





Since 1990, National Food Group has been providing food for customers nationwide. Our company has grown with dedication to hard work and our core values: integrity, agility, innovation, relevance, and fun.

We also recognize that we all play an important role in our community. In 2013, we launched our Step One: Feeding Local Families program, pledging at least 5% of total earnings to providing food and funding to people in need. Like the name says, it was our first step in creating a program that gives back to the community where we live and serve.

In 2021, National Food Group launched our Project SERVE initiative to expand our commitment into the community through the program's five main pillars:

- Secure Food and Funding
- Educate
- Respect Diversity
- Volunteer
- Elevate Sustainability

In this, our inaugural annual report, we are extremely proud to share the results of the hard work and resources we invested in our community and our team last year. We look forward to building on our initial success and sharing more in the future as we grow Project SERVE.

Sean Zecman

*President & CEO
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 has grown, so has our commitment to the community, so let's take a look at how we got here. Knowing that 40 million Americans face hunger each day, we wanted to take the first step. By creating the Step 1 program we were able to feed local families, reduce food waste, and help create a more sustainable environment. In 2021, we expanded these efforts into our new Project SERVE initiatives.

PROJECT SERVE KEY INITIATIVES

Our corporate social responsibility initiatives allows us to divide our resources into five areas of focus that allow us to honor our commitment to the community. The five program initiatives include:



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.





SECURE FOOD AND FUNDING

PARTNER SPOTLIGHT: FORGOTTEN HARVEST

2021 Secure Food And Funding Partners

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



1.2 million FOOD SERVINGS DONATED

\$230,000 DONATED TO NON-PROFITS

DONATED TO 75 NON PROFIT ORGANIZATIONS



Forgotten Harvest & Zee Zees co-branded truck at distribution event in Michigan

For over 30 years, Forgotten Harvest has rescued surplus food from Metro Detroit grocery stores, restaurants, caterers, and food distribution companies. Forgotten Harvest then distributes the rescued food to local emergency food providers. FH has expanded into include Forgotten Harvest Farms where they grow their own fresh food and mobile pantries as a way to respond to the COVID 19 crisis. National Food Group made a \$1Million commitment to help Forgotten Harvest provide meals to families in needs across greater Detroit.



“ Forgotten Harvest's work in metro Detroit is possible thanks in part to the generosity of companies like National Food Group. They stood with us during some of our most challenging times to ensure that we continued to feed those in need—that's the true mark of a great partnership.”

Kirk Mayes
CEO



- Balance Boxes
- Eagle Ministries
- Feed The Need
- Food Rescue Detroit
- Food Rescue US
- Forgotten Harvest
- Girls On The Run
- Heirs Covenant Church
- Inner-City Breakthrough
- Koinonia Family Services
- La Soupe
- Pope Francis Center
- Sacramento Food Bank
- San Diego Food Bank
- Soil 2 Service
- Veterans Distribution Center
- Volunteers Of America
- Worthydays



EDUCATE

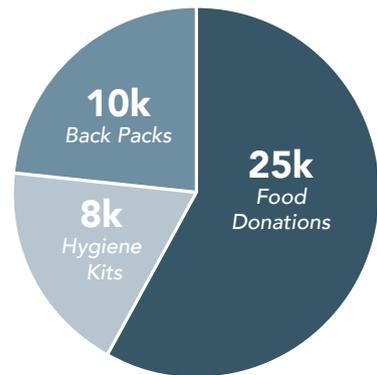
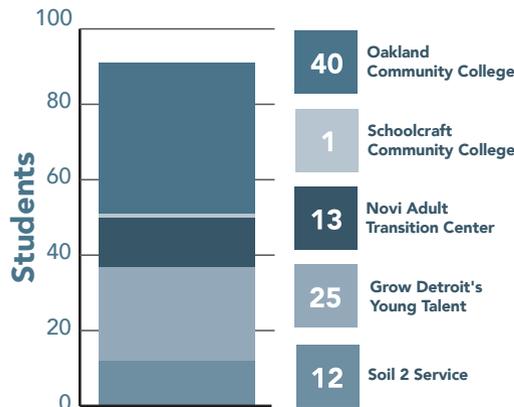
PARTNER SPOTLIGHT: SOIL 2 SERVICE

2021 Education Partners

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

STUDENTS SPONSORED IN 2021



\$43,000
DONATED TO
NON-PROFITS
IN THE EDUCATION SECTOR



Soil 2 Service - Culinary Skills Development Course cohort hands on culinary instruction

Soil 2 Service is a local nonprofit organization that is dedicated to providing education, awareness and experience designed to enhance the livelihood of individuals and communities while supporting a sustainable food system. National Food Group sponsored the first official cohort of their Culinary Skills Development Course. This four week job readiness program is designed to prepare students for a job in the Culinary Arts and provides them with industry recognized certifications and a membership in the American Culinary Federation.



“ The partnership with National Food Group and Project SERVE has just been phenomenal. We found out that there is a shared passion to help those needing a leg up. We look forward to continue our partnership helping the community through education in the culinary and hospitality field.

Jeremy Abbey
WCMC, CEC, CEPC, CCE,
CCA Executive Director



SOIL 2 SERVICE

- Danicka Community Project
- Feed The Need
- Lincoln Park Middle School
- Mubotics
- Novi Library
- Novi Adult Transition Center
- Novi Education Fund
- Oakland County Community College
- Read To A Child
- Ross High School - Jeess Food
- Schoolcraft College
- School Nutrition Association
- Soil 2 Service
- St. John's Lutheran School



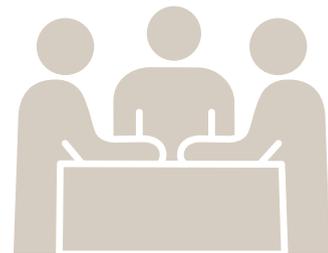
RESPECT DIVERSITY

PARTNER SPOTLIGHT: ADULT TRANSITION CENTER

2021 Diversity Partners

OBJECTIVES

- Celebrate the diversity in our world and within our teams
- Strengthen current policy of inclusion by incorporating implicit bias training in our onboarding 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



**12 EMPLOYEES
JOINED INAUGURAL
DIVERSITY, EQUITY, & INCLUSION
COMMITTEE**

**THREE
INTERNS**



NOVI ADULT TRANSITION CENTER



The NATC Mobile Market at National Food Group Headquarters in Novi, MI

The Novi Adult Transition Center is a post-secondary life skills and employment skills program servicing 18- to 26-year-old Novi residents who are working toward a Certificate of Completion. National Food Group partnered with NATC to provide internships for 3 students and donated funding for their Mobile Market that gave work learning opportunities for the students on campus and throughout the Novi Community.



“ Through this partnership, we are able to provide real-world vocational, social, and community opportunities for our students... They’ve not only provided a job site for us, but also provided a Mobile Mart Truck that we can use to practice skills around the community.

Kristin Corrin
SSWW, LMSW Transition
Coordinator



**Adult Transition
Center**

- Novi Adult Transition Center
- Secure Food And Funding
- United Way Of Mower County
- Michigan Freedom Center
- Porchlight Community Services
- Sterling House Community Center
- Blue Level Training
- Community Equity Organization
- Novi Community Coalition
- Sunshine Satchels

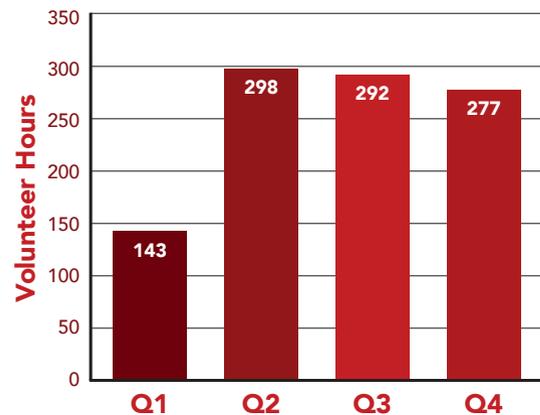


VOLUNTEER

OBJECTIVES

- Support National Food Group employees in donating 1000 hour of their time to local organizations
- Provide a \$500 grant to any organization with at least 30 hours of National Food Group collective employee volunteer service
- Sponsor community events and programs that engage employees, partners and customers
- Participate at a leadership level in organizations that support Project SERVE initiatives
- Provide an employee giving program where team members can volunteer their dollars through payroll deduction, with quarterly vote to select recipient organization

1,010+ HOURS VOLUNTEERED BY EMPLOYEES



146 NON-PROFITS IMPACTED

\$28,522 VOLUNTEER HOURS VALUE



PARTNER SPOTLIGHT: UNITED WAY OF SOUTHEASTERN MICHIGAN



National Food Group staff volunteering back to school - backpack build out

The United Way of Southeastern Michigan is a local non-profit organization dedicated to mobilizing the collective power of Detroit and the Southeastern Michigan to improve communities and individual lives in measurable and lasting change. Through our partnership with UWSEM this year, we launched our expanded employee volunteer program and exceeded our 1000-hour goal as a team for 2021, including packing personal hygiene and school supplies kits.



"The partnership with National Food Group and Project SERVE is great because the staff are always willing to pitch in, volunteer, help out, and they're always excited. We were able to create over 1,200 hygiene and back to school kits - these are great because when people can't afford simple basic necessities, they cut these items."

Alex Haynes

Corporate Engagement & Cultivation Director



2021 Volunteer Partners

- United Way For Southeastern Michigan
- United Way Of San Diego
- Forgotten Harvest
- Feed The Need
- Novi Library
- Girls Scouts Of America
- City Of Detroit
- City Of Novi
- San Diego Food Bank
- Community Connections
- Novi Rotary Club Foundation
- Hand 2 Hand Kids
- Postpartum Support International
- More Than Apples
- Lucky Duck Food Distribution
- Big Green
- Alternative For Girls



ELEVATE SUSTAINABILITY

PARTNER SPOTLIGHT: FOOD RESCUE US

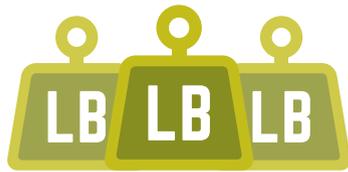
2021 Sustainability Partners

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 sustainability sourced packaging where possible
- Seek out suppliers that are using sustainable practices



SET GOAL TO REDUCE CO2 EMISSIONS
**BY 2,270 METRIC TONS
BEFORE 2025**



**RESCUED
30,959,791
POUNDS OF FOOD**

**1,157,666
MILES
SAVED THROUGH
CONSOLIDATION**



Packing donations to feed local families and help reduce overall food waste

Food Rescue US is an app based, grassroots organization that works to eliminate food waste by connecting grocers, distributors, and restaurants to local agencies to feed millions that are in need and keep food out of landfills. With the help of Food Rescue US and other organizations, in 2021 National Food Group rescued nearly 31 million pounds of food, or 124 million servings.



"Food Rescue US is grateful for our partnership with National Food Group. Their commitment to reducing hunger and food waste around the country is incredible in itself, but they also have a commitment to last mile delivery which can be the difference between putting the food to its best use or sending it to the landfill. This commitment is unique in the food donation space, and we are so grateful!"

Emily Larson

Program Manager,
National Food Program



FOOD RESCUE US

- Food Rescue US
- Food Rescue Detroit
- Forgotten Harvest
- Eagle Ministries
- Food Recovery Network
- Pope Francis Center
- MSU Extension
- Grace And Peace Community Center



2021 Project SERVE Annual Report Video

*Learn more about National Food Group's
Corporate Social Responsibility initiatives at*

nfgprojectserve.com