



AHOLD USA JOINS MOVEMENT TO HELP IMPROVE THE LIVES OF FARMWORKERS

First major U.S. grocer to join the Coalition of Immokalee Workers' Fair Food Program

Increases the number of U.S. grocery stores carrying Fair Food tomatoes by 75%

Important next step in Ahold USA's commitment to responsible retailing

Key Facts:

Ahold USA Brands: Stop & Shop, Giant Food of Landover, Giant Food Stores of Carlisle, Martin's and online grocer Peapod

Number of Stores: 776 supermarkets across 14 states and Washington, DC

Locations: Connecticut, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Virginia, West Virginia, Wisconsin and Washington, DC

Number of Monthly U.S. Customers: 50 million

Important Details on the Ahold USA-CIW Partnership:

- Builds on the work that CIW, Ahold USA and Ahold USA's suppliers have done together over the past several years to deliver responsibly sourced tomatoes to customers
- Commits Ahold USA to continue purchasing Florida tomatoes only from growers who participate in the CIW's Fair Food Program, and expands the Fair Food Program's standards to farms of participating growers in other states
- Ensures timely, periodic inspections of the farms that supply Ahold USA's companies
- Provides for Ahold USA to pay a premium on tomatoes that growers will pass on to field workers
- Provides additional financial support from Ahold USA for the Fair Food Standards Council, the CIW's monitoring and compliance partner
- Launches expanded marketing and advertising for the Fair Food Program, including in-store displays, online visibility and education materials for associates at Ahold USA companies

About the Fair Food Program/Coalition of Immokalee Workers:

- Widely acclaimed partnership to improve the lives of agricultural farmworkers
- A unique partnership among farmers, farmworkers and retail food companies to improve working conditions
- "One of the great human rights success stories of our day" – described in *The Washington Post*
- Participating companies include: Whole Foods, Trader Joe's, Walmart, Chipotle, McDonald's

Ahold's Commitment to Responsible Retailing:

- A deep, international commitment across all of Ahold's companies
- Centered on comprehensive Standards of Engagement that commit Ahold's companies and suppliers to strong business ethics, environmental standards and human rights protections
- Ahold has been recognized by the Dow Jones Sustainability Index, RobecoSAM Sustainability Leaders List and *Progressive Grocer* as the 2014 Retailer of the Year