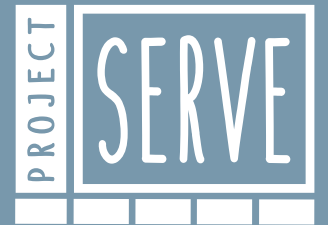




Watch Our Video
2023 Project SERVE Annual Report
*Learn more about National Food Group's
Corporate Social Responsibility initiatives at*
nfgprojectserve.com





National Food Group is known for finding food a home. In food pantries, schools, and kitchens around the United States, National Food Group and Zee Zees can be found on many shelves. And through our philanthropic initiative, Project SERVE, we've worked hard to ensure this reach has no barriers or roadblocks.

Since 2021, we've contributed more than \$5 million in grants and rescued or donated almost 70 million pounds of food. Thousands of hours have been spent volunteering, and many students have been able to continue their education and training in the culinary space.

In 2023, our company continued to grow with dedication to hard work and our core values: integrity, agility, innovation, relevance, and fun.

Whether sorting food, planting trees, or gathering school supplies, our team is continuously committed to volunteering their time. And with the help of our partners, many students were able to continue their education in the food industry, learning new skills and gaining employment.

Our inaugural *Grab The Tab* initiative, focused on paying down school meal debt, was immensely successful and resulted in applications from 350 schools with a total debt of over \$4 million. While we are extremely proud to have been able to impact schools in Michigan, Ohio and Texas, we know that this is an issue affecting every school and we are committed to being a force for awareness and change in the foodservice space.

It's innovative programs like this that embody our core values and encourage us to continue to listen to our customers and communities on the issues that are affecting them the most. As we look back on 2023, we are proud to be able to share these stories of impact and look forward to an even bigger 2024.

Jim Moore

President

National Food Group



PROJECT SERVE OVERVIEW

PROJECT SERVE FIVE KEY INITIATIVES



USING INNOVATION AND SERVICE TO IMPACT OUR COMMUNITY

At National Food Group, food is the core of our business and drives all that we do, including our Corporate Social Responsibility strategy. We pledge a minimum of 5% of our earnings, along with our time and talents - making food more accessible, providing opportunities and resources for individuals seeking a career in the food industry, and supporting our global environment.

HOW WE GOT HERE

As our company grows, so does our commitment to the community. According to the USDA, 44 million people, including 8 million children, are food insecure and every community in the country is home to a family that is food insecure. Through Project SERVE and its initiatives, we are working each day to feed local families, reduce food waste, and help break down barriers to employment.

OVER THE YEARS WE HAVE:

- Rescued and redirected more than 70 million pounds of food from waste
- Contributed more than \$5 million in resources to non-profits and community organizations
- Volunteered more than 3,000 hours in our communities



SECURE FOOD AND FUNDING

Help alleviate food insecurity by matching food and funds with communities in need.



EDUCATE

Provide opportunities and resources for students of all ages and backgrounds to learn about the food industry and its many career paths.



RESPECT DIVERSITY

Focus on being a leader in the industry for an inclusive and equitable environment.



VOLUNTEER

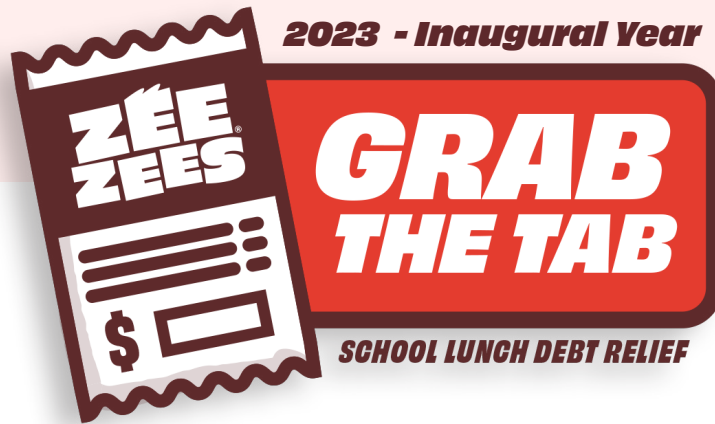
Improve the lives of our neighbors through use of our time, talents, and treasures.



ELEVATE SUSTAINABILITY

Continue and expand sustainability practices at National Food Group with help from our customers and vendors partners.





According to the School Nutrition Association, school lunch debt affects 92.8% of districts in the United States. School lunches are what National Food Group and Zee Zees do best. Therefore, we wanted to help school districts ensure every student can receive the food they need without worrying about a negative balance or being able to afford a meal that day.

Launched as a pilot program in April 2023, *Grab The Tab* was created to make an impact on cafeterias and students across the U.S. With over 350 applicants from over 40 states, we saw \$4 million in debt applied to be paid off.

Three schools were chosen to have their school meal debt paid off for the 2023 school year and received a delivery of Zee Zees products for their cafeteria.

While ten states have adopted legislation focused on this issue, school meal debt is far from being a problem of the past and we're excited to grab more tabs in 2024.



Angleton Independent School District is home to a diverse community near the Gulf Coast of Texas. With over 70% of their students eligible for free and reduced meals, the foodservice staff struggles each year to balance the basic needs of their students with the reality of budgets and finances. *Grab The Tab* was able to pay off more than \$6,000 of debt for the 2023 school year.

"When I saw Zee Zee's put out Grab The Tab, I was like, 'I'm not alone, That was my first feeling because when we went back to paying for school lunches, I felt that we as child nutrition lunch ladies, were all alone. I was first and foremost just so thankful that a company made me feel like I'm not."

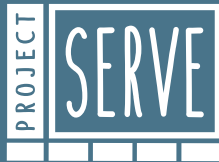
**Amy Grant - Child Nutrition Director
Angleton ISD - Angleton, TX**



**Belmont
Career Center
St. Clairsville, OH**



**Bedford Public
Schools
Bedford, MI**



PROJECT SERVE VOLUNTEERING SPOTLIGHT



At National Food Group, volunteering is an important part of our culture, goals, and mission. In 2023, National Food Group set a goal of 1,000 volunteer hours. The team exceeded that goal for a total of 1,385 hours spent giving back to the community. Food was organized, backpacks were packed, and trees were planted throughout the year in an effort to hit that goal.

Team members Taran Zackrison and Fabiola Pekarek led the charge with both volunteering more than 60 hours for the year.

Employees are encouraged to give back both as a team to company partners, and to the organizations that mean the most to them in their own communities. In 2023, National Food Group team members volunteered at 51 different organizations, and provided almost \$40,000 in economic value.

Whether it was packing food boxes, repacking bulk food items, coaching little league, or planting trees, the National Food Group team was busy in 2023.

According to the U.S. Census Bureau and AmeriCorps, 23.2% of Americans formally volunteered between 2022-2023, providing 4.1 billion hours and an economic value of \$122.9 billion. As volunteering continues to make a comeback from the pandemic, it's integral that companies like National Food Group play their part.



TARAN ZACKRISON

"Volunteering to me is a chance to lean all the way into my community and be a part of what's going on around me, I am a Girl Scout troop leader, and my Brownies are my favorites! It's great being with the girls, to provide a space for them to build their own relationships and try new things."



FABIOLA PEKAREK

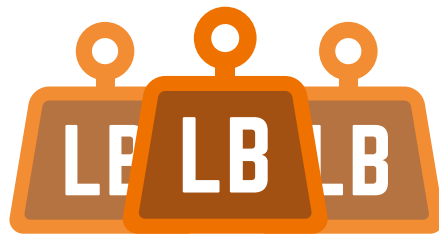
"The reason I enjoy volunteering so much is the feeling I get from helping others, The small time I give creates a large impact on the people I help. I also, love to see the faces of happiness, the smiles, on them."



SECURE FOOD AND FUNDING

OBJECTIVES

- Partner with key community stakeholders to distribute food to the greatest need
- Use National Food Group resources to assess and eliminate issues with food accessibility
- Participate in community focused programs that prepare affordable and nutritious meals
- Work with National Food Group vendors and customers to support food accessibility in their own communities



380K+
POUNDS OF FOOD
DONATED

\$440K+
IN-KIND
FOOD DONATIONS

\$240K+
DONATED TO
FOOD PROGRAMS



Kids Food Basket

Food donations dispatched to schools throughout West Michigan
photo credit: Kids Food Basket

2023 Secure Food And Funding Partners

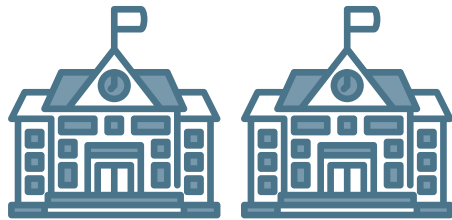
- Blessings In A Backpack
- Eagle Ministries
- Feed The Need – Novi
- Forgotten Harvest
- Pope Francis Center
- Kids Food Basket
- Gleaners
- Salvation Army
– Great Lakes Division



EDUCATE


OBJECTIVES

- Offer student scholarships to help provide culinary training to secure employment in the food industry
- Organize internships to give real experience to high school and college students
- Attend career days at schools to encourage and educate a diverse population on the food industry
- Partner with local agencies and programs to teach children about healthy and affordable eating to support food accessibility in their own communities
- Break down barriers to employment in the food industry



\$30,000
DONATED TO
NON-PROFITS
 IN THE EDUCATION SECTOR

ONE 
STUDENT
SCHOLARSHIP

TWO 
STUDENT
APPRENTICESHIPS



Schoolcraft Scholarship
 Aryana Martinez 2023 recipient of culinary training full scholarship

2023

Education Partners

- Schoolcraft College Foundation
- Soil2Service



RESPECT DIVERSITY

OBJECTIVES

- Celebrate the diversity in our world and within our teams
- Strengthen current policy of inclusion by incorporating implicit bias training in our on-boarding and for current employees
- Expand current recruiting pools to include a more diverse candidate base (targeted advertisement, recruitment fairs, and personal connections)
- Partner with local organizations and schools to recruit interns from high need communities and provide resources to any barriers students may have

THREE 
WORK PLACEMENT
STUDENTS

100%
 OF NEW EMPLOYEES COMPLETED
DIVERSITY TRAINING



\$15K
 TO NON-PROFITS
 FOCUSED ON ENSURING
SAFE AND SECURE
 COMMUNITIES FOR ALL



2023 Diversity Partners

- Alternatives For Girls
- Pope Francis Center
- Soil2Service
- Novi Adult Transition Center

Novi Adult Transition Center
 Novi Mobile Mart at National Food Group office



VOLUNTEER

OBJECTIVES

- Support National Food Group employees in donating 1000 hours of their time to local organizations
- Provide a \$500 grant behalf of any employee who collectively reaches 30 hours of volunteering to a nonprofit of their choice
- Sponsor community events and programs that engage employees, partners and customers
- Participate at a leadership level in organizations that support Project SERVE initiatives

**1385+ HOURS
VOLUNTEERED
BY EMPLOYEES**

**82%
OF EMPLOYEES
VOLUNTEERED**

**\$5,000
DONATED TO
ORGANIZATIONS
FROM EMPLOYEE GRANTS**



Forgotten Harvest
National Food Group employees in Zee Zees pack-out room

2023 Volunteer Partners

- Feeding San Diego
- Forgotten Harvest
- For The Love Of Cats Rescue
- Girl Scouts Of Southeastern Michigan
- Keith Elementary School
- Novi Library
- Novi Rotary
- Salvation Army
- United Way For Southeastern Michigan



ELEVATE SUSTAINABILITY

OBJECTIVES

- Help reduce food waste through programs such as Opportunity Buys® that redirects wholesome, quality food to new markets
- Employ environmental sustainability practices in our offices where possible, like LED and motion sensor lights, water bottle filling stations, and recycling programs
- Partner with customers to meet zero waste and environmental programs
- Enable our Logistics teams to optimize shipping loads for efficient fuel use
- Employ recyclable and/or sustainably sourced packaging where possible
- Seek out suppliers that are using sustainable practices

**70
TREES
PLANTED**



**2,646,268
MILES SAVED**
FREIGHT CONSOLIDATION 

**RESCUED
26,592,473
POUNDS OF FOOD**



Greening Of Detroit
National Food Group employees planting trees

2023
Sustainability Partners

**FOOD
RECOVERY
CERTIFIED**

- Eagle Ministries
- Forgotten Harvest
- Salvation Army
- Kids Food Basket
- Greening Of Detroit