BEN & JERRY'S IS DEDICATED TO
the creation and demonstration of a new corporate concept of linked prosperity. Our mission consists of 3 interrelated parts:

PRODUCT MISSION
To make, distribute and sell the finest quality all natural ice cream and related products in a wide variety of innovative flavors made from Vermont dairy products.

ECONOMIC MISSION
To operate the Company on a sound financial basis of profitable growth, increasing value for our shareholders and creating career opportunities and financial rewards for our employees.

SOCIAL MISSION
To operate the company in a way that actively recognizes the central role that business plays in the structure of society by initiating innovative ways to improve the quality of life of a broad community: local, national & international.

UNDERLYING THE MISSION
is the determination to seek new and creative ways of addressing all three parts, while holding a deep respect for individuals inside and outside the company, and for the communities of which they are a part.