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FOR IMMEDIATE RELEASE

Gaia Herbs Earns Global Recognition as a 2020 SEAL Business Sustainability Award Winner
Leading Natural Herbal Products Brand Honored for Its Worldwide Impactful Environmental Initiatives and Leadership



BREVARD, N.C. (Feb. 18, 2021) – [Gaia Herbs](https://www.gaiaherbs.com), a leading natural herbal products brand in the United States, has been recognized as a winner of the SEAL 2020 Business Sustainability Awards in the Environmental Initiative category. The awards honor the most sustainable companies in the world and celebrate their leadership, transparency, and commitment to green business practices.

The SEAL Environmental Initiative Award category recognizes specific environmental and sustainability initiatives based off of impact metrics, innovation, sharing of insights, and investment levels. “Over the past five years, corporations have increased their investment in sustainable business practices, thereby raising the bar for environmental, social, and governance excellence,” commented Matt Harney, SEAL Awards’ Founder. “Our mission at SEAL is to rigorously assess and then celebrate extraordinary sustainability leadership. We’re honored to present these 2020 Sustainability Award Winners.”

Gaia Herbs was one of 16 winners selected based on several purpose-driven tactics, including, its social impact initiative called the Gaia Roots Initiative (Gaia Roots). Gaia Roots focuses on improving herbal and food access in Black, Indigenous, and People of Color (BIPOC) communities while strengthening regenerative farming systems. Through the initiative, Gaia forms partnerships with like-minded, purpose-driven individuals and organizations at the intersection of racial injustice, regenerative farming, and health and wellness to develop programs that have a positive social and environmental impact in communities throughout the world. Here are a few highlights of the programs in place:

- Five percent of profits from specific herbal product lines are donated annually to the Gaia Roots Initiative. These funds are used to support an annual small grants program, which provides monetary awards to organizations meeting the grant criteria.
- In 2019, Gaia Roots launched its small grants program, awarding four \$5,000 grants to small farms, non-profits, and social enterprises that focus on regenerative agriculture and prioritize farmers’ justice as a mechanism to strengthen communities.

(more)

- In 2020, in response to the COVID-19 pandemic, the Gaia Roots annual grants program focus shifted to projects expanding herbal access to underserved communities, supporting health and personal empowerment in a time when it is urgently needed. Gaia Roots selected four worthy organizations and awarded \$5,000 grants to each.
- This past year, Gaia Herbs assisted with training over 200 farmers in Nicaragua to grow organic Turmeric using regenerative agricultural techniques. These farmers previously grew coffee but were no longer able to make a living with this crop, due to the effects of climate change. This training helped the farmers learn best practices that will enable their long-term success while supporting long-term planetary health.

“We are proud to be recognized as a 2020 SEAL Business Sustainability Award winner, as Gaia Herbs is dedicated to operating a business as a force for good and making a positive global impact,” said Alison Czczuga, Director of Social Impact and Sustainability for Gaia Herbs. “It is humbling to have our initiatives acknowledged, as we believe that producing a high-quality product is no longer enough and that businesses should take responsibility to promote a larger social and environmental impact. We are honored to be recognized alongside other mission-driven brands that share a similar passion and drive for sustainability with programs in place to help protect the health of our planet.”

Honorees for the SEAL 2020 Business Sustainability Awards are featured online at sealawards.com/sustainability-award-2020.

About Gaia Herbs

For over 30 years, Gaia Herbs has been connecting people, plants, and planet to create healing. Today, Gaia Herbs is a leading herbal brand in North America committed to creating the highest quality health and wellness products assured for purity, potency, and integrity. The company offers more than 200 herbal products, including liquid extracts, functional powders, gummies, teas, and patented Liquid Phyto-Caps®. From Gaia Herbs’ Certified Organic farm nestled in the Blue Ridge Mountains, the company uses regenerative agriculture methods to grow more than three million plants each year and harvests and extracts the herbs at just the right time, when their phytochemicals are at their peak. Gaia Herbs introduced the world’s first herb traceability program, meetyourherbs.com, which allows it to share complete transparency around its herbs and ingredients. The company is proud to be a Certified B Corporation® using business as a force for good™. Through the Gaia Herbs Roots Initiative, the company champions environmental and social sustainability on its farm and around the world. Learn more at gaiaherbs.com and join in the conversation on Facebook, Twitter, Pinterest, and Instagram.

All of Gaia Herbs products are sold through natural and independently owned health food stores across the nation as well as through gaiaherbs.com and other trusted online retail sites. To find a store near you, visit gaiaherbs.com/stores.

About SEAL Awards

SEAL (Sustainability, Environmental Achievement & Leadership) Awards is an environmental advocacy organization that honors leadership through our [business sustainability awards](#) & [environmental journalism awards](#) while funding research and pursuing our own environmental impact campaigns. The SEAL Awards core pillars are:

- **Business Sustainability Awards** - honors the [most sustainable companies in the world](#), like Adidas, AMD, Cisco, and Tide
- **Environmental Journalism Awards** - representative past winners include journalists from Guardian, New York Times, and Grist
- **Environmental Research Grants**

SEAL Awards is not affiliated with the CDP, CSA, or S&P Global. The selection process for the SEAL Organizational Impact Award drew entirely upon publicly available information from each of the CDP and CSA. <https://sealawards.com>.

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