friendly designation confirms that a product has gone through an assessment by HowGood, a third-party independent research company, and that all cradle-to-gate

GHG emissions associated with that product, including emissions from agricultural production, farm to processing transportation, ingredient processing, processing to manufacturing transportation, and manufacturing are lower than 70% of all products assessed by HowGood, based on HowGood's own defined research methodology and Climate-Friendly attribute methodology. GHG emissions are estimated using the International Panel on Climate Change (IPCC) 2013 global warming potential estimates. For more information, see [HowGood's webpage](#).

- Regenerative Organic Certified – US Foods recognizes that regenerative agricultural practices, such as cover cropping, crop rotation, and no-till, can help protect and improve soil health and can help support the increased sequestration of carbon, reducing atmospheric GHG emissions. As such, Serve Good products with Regenerative Organic Certified certification are included in the Climate-Conscious category. Regenerative Organic Certified uses the USDA Certified Organic standard as a baseline, and adds additional criteria for soil health, animal welfare, and social fairness. To qualify for Regenerative Organic Certified certification, an entity must first hold USDA Organic certification or an international equivalent formally recognized by the National Organic Program (NOP) and meet all requirements listed in the Framework for Regenerative Organic Certification. For more information, see [Regenerative Organic Certified's webpage](#).

C. Waste Reduction

Reduces Waste focuses on products with manufacturing or product attributes designed to help reduce the volume of materials entering the waste stream. A Serve Good product meets the requirements for Reduces Waste if the product meets one of the following criteria:

- Upcycled Certified - Serve Good products in this category are certified by the Upcycled Food Association (UFA). UFA deems a product to be Upcycled Certified if it has been produced in accordance with UFA's standards for using surplus food or food by-products from manufacturing using verified supply chains. For additional information see [Upcycled Food Association's webpage](#).
- Certified Compostable - Serve Good products in this category are certified as compostable, meaning that the product can break down in a compost system at the end of its life. Certifying bodies for this category may include:
 - Biodegradable Products Institute (BPI) – BPI certifies products against the ASTM D6400 and/or D6868 compostability standards. Products with BPI certification are commercially compostable only and are not suitable for home compost systems under BPI's current standards. For more information, see [BPI's webpage](#).
 - Compost Manufacturing Alliance (CMA) – CMA certifies products against D6400 and/or ASTM D6868 compostability standards. Products with CMA certification are commercially compostable only and are not suitable for home compost systems under CMA's current standards. For more information, see [CMA's webpage](#).
 - TUV Austria – TUV currently issues two compostability certifications. OK Compost INDUSTRIAL confirms that a product will compost in a higher heat industrial facility in accordance with EN 13432. OK Compost HOME confirms that a product will compost in a lower-heat home environment. For more information, see [TUV Austria's webpage](#).
- Recycled Content - Serve Good products in this category are made from material that has been recovered or diverted from the waste stream, either during the manufacturing process, after consumer use, or a mix of both pre- and post-consumer sources. To qualify for Serve Good, a non-food product must meet or exceed the minimum recycled content thresholds for its respective material category:
 - Aluminum: 100%
 - Glass: 100%
 - Paper: 70%

- Plastic: 50%
- Steel: 100%
- Sourced from Suppliers that Protect Renewable Resources - Serve Good products in this category contain material derived from natural renewable resources that have been managed with responsible practices. The products may include a certification from one of the following organizations:
 - USDA BioPreferred – The goal of the BioPreferred program is to increase the purchase and use of biobased products, or products derived from plants and other agricultural, marine, and forestry materials. Products that meet applicable category standards for biobased content may display the USDA Certified Biobased Product label. BioPreferred products do not include food, animal feed, or fuel, and their biobased content is measured using ASTM D6866. For more information, see [USDA's BioPreferred webpage](#).
 - Forest Stewardship Council (FSC) – To qualify for the FSC certification, products must come from forests that meet FSC's standards for health and resiliency, as well as standards for reducing deforestation and promoting plant and animal species protection, fair wage and work environment, and local forest community rights. For more information, see [FSC's webpage](#).
 - Sustainable Forestry Initiative (SFI) – SFI certifies products as containing fiber content that is sourced from forests that meet SFI's standards for water conservation, healthy animal and plant populations, and climate solutions. For more information, see [SFI's webpage](#).
 - Program for the Endorsement of Forest Certification (PEFC) – PEFC certifies products to its standards for forest owners and supply chain companies; certification means that the product has originated in forests that comply with national and international legal forest requirements, and that the rights of people in the forest and throughout the forest supply chain are protected. For more information, see [PEFC's webpage](#).
- Sourced from Manufacturers Reducing Manufacturing Waste - Serve Good products in this category are manufactured at a facility that is taking steps to reduce the manufacturing waste associated with a specific Serve Good product. The facility must provide documentation on an annual basis showing its waste stream reductions relevant to the Serve Good product, and/or may have one of the following or similar certifications for the facility (not the product):
 - GreenCircle Waste Reduction from Landfill Certification – This certification verifies a facility's waste diversion from landfill. For more information, see [GreenCircle's webpage](#).
 - SCS Zero Waste Facility Certification – This certification measures the amount of waste diverted from landfill as a percentage of total waste generated. Facilities need to earn at least a 50% diversion rate to be initially certified and show increased reductions annually thereafter. For more information, see [SCS's webpage](#).
 - TRUE Zero Waste Certification – This certification verifies that a facility has achieved or maintained an average of 90% or greater diversion of waste from landfill, incineration and the environment for the past 12 months at the facility where the product is being produced. For more information, see [TRUE's webpage](#).
- Reduced Health and Environmental Impact Certification - Serve Good products in this category are certified against multiple attributes across the product lifecycle, demonstrating that they meet criteria related to product performance as well as decreased human and environmental impacts. These products may carry the following certifications:
 - UL EcoLogo – This lifecycle-based certification confirms that a product is compliant with UL's environmental standards in specific categories, such as materials, energy, manufacturing, health and environment, or product performance. For more information, see [UL Solutions' webpage](#).

- Green Seal – Green Seal’s certification standards for cleaning and sanitary products are focused on key impact areas of climate, human health, waste reduction, and water quality throughout the product lifecycle from raw materials extraction and manufacturing to packaging, use, and disposal. For more information, see [Green Seal's webpage](#).

III. Serve Good Packaging Requirements

In addition to carrying a third-party certified or US Foods verified claim as outlined above, all Serve Good products must meet or exceed the following Serve Good packaging requirements³:

A. Inner Packaging

- No polystyrene (PS)
- No poly vinyl chloride (PVC)
- No expanded plastic or cushioning consisting of any non-compostable materials, such as foam, bubbles, or pillows
- Rigid polyethylene terephthalate (PET) packaging is permitted provided that it contains a minimum of 5% recycled PET (RPET) or biobased polymer
- No substances on California’s Proposition 65 list that would require a warning label, including BPA, PFAS, DEHP, DOP, DINP, as of the Effective Date
- No high-density polyethylene (HDPE) film less than 2.5 mil in thickness
- Non-direct food contact paper packaging must contain a minimum of 40% recycled content or be made from an alternative renewable fiber source
- All virgin paper content must have Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), Program for the Endorsement of Forest Certification (PEFC), or similar third-party certification

B. Outer Packaging

- Unbleached kraft paperboard
- Corrugated board suppliers must certify a minimum cumulative running average of 35% recycled content
- Product must fit in a box without excess headspace
- All virgin paper content must have SFI, FSC, PEFC or similar third-party certification
- Must feature disposal instructions, such as Corrugated Recycles classification or How2Recycle logo
- Any non-recyclable material (such as wax-coated corrugate) must be certified as compostable by BPI, CMA, TUV or similar third-party certification

³ These packaging parameters go into effect as of the effective date of this updated policy; there will continue to be packaging for products in commerce that was produced prior to the effective date of this updated policy and that adheres to previous versions of our packaging standards.