



Mucelli's

CORPORATE SOCIAL RESPONSIBILITY

| 2022 REPORT



MICELI'S C.S.R.

BECAUSE WE CARE

Corporate Responsibility Report • 2022

Miceli Dairy Products Company is dedicated to producing safe, high quality, wholesome food products while providing a secure work atmosphere, being stewards to the local ecosystem & maintaining a constructive role in the community.



CONTENTS

INTRODUCTION	4
.....	
MESSAGE FROM THE CEO	5
.....	
FAMILY AND COMMUNITY ROOTS	6
.....	
HEALTHY TRADITIONAL PRODUCTS	7
.....	
CORPORATE RESPONSIBILITY	
.....	
• WORKER AND WORKPLACE	8
.....	
• ENVIRONMENTAL EFFORTS	10
.....	
• FOOD QUALITY AND SAFETY	18
.....	
• MATERIALS PROCUREMENT	20
.....	
• COMMUNITY INVOLVEMENT	22
.....	
• RESPONSIBLE MARKETING	25



WELL HELLO THERE!

INTRODUCTION

Miceli Dairy Products Company is a family owned business located at the same address since 1949. Still rooted in its community, it has grown into a nationally distributed company, producing a wide range of fresh Italian cheese products for industrial, food service and retail consumers.

1

A MESSAGE FROM OUR CEO

I want to personally thank you for taking the time to learn more about Miceli Dairy Products Corporate Responsibility Mission and our many varieties of Italian cheese products. It has long been a tradition of the Miceli family and all of the employees of the Miceli Dairy Products Company to provide first class customer service along with our first class Italian cheeses.

We are entering the 3rd generation of business and remains as rooted in our community as its early days. Many of our workers are also 3rd generation, and together we continue to strive to make the best Italian cheeses in North America.

We wouldn't be who we are without this community, which is why we voluntarily publish this report to take the lead in developing our sustainable community. We take great measures to minimize our waste stream, conserve water & maintain green-space for beauty and the local wildlife.

Once again, thank you for visiting and please know that all of us at Miceli's take pleasure in serving you online and at your favorite retail outlet.

Best regards,



Joseph D. Miceli

Chief Executive Officer

OUR FAMILY AND COMMUNITY

2 | ROOTS

HOW WE CAME TO BE

Miceli Dairy Products Company is a family owned, Italian cheese manufacturer located in Cleveland, Ohio. The company was established by John Miceli, Sr. in 1949. He learned to make cheeses from the previous generation of the Miceli family who originated from Sicily and settled in the Northeast Ohio area. He began selling his fresh ricotta and scamorza cheese out of his Model-T Ford truck to the Italian neighborhoods of Cleveland's east side. John Sr. built a strong reputation for producing a quality product, and soon his business expanded into other areas of Ohio and beyond.

Today, Miceli's cheeses can be found across the nation packaged under the Miceli's brand label as well as many different private label brands. Miceli's also produces cheeses for food service distributors and is the preferred choice of many famous chefs across the country. Global manufacturers of fresh and frozen food entrees have been using Miceli's cheeses in their production processes for years. Schools and other government institutions are also serving Miceli's cheeses across the country. Even if you're not familiar with the Miceli's brand, chances are you have already been enjoying our products!

Miceli Dairy Products Company remains family owned and operated and is still producing the same high-quality products that have been enjoyed by families for generations. John Miceli's four children, John Jr., Joseph, Carol, and Rosemarie are now the current owners, making it a business that is 50% women-owned! Six of his grandchildren are currently working their way up the ranks and preparing for a third-generation succession that will continue to have women in leadership roles. Each member of the Miceli family takes pride in carrying on the legacy and traditions that John Miceli built. We know that once you try Miceli's cheeses, they will become a tradition in your family, too!

3 | OUR HEALTHY & TRADITIONAL PRODUCTS



RICOTTA

- WHOLE MILK
- PART - SKIM
- LITE
- FAT FREE



MASCARPONE

- 8 OZ RETAIL TUB
- 12 OZ RETAIL TUB
- 16 OZ RETAIL TUB
- 5 LB. FOOD SERVICE TUB



MOZZARELLA

- STRING CHEESE
- INDUSTRIAL BLOCK
- PEAR SHAPES
- SHREDDED
- IQF



FRESH MOZZARELLA

- 16 OZ. LOG
- 16 OZ. BALL
- 8 OZ BALL
- OVOLINE
- BOCCONCINI
- CILIEGINI
- PERLINE
- IQF

4 | WORKER & WORKPLACE

... OUR EMPLOYEES ARE LIKE FAMILY

OUR COMMITMENT TO OUR PEOPLE

We are dedicated to supporting and investing in our people and our facilities because they are the cornerstone of our business. We continue to distinguish ourselves from our competitors by being an exceptional employer.



“The only way to do great work is to love what you do”

~ Steve Jobs

EMPLOYEE HEALTH AND WELLNESS POLICY

We are committed to maintaining a safe and healthy work environment for all employees, visitors, and business partners. By delivering world-class health and safety measures across our work environments, we minimize health hazards and injuries to our employees. Feeling physically safe and secure at work is a prerequisite to being creative, innovative and successful. Health and safety regulatory requirements help ensure all employees will be able to come to work without fear of avoidable harm or injury. By being compliant with those regulations, we contribute positively to the Company's success and make Miceli's a workplace where everyone can feel comfortable and secure.

Additionally, Miceli's has increased its starting pay 13% per hour. We also offer a full benefits and compensation plan to each of its employees. All employment decisions are based on individual merit and business needs, irrespective of race, religion, color, sexual orientation, nationality, gender, ethnic origin, disability, age, sex, gender expression, gender identity, veteran status, marital status or any other personal characteristic protected by applicable law.

CAREER MANAGEMENT POLICY

Miceli's believes strongly in employee longevity and advancement within the company. Several employees are 3rd generation, while others that are hired come in as hourly works and progress to become supervisors. This manifests itself in two areas:

- Continued training and opportunity to advance on the production floor. Every hourly employee showing a willingness to be on-time and learn gain opportunities to learn new equipment, work in other areas of the facility and, depending on skill and ability, be trained on specialized equipment or lead in parts of the organization. Out of our managerial workforce, 2/3 were hired as hourly employees and worked their way into management.
- For employees that have specialized skills, Miceli's will pay to have them take specialized cheesemaking courses, sanitation seminars, lab evaluation classes and finance programs. Many of these workers become specialized in these areas.

TRANSPARENT RECRUITMENT PROCESS POLICY

When hiring any employee, managerial or hourly, Miceli's operates with full transparency. The process is fully explained and outlined to the candidate. Often times, a candidate not qualified for one position has the application kept on file for a future opening in a better suited job. This is also explained to the person applying. All hours, wages, job expectations and responsibilities are clearly outlined to the applicant, so s/he knows exactly what they are applying for.

RESPONSIBLE INFORMATION SECURITY POLICY

Miceli Dairy has several measures in place in order to ensure responsible security of its data:

Internal Server Security

- We use a combination of Antivirus and firewall (hardware)
- We use spam filtering on email and VPN for remote access.
- Only select users have VPN remote access.
- We retain all documents indefinitely.
- Any confidential information access is controlled via file/folder permissions.

ETI Base Code



The ETI Base Code is an internationally recognised set of labour standards based on ILO conventions. It is used by ETI members and others to drive improvements in working conditions around the world.

www.ethicaltrade.org



Employment is freely chosen



Freedom of association and the right to collective bargaining are respected



Working conditions are safe and hygienic



Child labour shall not be used



Living wages are paid



Working hours are not excessive



No discrimination is practised



Regular employment is provided



No harsh or inhumane treatment is allowed

Why commit to the ETI Base Code?

www.ethicaltrade.org



Employment is freely chosen

Slavery and bonded labour are totally unacceptable. Almost 21 million people are victims of forced labour.



Freedom of association and the right to collective bargaining are respected

Tens of thousands of workers lose their jobs every year for attempting to form or join a trade union or improve working conditions. Some even lose their lives.



Working conditions are safe and hygienic

An estimated 2.3 million people die every year from work-related accidents and diseases.



Child labour shall not be used

168 million children work to support their families, missing out on education and often damaging their health. This reinforces the cycle of poverty.



Living wages are paid

Roughly half the world's population still lives on two dollars a day. If people can't feed their families on an adult's wage, they may send their children to work.



Working hours are not excessive

Long working hours are the norm for most of the world's workers. This damages people's health and undermines family life.



No discrimination is practised

Women and certain minorities are often confined to the lowest-paid jobs with no access to training or promotion.



Regular employment is provided

Most workers can be laid off when it suits the employer. This fuels poverty and insecurity and drives down wages.



No harsh or inhumane treatment is allowed

Few workers have protection against physical, verbal or sexual abuse in the workplace.

5

ENVIRONMENTAL EFFORTS

... OUR ENVIRONMENT IS OUR RESPONSIBILITY

OUR COMMITMENT TO OUR PLANET

Our team is constantly finding ways to make changes that will positively impact the environment without compromising our high manufacturing standards. We will continue to be committed to finding ways we can reduce, reuse and recycle in our facility.





“It is our collective and individual responsibility to preserve and tend to the world in which we all live”

~ Dalai Lama

Miceli Dairy Products Company is working toward being on the forefront of Sustainable Initiatives and Social Responsibility in the dairy industry. The goal of our program is to run our operation from start to finish in a way that promotes climate stability and social well-being by minimizing the use of fossil fuels, seeking efficiency in packaging and materials, maximizing our raw materials and resources and reaching toward a “zero landfill” initiative along with many other such actions.

Background: The program began 8 years ago, and since its inception, we have achieved the following goals:

- Independent Sustainably Audit by Baldwin College
- Aggressive water conservation programs
- Reduction of packaging materials and actual weight of packaging
- Implemented stricter FirstEnergy efficient standards for customers, including efficient LED lighting in new warehouse and cooler expansion
- Updated cooling systems to be above existing efficiency standards
- Zero waste from raw materials
- Continuing expansion of recycling programs
- Incorporation of all parts of the operation under one roof to drastically reduce ecological footprint and save resources on shipping and transportation
- Offer above industry standards for wages, insurance and retirement benefits
- Intensive 3rd party environmental and social assessments from EcoVadis and several other international leaders in the industry

Growing toward the future from this assertive inception, Miceli Dairy Products Company plan is to involve furthering the above initiatives while expanding other environmental and social sustainable initiatives. These will include the use of alternative energy sources and reusing / recycling all packaging materials brought into the facility. Our goals will keep pace with the growing needs of a changing environmental and social climate on the planet starting from within our own backyard.



WATER CONSERVATION

Miceli Dairy Products creatively and innovatively conserves the use of water in the following ways:

- Efficient, modern boiler system
- Separators and systems built to minimize water usage
- Innovative water systems designed to save every drop

BOILER SYSTEMS:

Miceli's has a system in place to keep steam lines moving and circulating, minimizing leaks & losses. This efficient system saves up to hundreds of gallons per day.


SEPARATORS & SYSTEMS:

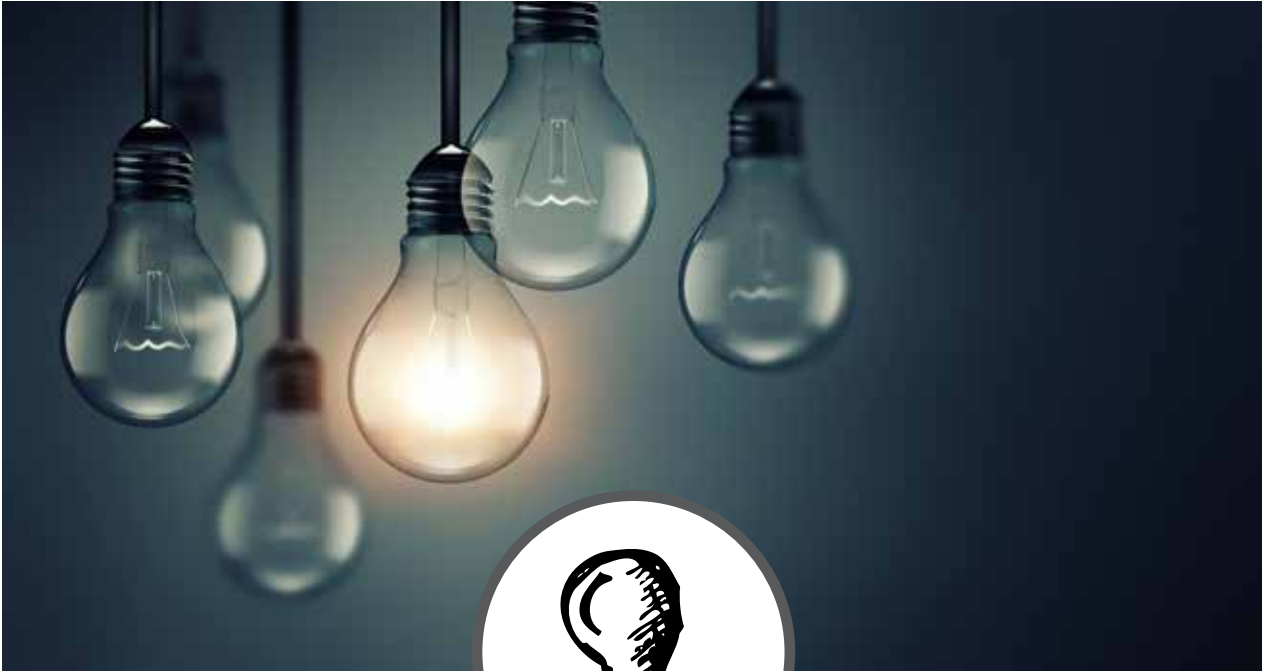
The separators used to standardize Miceli's different, unique products are dependent on water to function. Over the past couple years, we have upgraded and creatively engineered these systems to cut the usage by 75%.

INNOVATIVE WATER SYSTEMS AND POLICIES IN PRODUCTION:

It's hard to make cheese without water! Keeping that in mind, Miceli's has policies and systems in place to save every drop. Hose stations are diligently maintained, high-efficient hose-heads are installed on the production floor for Sanitation Shifts. Overall, our efforts have shown results. We're producing more cheese while not increasing water usage every year for the last 3 years.

YEAR	GALLONS USED PER POUND OF CHEESE MADE
2016	.57
2017	.55
2018	.54
2019	.51
2020	.50
2021	.48





ELECTRICITY REDUCTION

Since 2011, Miceli Dairy Products has been aggressively reducing its environmental footprint and reducing its impact on GHGs. This program has 3 key areas of focus:

- Reduction of electricity usage
- Minimizing the use of natural gas
- Consolidating warehouses

ELECTRICITY USAGE:

To get the most accurate efficiency readings, we've calculated how many pounds of cheese is produced per kWh. We've increased our efficiencies from 5 lbs per kWh in 2011 to 7 lbs per kWh in 2017. The goal is to make more cheese while using less energy. *HOW: Widescale light upgrades from fluorescent to LED, more efficient machines, auto-off lights that are motion activated.*

NATURAL GAS:

In 2011, we produced 780 lbs per mcf, 2015, we increased that number to 987 lbs. per mcf which we've continued to maintain today. *HOW: In 2016, Miceli's implemented a conversion of the hot water system from heating a tank to an in-line loop. This has contributed to both water conservation and natural gas savings.*

WAREHOUSES

In 2011, Miceli's had 2 satellite locations in the city of Cleveland. After the 2012 expansion, we consolidated our other warehouses under one roof. That has totally eliminated transporting both dry and finished good through the city, therefore making a major dent in our GHG emissions and shrinking our ecological footprint.



STREAMLINING WASTE STREAM

- **Miceli's has a system in place to remove all solids from finished byproducts before introduced into the sewers. This is condensed into a feed product for livestock. The result is negligible BODs entering into the local and regional waste stream.**
- **The plant also has a waste holding tank to control outflow before it enters the sewer systems. To avoid residues from our modern cleaning systems directly entering the city sewer, there is a holding vessel enabling the waste to naturally neutralize itself. When it finally enters the waste stream, it does not tax the existing city waste processing systems.**

CREATIVE CONSERVATION ENDEAVORS:

PALLET REBUILD PROGRAM:

Every pallet that is damaged gets set aside. Once a determined amount is reached, a carpenter is called to repair the pallets for reuse. Any materials beyond salvaging are given to the carpenter for his own use.

ELECTRICITY CONTROLS:

Every area of the warehouse is on light-timers. After 10 minutes of no activity, the lights shut off until a motion turns them back on.

REUSE OF MATERIALS:

Sometime product is temporarily stored until orders come in. When that storage

FOOD WASTE MANAGEMENT:

Although every effort is in place to have no food waste, unforeseen events happen. When product becomes compromised and cannot go out to the public, it is collected, documented, weighed and safely stored for shipment to feed lots. No food in our production facility goes to a landfill. box is emptied, the container is reused until it is deemed compromised. At that point it is recycled.

ECOLOGICAL ENGINEERING IN CHEESE PRODUCTION:

Our production facility reuses a valuable byproduct of mozzarella, whey, as the key ingredient in our largest volume product, ricotta. It takes a lot of heat to make ricotta, so in order to conserve energy pipes are engineered to run adjacent each other using the heat from one product to warm another without needing additional energy.

NEW LAYOUT OF FACILITY:

Part of the 2012 expansion was to rebuild the old shipping docks to become an area for employee services. An additional benefit to this was creating a buffer to the outside. There is now no need to heat this area since the loading docks are gone. The new loading area in the warehouse also has new, energy efficient doors installed, keeping the elements outside.

CARDBOARD RECYCLING PROGRAM:

All cardboard in the factory and warehouse is bound and recycled.

OFFICE PAPER RECYCLING PROGRAM:

All paper in the office is shredded and recycled week.





MAINTAINING GREEN SPACE

When Miceli Dairy Products expanded in 2012, we made efforts to better the local environment. Those efforts took the following forms:

- Redirection of traffic from Buckeye Rd, a very busy thoroughfare, by channeling milk trucks through a new access road. It was also more efficient for the neighborhood and truck drivers by having access through one door and exit flowing straight through to another. The previous traffic jams and clogging of needing to back-up have been resolved.
- Retention ponds were created for run-off of roofs and parking lots, drastically minimizing any chance for flooding in case of a large storm
- Beautification of the local area. The facility received a face-lift from the old, bricked window façade & the entire grounds adjacent to neighbors have been landscaped with new trees, lawn and flower gardens. In addition to being more attractive to humans, it has also become a new home to nesting for birds and habitat to native animals like possum and groundhogs, which previously were not there.
- The upgrade of the grounds has also replaced an old dirt lot, which emitted dust in the summer.

The gravel parking lot is now an urban habitat with nesting mocking birds, litters of groundhogs and rabbits, and it is now common to see perching red-tailed hawks overlooking the property.

COMPANY OFFICERS

In order to reflect the values of a family owned company, Miceli Dairy Products have the designation of leading family members to head Social and Labor Issues as well as Environmental and Conservation concerns. **Jonathan Miceli, Vice President of Corporate Administration** has an extensive background and over a decade of experience fostering a positive, safe working environment. **Gilbert DiSanto, Specialty Product Innovation Director**, has a master's degree specializing in Environmental Sustainability and Bioregionalism.

OUR FORMAL ENVIRONMENTAL POLICIES

Since its inception, being part of the community and caring for the environment has been a priority. In 2009, Miceli's formalized these ambitions into company policies and standards to address the needs of reducing our carbon footprint, conserving water, minimizing pollution and creating urban green space around our production facility.

What we have done so far...

- Shrinking our ecological footprint: 2012 consolidation of warehouses around the city under one roof. This eliminated the need to use trucks to transport packaging and finished goods to satellite locations.
- Working with utilities: Annual goals with our utility company to voluntarily reduce the use of electricity in our production facility. These in part include converting to LED lighting, upgrading to more energy efficient equipment, insulation projects, hot-water system upgrades and better cooling systems.
- Creating greenspace: The expansion in 2012 also included renovating the entire campus and cleaning up an adjacent brownfield with support of the city of Cleveland. What was once a dusty, gravel parking lot of an old grocery store became a landscaped habitat for wildlife with retention ponds for rainwater runoff. The urban greenspace within a production field new has nesting red-tailed hawks, groundhog families and clutches of songbirds being hatched every year. The reduction of noise, dust and dirt is from night to day.
- Streamlining waste stream: Miceli's has a comprehensive method to maximize raw materials leaving nothing going down the drain but water. Product packaging involves re-usable containers and thinnest, safest plastic to minimize what hits the landfills. Collection of recyclables within our facility also maximizes what can be reused in other industries. Finally, Miceli's utilizes an efficient Cleaning In Place (CIP) System, to recirculate cleaning

6 | FOOD QUALITY & SAFETY

... WE SET OUR STANDARDS HIGH

OUR COMMITMENT TO OUR PRODUCTS

Our commitment to manufacturing high quality cheese is what defines us as a company and is at the center of our brand promise. Our safety and quality standards meet or exceed all applicable government requirements.



“Quality means doing it right when no one is looking”

~ Henry Ford

Miceli Dairy Products Company is committed to providing the best possible products to its customers and the best possible relationships with its customers, employees, shareholders and suppliers. We feel that the most effective way to make the best products starts with the workers. We are SQF Level III Certified, which means we are committed to producing safe, quality food, we comply with the requirements of the SQF Code, and we comply with applicable food legislation.

Miceli Dairy Products Company SQF Edition 8.0 Level III Management Policy

“To excel as a leader in our Industry of food manufacturing”

Miceli Dairy Products Company will manufacture only safe and high-quality dairy products. Miceli Dairy Products Company is committed to continuous improvement of its operation as well as to providing quality products conforming to our customer's standards and company expectations and meeting all government regulations.

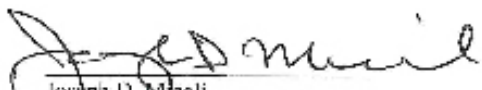
Both food safety and food quality plans will be developed, implemented and maintained by appropriate staff members at all times. In addition, Miceli Dairy Products Company has established and reviews on a regular basis food safety and quality objectives. When appropriate, these safety and quality objectives will be modified to improve their effectiveness in meeting our customers' needs.

These efforts will be practiced daily and will be supported by all levels of Miceli Dairy Products Company management and staff throughout the organization.


To fulfill this commitment, Miceli Dairy Products Company has implemented the SQF Edition 8.0 Level III food safety and quality assurance code. Miceli Dairy Products Company will provide all necessary resources to ensure success at all levels of SQF Edition 8.0 Level III at all times.

This Policy will be communicated to all future Miceli Dairy Product Company employees at their time of hire and has been properly communicated to all current Miceli Dairy Product Company employees, all of whom play a key and active role in the continuing success of the SQF Edition 8.0 Level III program.

Our company goal is “To excel as a leader in our industry of food manufacturing.”


Joseph D. Miceli
CEO Miceli Dairy Products


Dominic DiSanto
Vice President Procurement Miceli Dairy Products


Jim Caputo
General Manager /Director of QC Miceli Dairy Products

7 | MATERIALS PROCUREMENT

... ONLY THE BEST GOES INTO OUR PRODUCTS

OUR COMMITMENT TO OUR INGREDIENTS

We select the highest quality raw materials available to manufacture our cheeses. We ensure that all of our suppliers' views on quality and safety are aligned with our code of conduct, and that they adhere to the strictest requirements for their products.



“You don’t have to cook fancy or complicated masterpieces - just good food from fresh ingredients”

~ Julia Child



Miceli Dairy Products Company Sustainable Procurement Program requires all raw material received comes from a supplier that maintains current certification with the Farmers Assuring Responsible Management Program (F.A.R.M.) for all Miceli’s branded products.

TO PRODUCERS

The FARM Program protects the U.S. milk market by providing proof points to help illustrate the high level of quality care provided to animals and the environment on our nation’s dairy farms. Well cared-for cows are essential to a farm’s future – only healthy cows produce high quality and quantities of milk, the lifeblood of every dairy. A sustainable environment benefits the farm by providing recycling capabilities, proper nutrients for the land and a safe and healthy water supply for their animals and family.

TO INDUSTRY STAKEHOLDERS

The FARM Program brings together all sectors of the industry -- farmers, processors, veterinarians and more -- with the goal of facilitating a productive and viable dairy industry for years to come.

THE F.A.R.M. PROGRAM REFLECTS OUR GOALS OF THE FOLLOWING:

- demonstrates a commitment to quality farm management practices and safe, wholesome dairy products
- believes in sound farm management practices and making smart decisions for our cows
- comes together to accomplish its goals of high-level of animal care, as well as environmental and antibiotic stewardship.



“The greatness of a nation and its moral progress can be judged by the way its animals are treated.”

~ Mahatma Gandhi

Miceli Dairy Products Company is committed to the ethical treatment of cattle that are raised for milk production and will not tolerate willful mistreatment of animals, such as acts that maliciously cause pain, injury, or suffering, needlessly applying any type of prod to the sensitive parts of animals, malicious hitting or beating of an animal, prolonged lack of access to feed and water, and inappropriate on-farm harvest or euthanasia.

Farm Animal Well-Being Policy

Miceli Dairy Products Company is committed to the well-being, proper treatment, and proper handling of all farm animals used for the production of milk products.

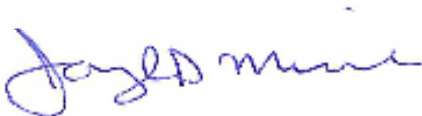
Being former dairy cattle farmers ourselves, it has been Miceli Dairy's long-standing commitment to be a leader in our industry in the pursuit of new and improved technology and methods for the improvement of farm animal well-being and treatment.

This is a moral and ethical obligation Miceli Dairy owes to not only its suppliers and customers but also to the animals that we depend on for our livelihood.

We understand and support the internationally-recognized Five Freedoms for animal well-being and we urge our suppliers and farmers to strive for these fundamental principles, which include:

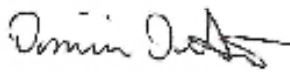
1. Freedom from hunger and thirst
2. Freedom from discomfort
3. Freedom from pain, injury, or disease
4. Freedom to express normal behavior
5. Freedom from fear and distress

Miceli Dairy Products Company expects all of its milk suppliers to be an active participant in the National Milk Producers Federation's - Farmers Assuring Responsible Management Program (FARM) and to also have and follow a policy regarding the well-being and treatment of all farm animals at all times.



Joseph D. Miceli

CEO Miceli Dairy Products Company



Dominic DiSanto

Vice President of Procurement



Jim Caputo

General Manager/Director of QC

Miceli Dairy Products Company

2721 E. 90th. St. Cleveland, Ohio 44104

8 | COMMUNITY INVOLVEMENT

... OUR COMMUNITY IS OUR HOME

OUR COMMITMENT TO OUR COMMUNITY

Miceli's has a long, proud tradition of giving back to our local community. We know it is the right thing to do, and that it is one of our great strengths. Our goal is to have a positive influence on our neighborhood, people and the environment.



“Everybody can be great because everybody can serve”

~ Martin Luther King, Jr.

Miceli Dairy Products Company is involved in our surrounding Buckeye-Woodland neighborhood as well as the City of Cleveland and the entire Greater Cleveland community.

BUCKEYE-WOODLAND NEIGHBORHOOD:

Buckeye- Shaker Square Development Corp.

- Serve on Board of Trustees
- Host events and meetings for Buckeye-Shaker at our Visitor Center
- Contribute monetary and in-kind donations to Community Events and Festivals

New Zion Gospel Church

- Assist with landscaping needs and provide parking and security when needed
- Contribute to Back-to-School Program

St. Elizabeth Catholic Church

- Provide monetary donations for events, activities and capital improvements, etc.
- Provide on-going security and parking for the church as requested

Benedictine High School and St. Andrew Abbey

- Provide monetary and in-kind donations for various events

In addition, Miceli Dairy Products Company has recently completed a Voluntary Action Program through the State of Ohio-Clean Ohio Revitalization Program grant resulting in the awarding of a Covenant Not-to-Sue from the Ohio EPA for a 16-acre piece of land to continue expansion of our facilities.

CITY OF CLEVELAND

Greater Cleveland Food Bank

- Provide cheese donations to the Greater Cleveland Food Bank

Cleveland Rotary Club

- Member of the Cleveland Rotary Club
- Host Events at our Visitor Center
- Provide monetary and in-kind contributions

Cleveland Montessori School at Alta House

- Provide monetary 5-year pledge for Capital Campaign
- Provide on-going support for annual events

St. Rocco Church

- Monetary Support for Annual Race

Urban Community School

- Serve on Board of Trustees
- Provide monetary and in-kind contributions

Cleveland Central Catholic High School

- Serve on Board of Trustees
- Provide monetary and in-kind contributions
- Provide technical assistance as needed with Marketing Programs

Cleveland Breakthrough Schools

- Monetary Support through donations



Waiting Child Fund – Non-Profit

- Provide on-going monetary and in-kind donations for annual events

GREATER CLEVELAND COMMUNITY

HUB Zone Employer

- Monetary Hub Zone is a government program through the Small Business Administration where we certify that our factory and over 35% percent of our employees are located in/live in “Historically Under-utilized Business Zones” (HUB).

Cleveland Clinic

- Monetary Support for Children’s’ Ball

University Hospitals

- Monetary Support for Miracles Happen

Beaumont High School

- Provide on-going monetary and in-kind donations for annual events

Ursuline College

- Provide monetary contributions

St. Francis of Assisi Parish

- Provide on-going monetary and in-kind donations for annual events

Millcraft Buy/Give Program

- For every carton of copier paper that we purchase, \$1 goes to support a local, non-profit community organization.

In addition, Miceli Dairy Products Company supports various other local and national charities with gift basket donations and/or monetary donations. We support our employees with the charities that they support and encourage them to get involved with the local community.

9 | RESPONSIBLE MARKETING

... OUR POLICY IS HONESTY



OUR COMMITMENT TO OUR CUSTOMERS

Miceli's is dedicated to offering safe, quality cheese, marketing our products responsibly and providing information consumers can trust. We have always taken seriously our commitment to market responsibly, across all advertising media.

FAIR BUSINESS PRACTICES ARE AT THE HEART OF ALL WE DO
Integrity and transparency are the foundation on which we conduct our business.



HONEST MESSAGES

We like to keep all of our advertising truthful, straightforward and socially responsible, believing that honesty is always the best policy.



REDUCE COSTS

We don't regularly engage in any costly marketing campaigns which allows us to keep our products priced reasonably for the consumer.



CONSERVE PAPER

With all the advancements in digital technology, we have recently begun implementing digital coupons allowing us to cut back on our paper usage.

WE WANT EVERYONE TO BE HEALTHY



Miceli Dairy has several measures in place in order to ensure responsible marketing of its products:

PRODUCT DESCRIPTIONS

At Miceli's, we adhere to the most current FDA standards of labeling our products and use the published descriptions for each item, making sure that our products fall within the appropriate specs.

ACCURATE INGREDIENTS STATEMENT

We have a strict process in place where we triple-check our ingredients statements with the cheesemakers, our QC lab and our packaging design team to insure that we are working with the most up to date recipes, and that information is what is reflected on our packaging and promotional materials.

ACCURATE NUTRITION STATEMENT

While we could legally use the government standard nutritional information on our products, we instead choose to send our Ricotta products to an outside lab for nutritional testing in order to obtain the most accurate results. It is these results that we print on our packaging and promotional materials.

OTHER CLAIMS

We research and comply completely with any regulations regarding the labeling of our Organic products, Non-GMO, rBST free, Gluten Free, Vegetarian and All Natural claims. We follow the appropriate guidelines set up by the individual organization for certification in these areas.

NUTRITIONAL BENEFITS OF MOZZARELLA CHEESE



SOURCE OF BIOTIN (VITAMIN B7)

Mozzarella cheese is a fine source of Biotin also called Vitamin B7. Since this nutrient is water soluble, the body does not store it. Eating this cheese variant can thus satisfy your immediate nutritional need. Pregnant women can eat cheese to cope with possible biotin deficiency (1). This vitamin also stops nails from turning brittle. Studies have shown biotin can also lower blood glucose levels in diabetic people.



SOURCE OF RIBOFLAVIN & ZINC:

Mozzarella is rich in Vitamin B2 or riboflavin. Part of the vitamin B complex family, it needs to be taken daily as it helps the body fight various ailments and conditions like migraine attacks, anaemia (2). It also has proven antioxidant properties. Zinc is a vital mineral present in Mozzarella cheese (6). Zinc helps battle skin problems and increases white blood cell count. It also helps prostate gland function well and aids in shedding excess weight.



SOURCE OF NIACIN & FAT SOLUBLE VITAMINS:

The dairy product also contains vitamin B3 or Niacin, which plays a pivotal role in turning fat into suitable energy in the human body (3). Besides, Niacin helps control cholesterol, prevents the onset of ailments like diabetes and arthritis. Mozzarella cheese also contains important fat-soluble vitamins like D, E and A (4). These vitamins are required for calcium absorption, bone health and cell membrane protection.



HELPS MAKE BONES STRONGER:

The cheese variant contains a high amount of Calcium - a key mineral that is required for optimum bone and teeth health. One ounce of mozzarella cheese has 183 milligrams of calcium important to protect tooth enamel and maintain bone structure (5). Besides, it plays a pivotal role in safeguarding heart muscles and reduces risk of colon cancer. It may also contribute to weight loss.



SOURCE OF PROTEIN & PHOSPHORUS:

One of the best benefits of mozzarella cheese is that it is a powerhouse of protein. If you want a source of protein, mozzarella cheese makes a good choice. Eating this cheese keeps you energetic and boosts muscle strength. Mozzarella cheese has a fair amount of phosphorus, which helps the human body absorb calcium from foods. It is also required for optimum digestion and proper functioning of the kidneys. The mineral helps fight muscle fatigue and facilitates brain functioning.



SOURCE OF POTASSIUM:

Potassium is another key mineral that is found in this cheese. Potassium helps battle the adverse effects caused by sodium consumption in humans. Potassium also aids in lowering blood pressure and rectifying abysmal heart rhythms.



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