



Susan Marie Potucek  
The Importance of Culture and Community

CLIF BAR  
BAKING COMPANY  
TWIN FALLS

The sign is mounted on a stone wall. It features the text "CLIF BAR BAKING COMPANY" in large, dark grey, 3D block letters. Below this, the words "TWIN FALLS" are also in dark grey, 3D block letters. Two whiskers are positioned horizontally on either side of "TWIN FALLS". The entire sign is set against a large, rust-colored metal plate.









## PURPOSE

“  
...to run a different kind of company...the kind of place we'd like to work, that makes the kind of food we'd like to eat, that strives for a healthier, more sustainable world, the kind of world we'd like to pass on to our children.  
”

- Kit Crawford





OUR

# FIVE ASPIRATIONS







**18%** TEN-YEAR CAGR

**33%** CATEGORY SHARE

**17** COUNTRIES

**1,100** EMPLOYEES



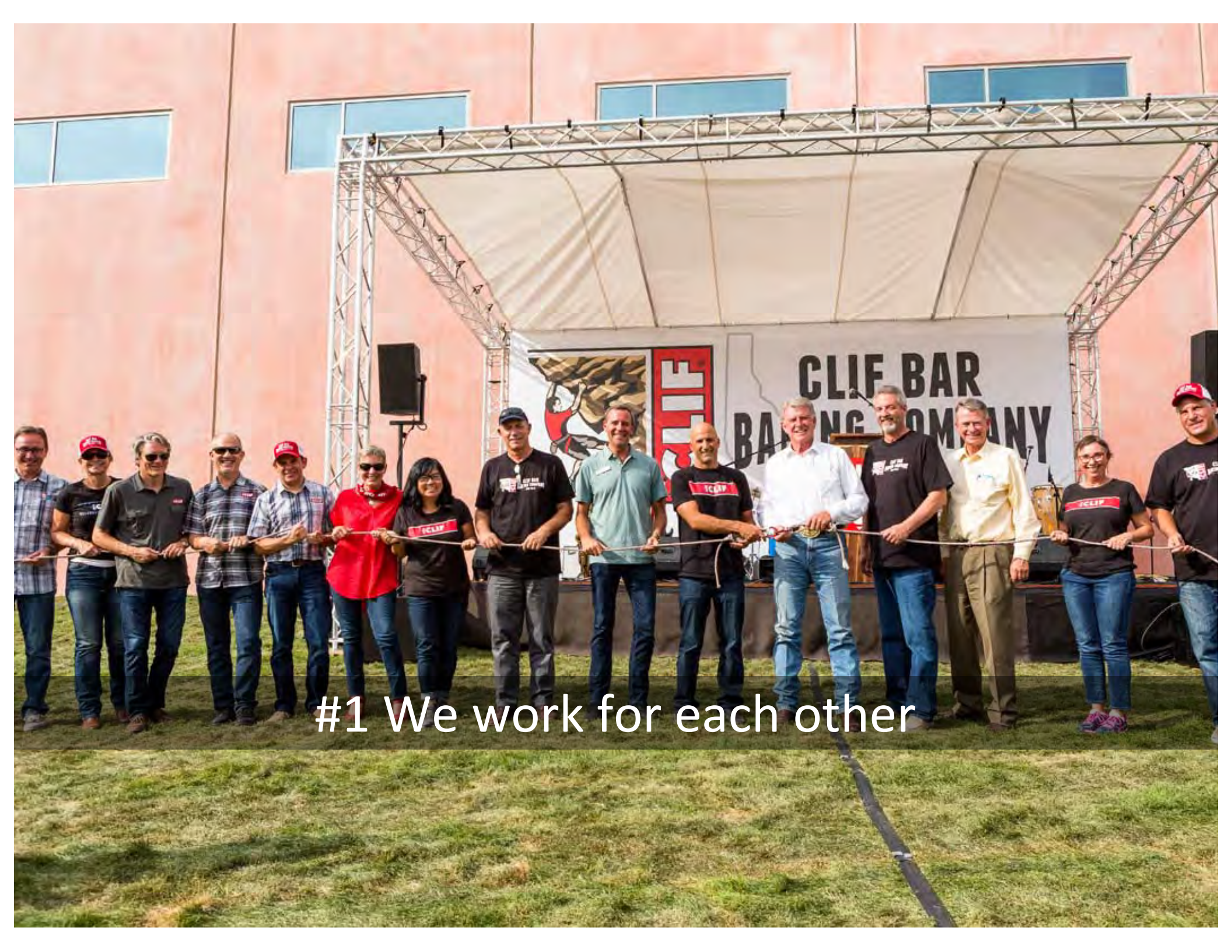






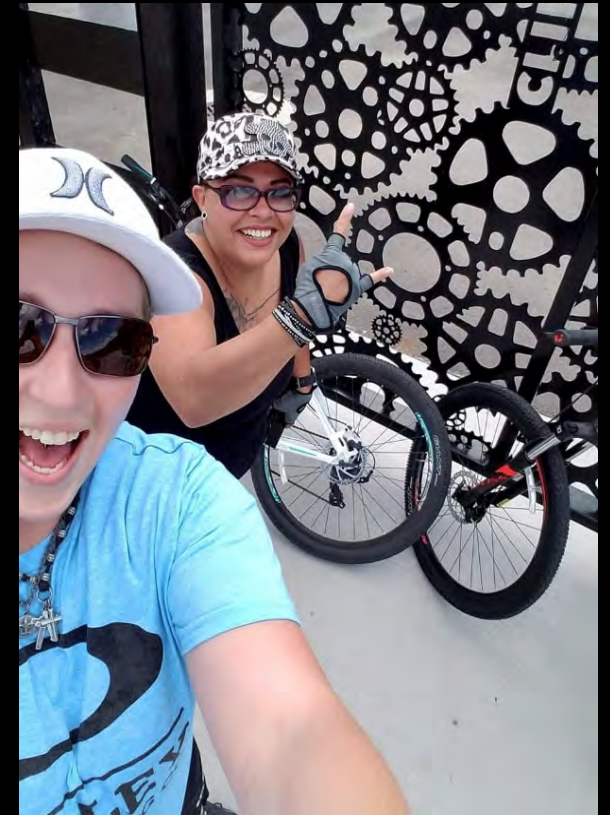
Culture





#1 We work for each other





#2 We value service



#3 We have a ton of fun









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## Clif Bar shuts down bakery for the day to volunteer in park

**TWIN FALLS, Idaho (KMVT/KSVT)** Clif Bar employees got out of the bakery and into the park on Friday.

It was part of a service project the company took on.

Every year, they pay their employees for 20 hours' worth of community service.

They spent those hours this year helping the county pick up fallen branches in Rock Creek Park to turn into wood chips.

The employees said they love it.

"Everybody's having a good time," said Dale Ducommun, the bakery's general manager. "It's kind of nice to get out of the bakery and get outside and do something to help the community."

The workers did say it was a little cool out, but they liked that part too.



**55K** TREES  
PLANTED

**70K** MEALS  
DELIVERED

**85** LOCAL EVENTS  
SPONSORED



**6,000**

**VOLUNTEER HOURS DONATED**







*“Until they attach my bicycle to a wheelchair and push me off the shipping dock I have found a home!”*

*Bob Watts, Warehouse Team Member*





**Start by asking where your community needs you?** Then align your team's skills and passions.

**Aim for work // life integration.** A thriving culture starts with bringing your whole self to work.