

Global Gazette

The latest news, updates, and announcements

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Good deed of the day:

As we prepare our fall wardrobe consider donating clothing that you don't wear anymore, this is a critical time for those without homes to find warm clothes for winter.

**EXTRA
CHROMOSOME**

EXTRA AWESOME

October: Down Syndrome Awareness Month

October is National Down Syndrome Awareness Month. This month we have decided to focus our attention on the most common chromosomal condition in the US. Our CSR coordinator hosted a workshop that debunked the myths of what having Down syndrome is like and explained how far we have come as a society with equal rights for those with disabilities. The misconceptions about individuals with Down syndrome can be hurtful and perpetuate a stereotype. According to the CDC, 1 in 700 babies in the US are born with Down syndrome. The life span of a person with Down syndrome has increased from 25 years in 1983 to 60 years today. With the wonders of medicine, they are able to live longer, happier, and healthier lives. Because of this, it is important to raise awareness for public education and acceptance. This month we were inspired by our Operations Manager, Alejandra Prieto, to support the non-profit Reece's Rainbow. Reece's Rainbow advocates and finds families for orphans internationally with Down syndrome and other special needs by raising funds for adoption grants and promoting awareness. Our donation helps support Rhyeigh and Zalyynn, two 6-year-old and 8-year-old girls with Down syndrome who are looking for a family to love and cherish them.

KeHE Cares Shaw Cup



This fall Global attended and was a sponsor partner for the annual KeHE Cares Golf Outing. On October 15th our Senior VP Felix Villa II, Director of Marketing & Business Development Nathiely Navar, Senior Director of Export Sales Tim Mustafa, and CSR Coordinator Alexis Mordawski joined KeHE Cares at the challenging Harborside International Golf Center. KeHE Cares is a group represented by hundreds of KeHE employees who are committed to serving others right where they live, or throughout the world. This year the tournament was played in recognition of the beloved KeHE Cares Outreach leader, Randy Shaw. Randy fell into an extreme medical condition leaving him paralyzed in the hospital for months. His giving heart and caring soul has been such an important asset for KeHE Cares. That is why KeHE Cares wanted to honor him during his time of recovery by designating this year's tournament with the name, Shaw Cup.

The 2019 KeHE Cares Golf Outing raised more than \$200,000. This year's beneficiaries from the event are four amazing organizations that help fight human trafficking around the world and connect communities through support and outreach.

The four non-profits supported by this event are:

- **YoungLife-** This non-profit works to introduce adolescents to Jesus Christ and help them grow in their faith. Their mission is to give children and young adults support in their communities and providing life-changing and skill-building experiences.
- **INK 180-** This organization transforms the painful reminders of destructive situations into beautiful art. Since 2011, Chris Baker has been covering tattoos for free that are left from a former life in a gang or from being enslaved by human trafficking.
- **Male Mogul Initiative-** The focus of this program is to provide marginalized youth with the knowledge and understanding of personal leadership skills, business creation, and self-sustainability.
- **3 Grains of Rice Missions-** Created in 2016 to cultivate lifelong relationships between society and non-profit organizations by connecting people to volunteer opportunities. Their focus is on ending homelessness, empowering women, and nurturing youth.



Vendor Spotlight: Urbani Truffles

This month we would like to put the spotlight on Urbani Truffles. Started in 1852 by Constantine Urbani this family-owned business has been carried out for six generations. Urbani started their business exporting truffles from Italy to France and then began their venture in exporting to America in 1947. Since then they have expanded exponentially and continued growing their business. Today they have come a long way with 9 subsidiaries worldwide, 5 brands, 300 professionals, and 70% control of the global market share of truffles.

Urbani is the perfect brand to highlight for October as it is the official beginning of truffle season in Italy. With the start of the season, Urbani has released its latest line in New at KeHE. This is a product line that brings a new gourmet look to their program with a more affordable price point. Keep an eye out for all of the new and fantastic products Urbani has to offer through KeHE. Their most popular products include wild mushrooms, truffle oils, and truffle sauces.

This is the most exciting time of the year for Urbani as white truffle season has begun. When the special white truffle is available they typically import about 350 pounds. However, due to environmental impacts from climate change, there will only be about half of the supply available this year. Thankfully, Urbani is not letting climate change get in their way as they are working to actively improve their environment. Now more than ever is the most important time for their Truffleland Program.

Truffleland is a subsidiary company with a large nursery located in Scheggino, Umbria: it produces mycorrhized plants for truffle cultivation. They utilize innovative research on experimental batches of plants mycorrhized with the white truffle.



Urbani buys dormant land throughout Europe for Truffleland to grow trees from seeds that will produce truffles. These trees help enrich the soil, increase biodiversity, and bring life back into the land. Planting these trees helps to reduce carbon emissions but also increases the supply of truffles. With climate change posing a threat to many areas of truffle production, Urbani got ahead of the problem by creating this solution which benefits business and the environment.

This year marks the 170th anniversary of Urbani. Their longevity has allowed them to sustain production through the pandemic and other previous world crises. This pandemic has shown Urbani that they have an incredible opportunity in grocery and retail. They have been able to follow the 24% increase in their category. As they look to the future of their brand they are excited to introduce new products and innovations in the truffle market. Keep an eye out for what's new to come from Urbani this 2022.