



April 16, 2014

Dear Mr. Hage and VTJP Members,

We have sat at the table with you to discuss your concerns. We have read your letters. We understand your point of view. We understand that there is an incredibly painful conflict in the Middle East. We recognize that there are people who are suffering on both sides.

We have invested much time and effort to learn more. We've had leadership and Board members visit the Middle East to experience, first hand, what's happening there. We've had visitors here from both sides of the conflict to hear and understand their points of view on what's happening in the region. We have been honest with you from the start of our discussions that the license agreement we have in Israel is not a profit generator, and any amount that we earn in royalties will be invested in programs that promote peace through constructive business activities in the region.

We've also taken a deeper look at everything our Licensee does in Israel. How he runs his business and works to serve Ben & Jerry's Mission and Values. We are confident that our Licensee in Israel is operating his business in a responsible and appropriate way. We are working to build the constructive business relationships that can create positive outcomes such as sourcing Fairtrade-certified ingredients from local farmers.

During our visit we connected with farmers from the Cnaan Fair Trade organization. We were deeply moved by Cnaan's commitment to working with small-holder farmers. Through that interaction and others, we learned more about their everyday struggles and the importance of our sourcing relationships to help open up their access to and success in global markets.

Contemplating the complexities and the day-to-day realities, we had a discussion about what is the right thing for us to do at this time. We are certain that supporting Cnaan Fair Trade farmers and expanding their opportunities in the global marketplace is important, meaningful work. It provides economic opportunity, gets their story out and encourages others to connect. Their stories are powerful examples of human strength and resilience.

We believe we have taken unprecedented steps to understand what our role is in this instance. We believe that the most powerful thing we can do is to use our business to open up constructive steps that create positive opportunities. The farmers we met affirmed this to us. We believe this is the most meaningful path for Ben & Jerry's at this time.

Sincerely,

Rob Michalak

Rob Michalak
Global Director of Social Mission
Ben & Jerry's