



Sustainability: Our vision & strategy

Sustainability means different things to different people. At Maxx Performance we define sustainability as meeting the needs of the present generation, and without compromising the ability of future generations to meet their own needs – which in turn means boosting economic prosperity, environmental quality and social responsibility for the benefit of all people, the planet and profit.

Projections show that by 2050 there will be nine billion of people living on this planet earth. As a species we are growing, we are aging, but most importantly we are changing. And unfortunately the modern world that man has helped to create isn't always ideal for sustaining a stable and prosperous future.

This is precisely why sustainability is now our fundamental business driver. Virtually everything we do is now being driven by sustainability and the need to identify the major global challenges and trends, and then solve them for our customers. Maxx Performance therefore embraces People, Planet and Profit.

People: Our brand promise is to create brighter lives for people today and for generations to come. That means improving lives through our activities, products and innovations. It also means sustaining and even saving lives. For example, our work with the Vitamin Angels is a true social partnership where our technology is being used to help deliver nutrients to families in nutrient deficient areas of the world. Our solutions also benefit people in many other ways, from food systems used globally to extend shelf life of finished goods to delivering enzymes and organic acids that will help decrease the need for antibiotics in animal production.

Planet: There is only one planet – and we need to make it last. This is why today over 98% of all the products in our innovation pipeline are considered eco-friendly - in other words they have a smaller carbon footprint than equivalent products while providing greater value and benefits. Meanwhile we continue to make our own manufacturing processes – in fact entire value chains – more energy efficient and less wasteful. For example, we're on target to improve our energy efficiency by 15% by 2020.

Profit: Maxx Performance is a business, so naturally our activities need to be economically sustainable. Many of our eco-friendly products - from natural food enzyme ingredients to our organic acids - offer superior and innovative processing benefits that are not only carbon and energy efficient but also cost efficient.

People, planet, profit: It's a win-win-win.

Winston A. Samuels, Ph.D.
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