



Gerber®

Anything for Baby

The Gerber Impact Report

July 2021



Letter from the CEO



On behalf of the entire Gerber team, I want to express our deepest gratitude for allowing us to be your partner in raising your little ones.

We're committed to that partnership. We sum it up with a simple phrase: Anything for Baby. It's our mantra and our mission. It's our way of looking at the world. It's what drives us. It's our obsession.

2020 was a year unlike any other. And it's pushed us to become more than just a company. We're a family. We're a diverse group of moms and dads, aunts and uncles, grandparents and friends, all focused on nurturing the next generation.

Whether you became a new parent in the midst of a pandemic, or you started reflecting on how we'll build a just world for every baby, last year was one we'll never forget—and Gerber is proud to support parents every step of the way.

We've answered concerned calls in the wee hours of the morning. We've listened and learned and created new nutritional innovations. We've never compromised the quality of our products and services.

From our farmers, partners, employees, and parents, I invite you to read more about Gerber's actions in the pursuit of raising the healthiest and happiest of children. This is Anything for Baby: the 2020 Gerber Impact Report.

Thank you again, from our family to yours.

Sincerely,

Tarun M.

Gerber Dad in Chief, Father of 2



Billions of bites served

For the past 90 years, we've proven we'll do Anything For Baby.

We promise to continue this commitment for the next 90 years. For you, for your little one, and for all those babies to come.

Here's to the next billion bites of Gerber baby food!



In the last 10 years

3 Billion

purees, snacks and cereals have been created for little ones around the world.

Our COVID response

Baby food is essential.
We couldn't stop.
We didn't stop.

Making the best for baby is more than a job. **It's a calling, a responsibility, a duty. It's our obsession.**

Here's how we made sure Gerber got to babies:

Safeguarding Health

We took all the precautionary measures to ensure our facilities and offices deployed all safety measures as per the CDC.

Ensuring Supply

Our factory workers worked around the clock to ensure families could feed their little ones.

Supporting Employees and their communities

We supported working from home, offered Pandemic Incentive Pay for our frontline workers, and provided flexible paid time off and interim attendance policies.



"I am very proud of how the whole Gerber family came together and truly lived out "Anything for Baby". The pandemic was the ultimate test on agility & I am extremely proud how we got through together."

Andy Willis,
Director of Manufacturing, Factory Manager



Anything for Baby Mission Statement

From that very first moment you held your baby, you were all in. Right then, you made a promise: you would do anything and everything to keep them healthy, happy and strong.

At Gerber, we're committed to making the same promise, and will do whatever it takes to keep it. We'll never settle for anything less than the most nutritious and delicious food for your baby. **It's our obsession.**

It's why we funded the largest study on infant nutrition in the USA. It's why we work with family farmers to set high quality standards for great soil, seeds and produce. It's why we believe good enough is never enough.

You'd do anything for baby—and so would we.

Table of contents



What we make
page 6



Partnering
with parents
page 21



Supporting
all families
page 24



Protecting
the planet
page 29



Our family
page 37



What we make

The only baby food company that goes from seed-to-table

Our goal is to provide your little one with the right nutrition to help them grow and thrive, at every age and stage.

We've been on the cutting edge of research for more than 90 years. We're constantly looking to prepare foods to match your child and their feeding journey.

Read on and discover all the steps we take to ensure Gerber goodness goes into every product we make.



Our winning process

Making the best for baby

Step 1:
Nutrition

Understanding what's best for babies' bellies

Step 2:
Innovation

Understanding evolving developmental needs

Step 3:
Quality

Using the best ingredients and the top
practices to make our foods



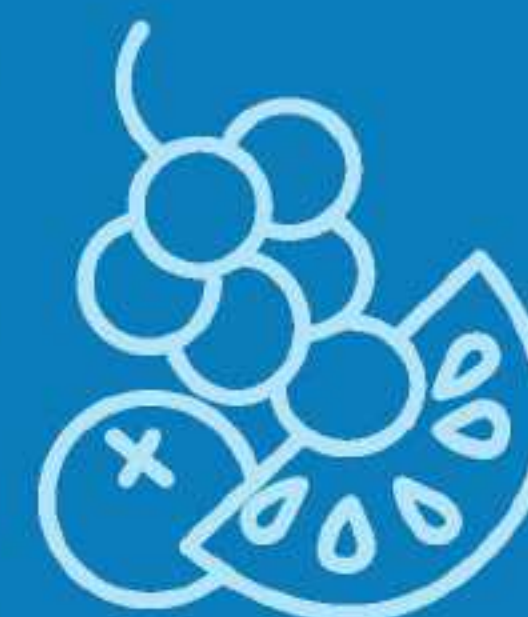
Learning what babies need most

We're obsessed with learning what babies need to thrive. Gerber's Feeding Infant and Toddlers Study (FITS) is the largest research study on infant and toddler nutrition in the world. **In fact, this research has been used to set the new guidelines for USDA Dietary requirements.**

We're committed to improving childhood nutrition for all in order to help eliminate childhood malnutrition.

Designed with
83
doctors, researchers
and experts

FITS has
surveyed nearly
10,000
parents and caregivers
over three studies



FITS fills the gap

- Government dietary intake surveys exist, but they have small sample sizes
- Our research methodologies and studies are cutting edge—now government nutrition surveys model themselves after Gerber

Providing parents with the best

We're dedicated to providing parents the very best solutions to baby's needs.

When we identify a problem, we pounce.

This is innovation with purpose: creating products that fill nutrient needs and gaps.

Meeting the gaps in infant nutrition



Dietary Iron

Nearly 1 in 5 (18%) infants 6-12 months old fall short on dietary iron.



Our infant cereals help meet that need.



Veggies

More than 1/4 of children 6 to 48 months old don't eat a discrete serving of vegetables on a given day.



Our organic purees are packed with a full serving of veggies.



Sugary Drinks

Almost all (90%) 2-3 year olds consume sweetened beverages or sweet foods on a given day.



Our oat milk smoothies provide healthy hydration with no added sweeteners.



Salt

3/4 (75%) of 1-3 year olds consume too much sodium.



Lil' Crunchies are a snacking option with less salt.



Allergens

Many little ones aren't exposed to potential allergens (like peanuts) at an early age.



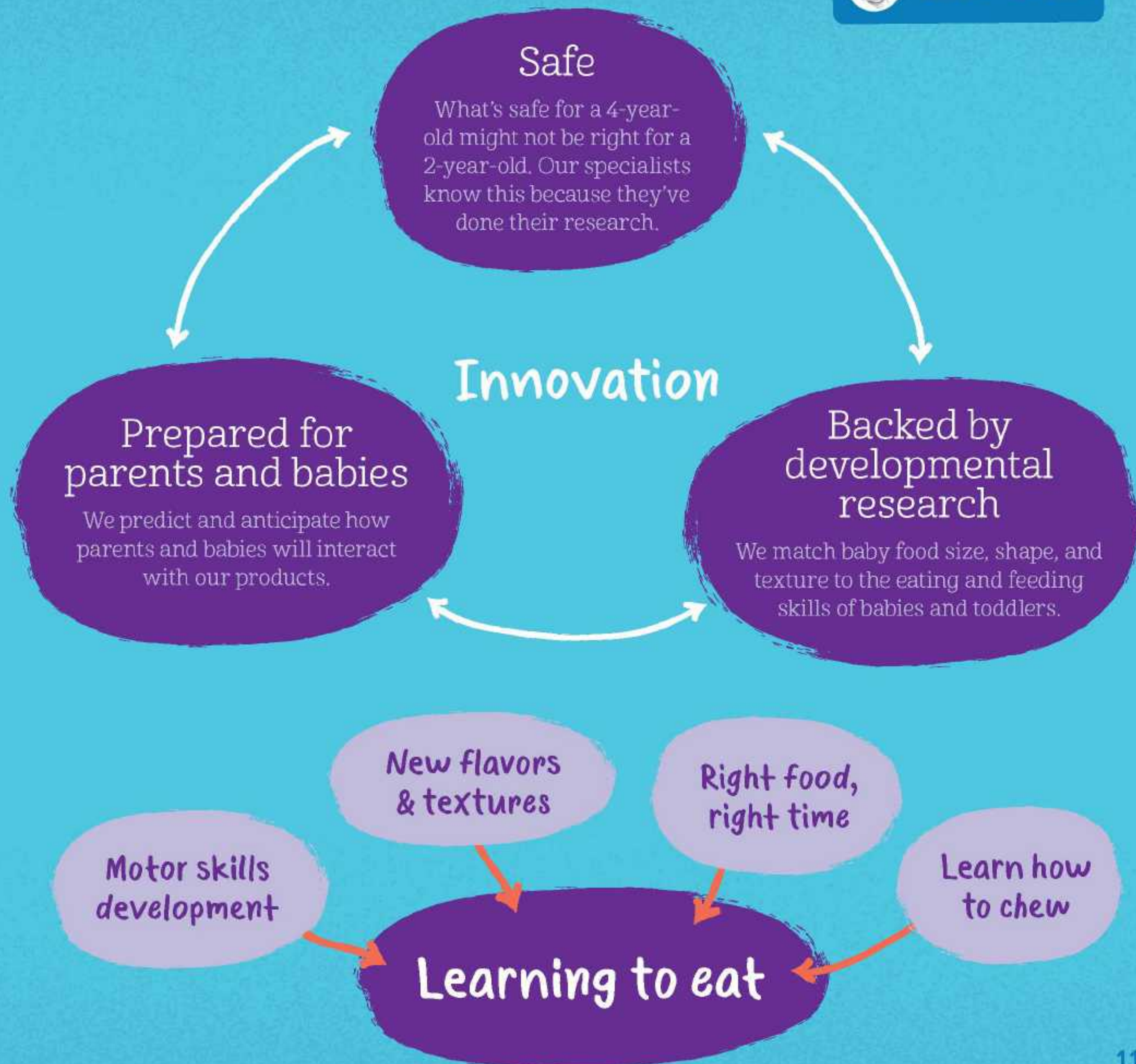
Baby Pops are a snackable way to help introduce nuts.

Made for Tiny Hands and Tiny Bellies

Adult food doesn't always suit babies and their stage of development.

We're obsessed with producing food that's perfect for babies—tiny hands and bellies, too!

Read on and learn how our staff of experts help craft foods for every stage of development.



Step 2: Innovation

Developing foods for your little one's development

With Gerber, it's easy for parents to embark on her baby's feeding adventure and feel good about it. **We're the only company with a full spectrum of foods, beverages and supplements that support baby's first 1,000 day journey.**



The Gerber Nutrition Journey



Pregnancy



PRENATAL SUPPLEMENTS



Newborn+



PROBIOTIC DROPS
& INFANT FORMULA



Supported Sitter
1st Foods®



1ST FOODS® PUREES



Sitter
2nd Foods®



2ND FOODS® PUREES



Crawler
8+ months



SNACKS



Toddler
12+ months



SMOOTHIES & MEALS



Preschooler
24+ months



VITAMINS

Gerber goodness at your door

An all-in-one solution for baby's development

Every month, Gerber Subscription boxes bring the farm to your front porch. It's perfect for your little one's development, from 5 months all the way to 18 months.

Every step of the way

Each monthly delivery changes to include Gerber products that match your little one's developmental journey.



New!

Bundles of yum

Every box is filled with USDA-certified Organic purees, pouches, and snacks!



A healthy collaboration

We worked with our registered dietitians to launch Gerber Organic Subscription Boxes.

Step 2: Innovation

We're crafting best-in-class snacks

Introducing 2020's breakthrough innovation:
the world's first edible teething stick.

Soothe 'n' Chew

Perfectly grabbable, snackable teething stick

Moms and babies agree: teething is tough. We wanted to help. How could we use our Gerber expertise to make teething a little easier for everybody?

We talked to hundreds of moms and observed over 400 babies. We obsessed. We studied. We prevailed.

Through its design, texture, shape, and taste, Soothe 'n' Chew has delivered relief for babies.

A big success!

New!

Design
Made for baby to grip and designed to dissolve slowly for long lasting comfort.



Nutrition
Made with wholesome grains, bananas, and no GMOs .



Liam, Son of Mike I.,
Associate Brand Manager



Close up of the
air bubble texture
teething babies love

Step 3: Quality

The only baby food company that goes from seed-to-table

Here's how we do it better than anybody else out there.

Our commitment to Quality

Since our founding over 90 years ago, we've been committed to feeding generations of babies the highest quality food. **We only select the best of what nature has to offer.** Because we're parents too, and like you, we'll do everything and anything for baby.

Seed-to-table service

We meet the standards of the FDA, but we don't stop there. We go further. We have among the strictest standards in the world. From farm to high chair, we go through over 100 **quality checks** for every jar.

Gerber has some of the strictest standards in the world.

We developed our food safety standards with the very latest health and safety guidance from these organizations:



The Gerber Quality Promise

If foods don't meet our safety standards, **we don't sell them.**

Quality by the numbers

100% of our products meet all FDA requirements.

5 different stages of safety and quality checks from farm to highchair.

100+ quality checks for every jar, pouch, tub.

90+ years of crafting the **best** quality products.





What's cookin' at Gerber

Our factory family

Our factory team considers themselves a family. They're a part of the community, too: Fremont's mayor used to work at our factory! **We only cook in first-class facilities with a consistent focus on quality.**



"We are not just a team, we are a family."
David Carbonell
Fort Smith Factory Manager



Some families have worked with us for 3 to 4 generations



"It's like your kitchen, but much bigger."
Andy Wills
Fremont Factory Manager

Gerber kitchens embody our passion and pride.

At our kitchens in **Fremont** and **Fort Smith**, we work around the clock to make sure every jar meets our quality standards, taste testing every day.



Gerber is the only baby food manufacturer that produces our purees and cereals in-house.



We grow together: Our trusted farmers

Our farmers embody everything we stand for. They work hard to ensure Gerber purees are made with the best produce, grown the right way.

Most of our Gerber farms are worked by
3rd and 4th
generation farmers

"My family has worked with Gerber for 50 years. Gerber supports women in agriculture, like me... When it came time to feed my children, there was no choice other than Gerber because I know they maintain the highest agricultural standards."

Cindy Joyner,
Family Farm, NC

60+% of Gerber Growers
have been with us for over
30 years

Each farm we partner with has worked with us for years—some for generations.

Seed, soil and location are carefully chosen by our farmers, because they feed their babies the same healthy produce that goes into every Gerber product.





From seeding to feeding Quality that starts with our soil

The steps we take to minimize the levels of heavy metals
Growing safe and healthy foods for baby



We pick fields that have the highest quality and safest soil to grow the goodness you serve baby.



We test our soil and water at every stage. After harvest, we test our fruits and veggies to ensure they are right for baby.



We work with leading agricultural researchers to develop and improve our growing practices.

Follow the food!

We can track every fruit and veggie in our baby food purees back to the farms, fields and farmers.

Better soil, better food

Just because a baby food is called organic doesn't mean it's made with high quality ingredients.

Look beyond the labels! Only Gerber knows it's farms, fields, and soil.

In 2020 we grew
96 million pounds
of fruits and veggies on our Gerber farms.

What's Gerber's secret superpower?

It's our Agricultural Development Group! They work with farmers to develop special growing techniques to do the best for baby. They monitor the soil and make sure everything is harvested on time.

The ADG has over 100 years combined experience!

Quality from farm to spoon

We're the only baby food company that can speak to our entire process from seeding to feeding.

Follow the journey from farm onward and see how quality is a team effort!



- 1** Gerber farmers and agricultural scientists check and re-check soil composition.



- 2** Gerber finds the best fields to grow our crops—with ideal conditions to grow crops that are nutritious and that also minimize heavy metal uptake.



- 3** After quality checks and tests, Gerber approves the field for farming.*

*Gerber keeps track of approved and unapproved fields. If anyone tries to farm on unapproved fields, we immediately flag it.



- 4** The highest quality, non-GMO seeds are planted and checked as they grow. Lyle, our Director of Quality, makes sure all standards are met throughout the process.

We're halfway there!
Keep reading to discover how we harvest Gerber goodness.

The journey continues



5 The produce is picked at peak freshness for the ultimate flavor.



6 Gerber fruits and veggies are washed, peeled (this reduces heavy metals as well!) and carefully prepared into foods with the right texture, flavor, and nutrition.



7 Our foods are meticulously packaged to maintain quality and safety. Now the food is ready for baby.



8 Gerber babies across the US enjoy tasty, nutritious baby food. Each jar has made it through 100+ quality checks.



Partnering with parents



Mike I., Associate Brand Manager with
wife Allison and sons Luca & Liam

We're baby experts.
But we speak parent, too.

Learn how we're supporting parents with
advice, coaching, and helpful tips.

The Parent Resource Center Experts you can talk to 24/7

If you're a first-time parent, having a new baby is an amazing experience. Sometimes, it's stressful.

But don't worry—you've got this.

When you have questions, call, text, email, Facebook message us or leave us a comment on Instagram. **We're the only baby food company that's here for you 24/7/365**—supporting you with educational tips and expert advice.

725 years
of total experience
across our PRC experts

In 2020, our
PRC answered over
160K questions
and talked to more than
90K parents



Our experts are accessible to parents via video chat, phone, chat, SMS text, email and social media!



Diane M., PRC Representative
Mother of two and grandmother of two

When you reach out to the PRC, you'll interact with real people backed with expert information.

We don't stop at advice.

In every interaction we take the opportunity to:

- Embrace parents and listen to them
- Educate and share our expertise
- Empower parents to use their knowledge to create healthier, happier babies

¡Tenemos expertas que hablan español!

Our Learning Center is an additional resource for parents, with articles covering teething, feeding, nursing and more.
[gerber.com/learning-center](https://www.gerber.com/learning-center)

Care that doesn't quit

We have a full spectrum of experts at your service from registered dietitians, to lactation consultants, to sleep consultants.

Our specialists are available for **free one-on-one consultations** with parents via phone or video chat.

In addition to the consultations, our certified experts also ensure the entire Gerber team is armed with the right information to help parents

In 2020 our certified experts in infant sleep, lactation and nutrition:

Talked to more than **2,000** parents

Made even deeper connections with the introduction of Video Chat as an option

Visit gerber.com/services to schedule a **1-on-1** appointment



Sleep expertise

"Having this neutral third-party panel of experts who can say 'here's what we suggest for feeding, here's what we suggest for lactation, here's what we suggest for sleep' and all based in AAP guidelines—we're going to give research based and evidence-based suggestions for parents at really difficult times."

Christina, M.Sc.
Gerber Sleep Expert, Mom of two

Dietitian expertise

"A mom was crying and seeking guidance. You have to take off your hat as a dietitian and just become a friend and just listen."

Dana
Gerber Registered Dietitian, Mom of three



"We've had the same parents call us back five or six times a day once they realize this service is available. We talk to parents more than once."

Erin
Gerber Registered Dietitian, Mom of two

Lactation expertise

Get clear answers to your breastfeeding questions from our International Board-Certified Lactation Consultant (IBCLC).

- Discuss a breastfeeding plan and learn what to expect.
- Seek support for common and not-so-common breastfeeding challenges.
- Talk about milk supply and breastfeeding goals.
- Voice any breastfeeding concerns you may have.

"We work with moms, dads and caregivers alike to help build their confidence in what, when, and how to feed their little ones as well as equip them with understanding on what is "normal" for baby at each developmental stage."

Michele
Gerber Registered Dietitian





Supporting all families

Cathy C., Brand Manager
Mother of one, Lucas

How we're doing good for babies across
the country and in our home state.



Our work with WIC Anything for every baby

We are proud to be one of the largest infant food providers to WIC (That's the Supplemental Nutrition Program for Women, Infants, and Children)

Children who have proper nutrition in the first 5 years of their lives are more likely to grow up healthy.

Every baby deserves proper nutrition. We're here wherever mom needs us.

WIC provides participating infants and children access to nutritious foods during the most critical development periods.



We even offer nutritious WIC starter packs to help families on the path to good nutrition.

WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants and Children.



Keep reading to see just how much we contribute to WIC

Gerber is the leader in providing infant cereals, fruits, vegetables and meats in the WIC program




Nearly **1 in 4 families** faced food insecurity in 2020




We provide education support and materials to WIC stakeholders as well as knowledge from our FITS study at conferences.


Gerber worked with supermarkets to make sure WIC products were available throughout the pandemic




Ever since our purees were includede WIC, **veggie intake increased** among participants.




Gerber is the only baby food company that is **WIC** authorized in all 50 states




Gerber is one of the largest providers of infant foods for the WIC program. The WIC program serves **1.5 million** infants across the USA

Visit gerber.com/wic-eligible to view a list of WIC eligible products. Check you local WIC for authorized foods



Partners for good

Our idea of family extends to our community.
When we do right for communities, we all thrive.



FEEDING
AMERICA

Feeding America

Last year, the COVID-19 outbreak put pressure on food banks, so we donated more food to help feed little ones in need—**over \$2.8M worth.**

Too Small to Fail
Children of lower socioeconomic status learn and use fewer words. We're helping close that gap by **donating 100,000 books to underprivileged children in 2020.**



March of Dimes

We've partnered with March of Dimes since 2018, and we're continuing to support the leading voice on premature infant nutrition.



Supporting
all families

Doing good in our neighborhood

Because every baby, toddler and teenager alike
deserves a great start in life

Giving to families

Neonatal Intensive Care Unit gift bags

When you dream of bringing your little one home, you often don't prepare for a premature baby. But it happens. We put together care kits for families with babies born premature. There were onesies, bottle pouches, and resources for parents.

In 2020, we made
500 gift bags
for families in need



Nathan Hoffman, 2020
Scholarship Recipient



Giving to farms

Scholarship Recipients

For more than 15 years, we've partnered with the Great Lakes Fruit, Vegetable & Market Expo to award scholarships to a farmer to support their budding career in agriculture.



A child in a brown shirt, yellow pants, and pink rubber boots is watering a small green plant in a garden bed. The child is holding a red watering can, and water is spraying from the spout onto the plant. The background is a blurred garden scene.

Protecting the planet

Gerber was founded on giving babies the best start in life.

That's why our work doesn't stop at nutrition. We take action to protect the planet so Gerber babies will grow and thrive for generations to come.



Creating a world where babies thrive

We know that our actions to protect the planet now will have an impact for generations to come. **Sustainability isn't new to us—we've prioritized sustainable practices for many years—but we're still learning.**

The actions we've taken, and the actions we will take in the future, often times require us to think outside the box, invest in cutting-edge research and do things that haven't been done before.

We know we can't do this alone, so we work with partners who share our ambition to do Anything For Baby.



At a glance

Sustainability from farm to spoon: Our Three Guiding Pillars



Responsible agriculture

It starts on the farm

Our strict standards guide the way we select our seeds, care for the soil, and trace our crops back to the farms and fields where they were grown.

For generations, we've traced our wholesome fruits and veggies to their roots and helped sustain communities by partnering with family farms.

Responsible packaging

Packaged with care

We're striving to achieve 100% recyclable or reusable packaging by 2025, while reducing our current packaging's impact on the planet.

Each piece of Gerber packaging features How2Recycle's standardized recycling label to encourage parents to recycle product packaging.



A responsible supply chain

The way forward

All of our factories are now entirely waste-free, meaning we don't contribute any waste to landfills.

But there's more work to be done! We're addressing our environmental impact head-on by reducing energy use, water use and carbon emissions in our production.

A greener future

We know it's our duty to do right for the planet. **While the task isn't always easy, we are up for the challenge.**

These accomplishments represent years of hard work, research, and investment. Our promise is to keep sharing our progress and challenges on this journey to create a more sustainable future for baby.

The steps we've taken:



Sustainable farming

Just like your baby, the planet needs to be nourished. That's why we partner with family farms to sustain communities.



Saving Water

To reduce our impact on the planet even further, **we scaled back our water use by 35% in 2020.**



Waste free

Our factories are 100% waste free! Our factories will not contribute a single pound of waste to landfills from this year forward. We've also reduced our energy use in our factories by upgrading our lighting and introducing more efficient processes.



Recyclable packaging

81% of our packaging can be recycled curb-side. The remaining 19% of our packaging is given a new life through our free recycling program in partnership with TerraCycle.

In 2020, we introduced the IncrediPouch, a first-of-its-kind single-material baby food pouch designed for the future of recycling.



Reduced plastic

We've taken bold action to reduce our plastic usage—**6 million pounds since 2018!**

More to come

We are proud of the achievements we've made to be more sustainable. **But there's always more to be done!**



Reducing our
water and energy
use by 35%



Transitioning to
**100% renewable
electricity** by 2025



Transitioning to **100% recyclable or renewable packaging** by 2025



Continuing to take action to **protect and restore biodiversity**, in partnership with the 'One Planet Business for Biodiversity' (OP2B) coalition

Responsible agriculture Sustainable farming since the beginning

We've been staunch supporters of sustainable farming before it was on everybody's radar.

Sustainable is what we do. It's what we've always done.

We have close relationships with our growers, and the communities in which the work—we've known some of our growers for over 75 years.

They are responsible for harvesting the fruits and veggies that make Gerber purees nutritious and safe for tiny tummies.

It Starts on the Farm



We identify the best seeds



We harvest at the right time



We rotate crops to preserve the soil



We deploy the strictest measures to reduce heavy metals



25%

of our farmers use regenerative farming practices (and growing!)

We have
123 farmers
covering
7,500 acres

"Gerber is the only baby food company that has a team working directly with growers in the field... We ask our growers to do things a little bit difficult or beyond the norm, including testing soil, implementing best-in-class crop rotation practices and more, because we believe little ones deserve the highest standards."

Andrea Herrygers
Gerber Procurement Specialist, mom of two

Responsible agriculture Sustainable Solutions

Our strict farming standards are rooted in science, so we can continue to improve the quality of the fruits and vegetables we grow for baby while minimizing our environmental impact.

Research has been at the core of Gerber since our founding in 1927. Today, our best scientists are working to find new solutions that protect baby and the planet.

We even share our findings industry-wide to encourage sustainable changes in the way food is produced and packaged.



Gerber Grower Justin Oomen (on left) conducting research on-site in Michigan with Paul Krieger, Gerber Sustainable Development. Justin is a third-generation Gerber family farmer and dad.

Since the 1940s we've invited hundreds of farmers and experts to our annual Grower Meeting, all to ensure what we grow is fit for the tiniest bodies and the planet.



In the Field: Growing Good Food

Some of our early research projects are still bearing fruit today. In 1999, we began the Disease-Resistant Apple Variety Trial in partnership with Michigan State University to study unique apple varieties—Enterprise™ and GoldRush™ apples.

Our study contributed to the development of the ComicCrisp™ and EverCrisp™ apples, two of the most popular apple varieties today. These disease resistant, non-GMO apples are important contributors to sustaining regenerative agriculture practices on our orchards.

We've also partnered with the Rodale Institute since 2019 to study nutrient availability and uptake in the growth of organic vegetables.

MICHIGAN STATE
UNIVERSITY

RODALE
INSTITUTE

Responsible packaging A win-win for baby and the planet

Packaging experts and food safety engineers spent more than two years working to figure out a more sustainable way to package purees for baby, while meeting all safety and quality requirements and creating a better future for all.

Incredipouch™

The very first single-material baby food pouch to come to market

Other pouches are made of multiple layers of different materials which makes them hard to recycle. But the IncrediPouch™ is made with a single material. And it's recyclable through the national TerraCycle program.



Protecting
the planet



Our family



At Gerber, our people take pride in advancing our mission to become the globally recognized leader for nurturing future generations, one baby at a time—with the purpose of proudly doing Anything for Baby.

Family of Basharat K.,
Director Consumer and Marketplace Insights

Our values

Our company culture is defined by the way we care—for one another, our communities and all Gerber babies and parents.



Our values are not just on a plaque—it's a way of life for all of us at Gerber



We care deeply about every single member of our Gerber family

We trust each other because we are one team that wants what's best for baby

We empower one another to lead smartly, quickly and decisively

We obsess about the details that create meaningful differences

We are hungry to try, to learn and to grow

The Gerber family

We're a proud multi-generational company made up of moms, dads, grandparents and caregivers—all starting with Dorothy Gerber way back in 1927.

We have more than 1,400 dedicated Gerber employees across the country, including: farmers, factory workers, scientists, the medical team, and corporate headquarters.

We're constantly expanding our network to attract and retain diverse talent in an effort to create a Gerber family that represents our consumers.



"Gerber's mission to do Anything For Baby isn't just a statement, it's a value each of us act on every single day. Every decision we make, conversation we have, and detail we obsess over is to ensure babies everywhere have the best start in life and have the tools they need to grow and thrive."

Mohini Joshi,
Vice President of Marketing



Cathy C.
Brand Manager
Mother of one, Lucas



Basharat K.
Director Consumer and
Marketplace Insights
Father of four



Kelly S.
Associate Director, Consumer
Engagement & Communication
Mother of one, Mac



Tina E.
Director, WIC Business Strategy
Cousin, Armani Jr. (AJ)



Mansi K.
Senior Brand Manager
Mother of one, Roman



Helen D.
Portfolio Development Lead
Mother of two, Sutton and Rhett



Abby H.
Pediatric Nutrition Representative
Mother of one, Thomas

A culture of care

Family wouldn't be family if we didn't care for one another.

We offer employees programs that support their mental, physical, emotional and financial health.



New parent support

- 1 Primary caregiver employees receive a total of **26 weeks of leave** (including 18 weeks paid) to spend much-needed time caring for their new little one(s).
- 2 Employees can return to work on a **reduced schedule** so they can gradually ease their way back into working.
- 3 Parent employees who are not designated primary caregivers can take **up to four weeks of paid parental leave** within the first six months of their little one(s) coming into their lives.

Leadership development

Our core competencies foster an environment of accountability and collaboration. Gerber employees have the opportunity to hone their leadership skills through coaching, mentorship and service-based leadership.



Supporting our people through Diversity, Equity & Inclusion Programs

In 2020, we all experienced a reckoning with racial justice that led us to think deeply about how we can better create an inclusive world. Our journey is ongoing, and we are committed to continuing to create safe spaces for further education and action.

Through our mission of supporting all babies, we aim to create a world—and workplace—**where everyone can thrive by continuing our advocacy of diversity, equity, and inclusion.**

“We aspire to be a culture of care. And while we’ve made significant progress in 2020 around DE&I, we know this is a long-term journey; one we’re committed to seeing through.”

Georgina De la Peña
Head of Human Resources



Diversity, Equity & Inclusion Leadership Sessions

Our leadership was provided an important toolkit that includes historical context, an explanation on widely used terms to describe race and racism, as well as strategies on how we can assess the future as we consider and plan for the work that needs to be done within our company and culture.

Unconscious Bias Training

In 2020, our employees across all departments received tools that help us all to become aware of our biases, where they might come from and how best to mitigate them in everyday situations, such as hiring, understanding different cultures across teams, and how to ensure we continue to foster an inclusive culture by having courageous conversations as leaders and employees. Unconscious bias training is a key element of our on-boarding process.

Education & Listening Sessions on Systemic Racism

In 2020 we started to host listening sessions that we plan to keep as part of our ongoing development journey, with our corporate and factory employees to create a space for open dialogue about ongoing systemic racism in our society—how we feel about it and how to take action to advance equity and support one another as a Gerber family.

The Gerber Babies

Launched more than a decade ago, our annual Photo Search was inspired by countless photos sent by parents who see their little one in Gerber's iconic baby logo. **Photo Search celebrates babies from all backgrounds.**



Meet Ann Turner Cook, The Gerber baby!

In 1928 we put out a call looking for a baby to feature in some of the first Gerber ads. The winning image was the now-iconic sketch of Ann Turner Cook, who is now 94. The image of Ann, the "original Gerber baby," inspired parents everywhere to share their babies' photos with Gerber.



2011: Mercy



2012: Tate



2013: Mary Jane



2014: Levi & Paxton



2015: Grace



2016: Isla



2017: Riley



2018: Lucas



2019: Kairi



2020: Meet Magnolia!

Magnolia is the current Gerber spokesbaby and 1st adopted Photo Search winner.

When's her birthday?

Magnolia's big day is May 9th.

Where is she from?


Magnolia lives in California.

What's Magnolia's personality like?

As you can probably tell from her adorable face, Magnolia is happy and easy-going, and she brings joy to everyone she meets.

What are Magnolia's favorite foods?

Magnolia loves Gerber Sweet Potato Purees and Teether Wheels!



Each member of
the Gerber family is
dedicated to the work
we do today and the
impact it will have on
future generations

That's why we're proud to have served families like yours for nearly 100 years. **And we look forward to the next 100 years.**

From the foods we grow to the impact we have on our planet, we care deeply about creating a world where all babies thrive. It's our obsession.

We promise to continue our mission of Anything for Baby.