



GOODSAM

Impact Report 2023



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Goals



1. Introduction

A note from Heather, our CEO.

In 2023, amidst financial volatility and soaring food inflation, the challenges facing food companies have become increasingly daunting. The global landscape is witnessing a sharp surge in food prices, exacerbated by complex supply chain disruptions and economic uncertainties. As organizations navigate these turbulent waters, the imperative to innovate and adapt has never been more urgent.

However, amidst these challenges, there shines a beacon of hope—a testament to human resilience and ingenuity. While food companies grapple with economic strains, another crisis looms large on the horizon: the scarcity of clean drinking water in remote and underserved communities. Renowned international organizations, with their foresight and research, have been sounding the alarm bells, predicting dire consequences if swift action is not taken.

As an organization, recognizing the gravity of this growing challenge, we have forged partnerships not just for 2023, but beyond. Collaborating with Klaxen in Colombia and leveraging their clean water technology, we have initiated a water program designed for the future, ensuring the well-being of our farm partners in the remote corners of La Sierra Nevada de Santa Marta, Colombia. Through your purchases, we are committed to sustaining this work, alongside numerous other initiatives in 2024. Your support matters to us at GoodSAM. We extend our heartfelt gratitude for continuing to endorse our efforts through the delicious food cultivated by our supply network.

All You Need is Food, and Clean Water.

Let's Continue to Regenerate, Heather K. Terry, Founder & CEO



Who we are

At GoodSAM, we believe food should be



Rachel Krupa - GoodsMart
New York - USA

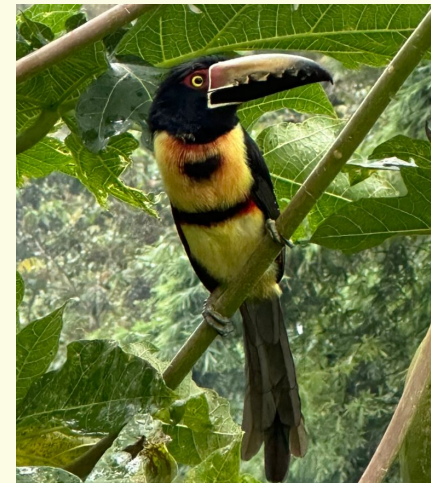
Good for
consumers



Silvia, cacao farmer

Apartadó - Colombia

Good for farmers



Tucan, Banana & Coffee Forest Colombia

Good for the
planet



GOODSAM[®]

We have created a **direct trade model** that pays regenerative agriculture focused farmers directly (no middle men, no brokers).

As a result, **farmers** take a **fair price** to ensure their own sustainability.

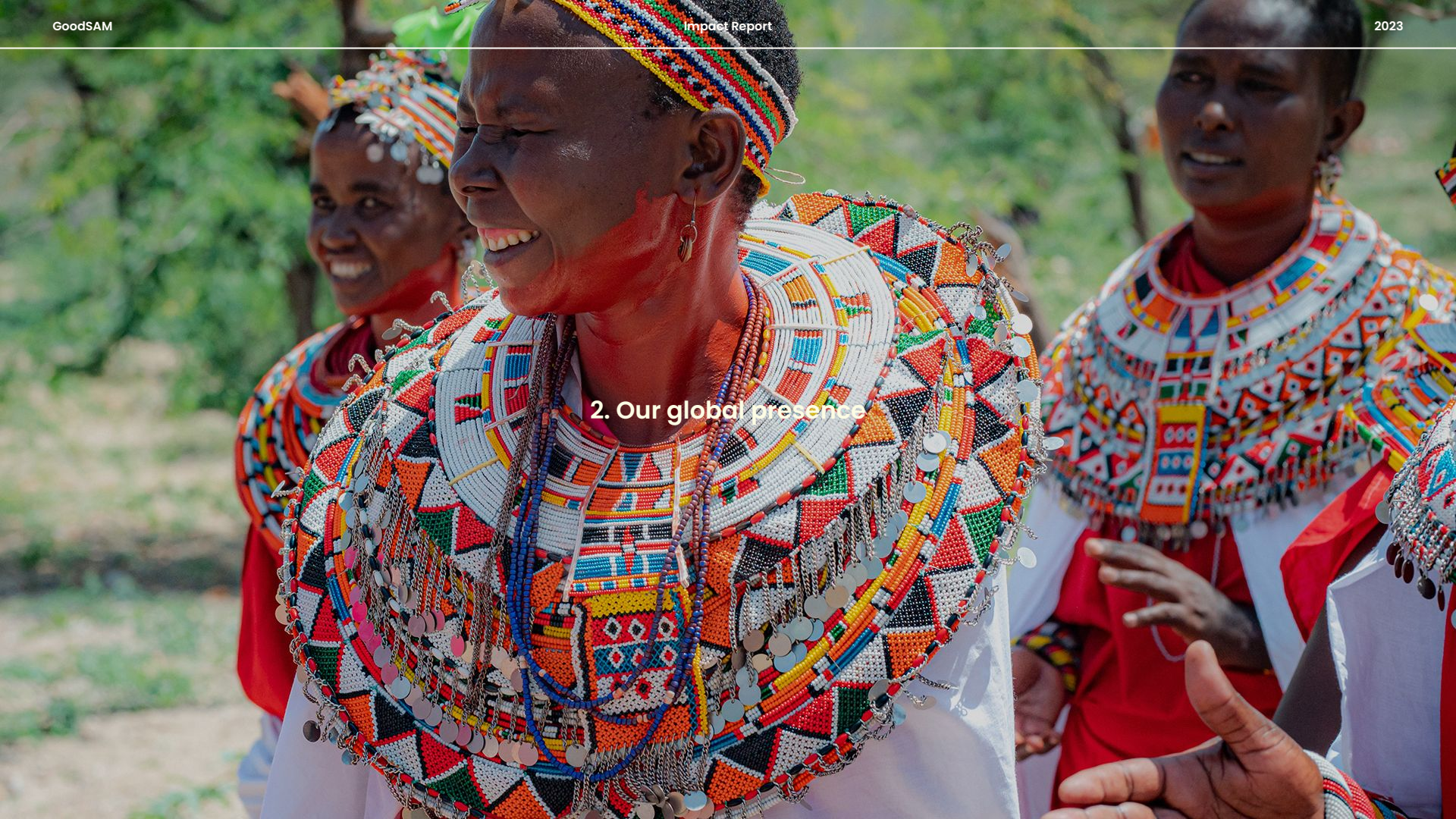
Consumers get access to great tasting, high **quality organic and regenerative** products.

Growing multiple crops on farms traps **carbon** to **help** regulate temperature and combat climate change.

This creates a
win/win/win and
we all thrive.

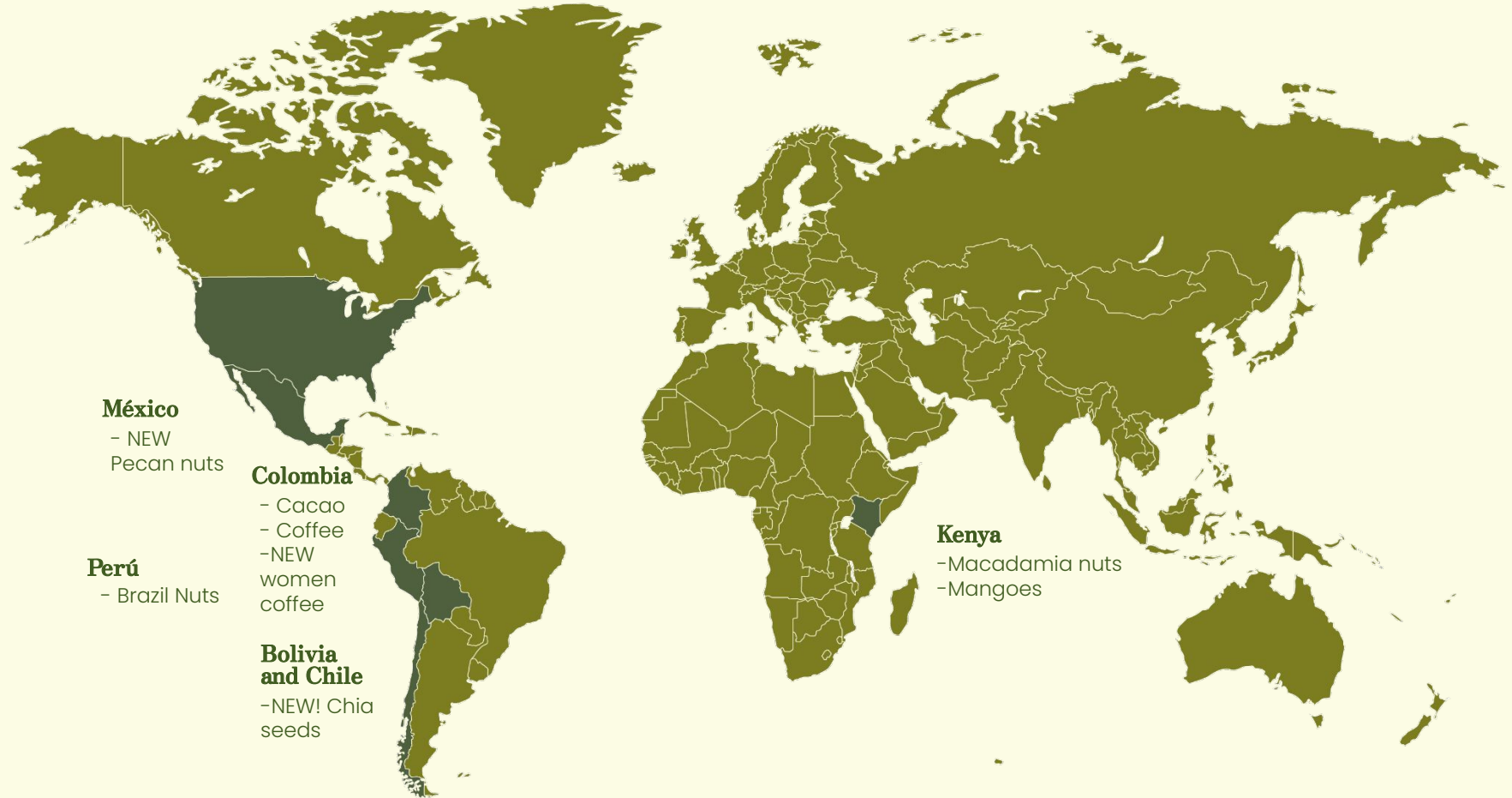
Purpose

We are making access to delicious, healthy, regenerative food products easier for everyone, and doing good along the way.



2. Our global presence

GoodSAM's 2023 Projects around the world



New additions to our supply network

Organic Pecans

In our venture with over 200 producers in Chihuahua, New Mexico, and Sonora, México, we're introducing organically grown pecan nuts. These regions face challenges like water scarcity and socio-economic impacts of drug-related conflicts. Our partnership aims to promote sustainable agriculture and economic stability, offering alternative livelihoods to counter these regional challenges. This initiative is part of our commitment to positive change and resilience in the communities we partner with."



Mexico

GoodSAM's Pecans come from Mexico.

New additions to our supply network

Brave Day Organic Coffee

In the heart of Colombia's Sierra Nevada, rural women work to grow the bravest coffee of them all. Their journey has been one of standing tall amidst significant challenges—violence, inequality, and formidable barriers—all of which once shaped their past.

Through the 'Brave Day Coffee' Network, these resilient women not only find a voice but also receive additional premiums, bolstering their income and their ability to support their families.



Nexty Award 2023 Winner: Best new people forward product



Emérita, coffee producer, and her grandson.
Sierra Nevada de Santa Marta, Colombia

New additions to our supply network

Organic Chia seeds

Benexia skillfully integrates livestock management with crop cultivation. The farm's rotation of maize, sorghum, soybeans, and chia, coupled with strategic native tree planting, enhances soil fertility and water management. Benexia also upholds ethical labor practices, safety standards, and career development opportunities. This blend of nature and agriculture at Benexia's Farm, not only yields high-quality chia but also exemplifies our commitment to environmental stewardship and community well-being.



Pedro Llanos Durán, chia producer.
Santa Cruz de la Sierra, Bolivia.

A woman wearing a wide-brimmed hat is working in a coffee plantation. She is surrounded by coffee plants and other workers. The image is a close-up shot, focusing on her face and the coffee plants. The text "3. SOMOS: Our sustainability vision and strategy" is overlaid on the image.

3. SOMOS: Our sustainability vision and strategy



Somos

Our approach to sustainability

Our sustainability journey is guided by the SOMOS program, a name that resonates with our collective responsibility and interconnectedness.

SOMOS, meaning 'we are' in Spanish, is deeply rooted in the Ubuntu philosophy, an African concept that translates to 'I am because we are.'

This philosophy embodies a belief in a universal bond of sharing that connects all humanity. It's a reminder that we are all interlinked, and our actions have a profound impact on others and the world around us.

In embracing Ubuntu, SOMOS reflects our commitment to creating a sustainable future where every action and decision is made with the welfare of the community and the environment in mind. **It's about growing together, where the success of one is intrinsically linked to the well-being of all.** Through SOMOS, we aim to empower farmers, nurture our planet, and ensure transparency in our practices, believing that **the prosperity of our business is inseparable from the prosperity of the people and the planet we serve.**



UN Sustainable Development Goals that
GoodSam fills Directly 07/17



The three pillars of SOMOS



Farmer Empowerment

We've established a direct trade model that pays farmers directly, eliminating middlemen and brokers. This ensures farmers receive a fair price, supporting their sustainability and well-being. In turn, consumers gain access to high-quality, organic, and regenerative products. We're committed to empowering farmers by improving access to basic needs, enhancing infrastructure, and expanding commercial relationships, ensuring they lead dignified, stable lives.



Regenerative Agriculture and Climate Resilience

Regenerative agriculture is at the heart of our operations, a sustainable solution to reverse climate change. Biodiversity is crucial in this process, capturing carbon into the soil and enriching it with nutrients, making it more fertile. By prioritizing these practices, we produce nutrient-rich food, promote soil health, and build resilience against climate change, preserving our planet for future generations.



Supply Network Transparency

Transparency is a cornerstone of our journey. We implement comprehensive traceability for our regenerative practices and carbon emissions reduction. This ensures accountability at every step in our supply chain and aligns with our core sustainability values. Our goal is to maintain clarity and honesty in our operations, reflecting our commitment to a sustainable future.



**4. Our 2023 Sustainability
Results - Economic Impact**

Farmer Empowerment Economic Impact

GoodSAM Foods' direct trade model is a cornerstone of our economic impact. Each year, we increase our purchases from smallholder farmers, strengthening our partnerships and reinforcing trust. This growth signifies more than just business—it's a commitment to the farmers' success and community prosperity.

Our approach transcends individual transactions. By boosting income for farmer associations and cooperatives, we're enhancing the broader agricultural ecosystem. This support is vital for sustaining regenerative agriculture and building resilient local economies.

We're dedicated to providing stable, year-round income for farmers, diversifying our purchases to mitigate economic uncertainties.



Farmer Empowerment Economic Impact

Our Journey in empowering small farmers has seen remarkable growth, reflecting our commitment to direct trade practices. Here's a snapshot of our progress:

2020: 184 Farmers (Baseline year)

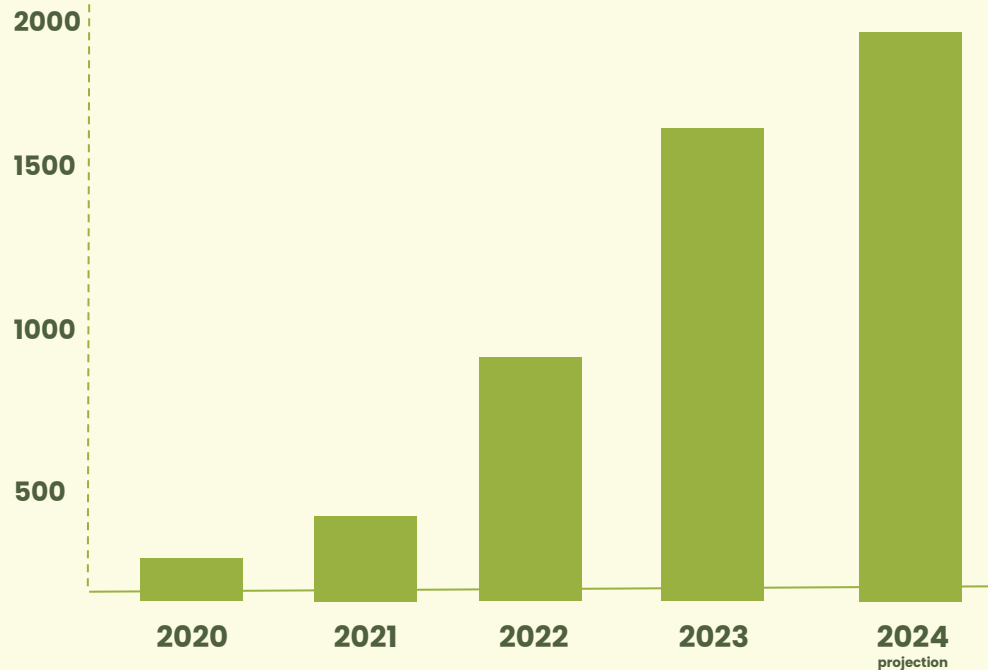
2021: 368 Farmers (+100% growth)

2022: 941 Farmers (+156% from 2021, +411% from 2020)

2023: 1,633 Farmers (+73% from 2022, +788% from 2020)

- **Highest Yearly Growth: Achieved a phenomenal 156% growth in 2022**, showcasing our potential and commitment to transforming the lives of farmers globally.
- **Total Growth Over the next 5 Years:** Projecting an astounding +1215% growth in farmer partnerships by 2025.

Number of farmers



Farmer Empowerment Economic Impact

Cocoa and coffee Value Chain Growth:

In 2023, our partnerships with cocoa farmers more than doubled, **growing from 68 to 166. This increase is mirrored in our purchasing volumes, which saw a substantial rise from 154,323 lb to 330,693 lb for cocoa, and a remarkable increase from 20,000 lb to 60,000 lb for coffee.** These farmers, integrating both cocoa and coffee crops within their regenerative farming systems, demonstrate the economic advantages of regenerative agriculture: enhanced economic stability and increased income opportunities.

Macadamia and Mango Integration:

Our network of 368 macadamia farmers has innovatively diversified by introducing mango cultivation, yielding an initial volume of 35,000 lb. This strategic move enhances sustainability and ensures stable, diversified income streams for our farmers.

**Growing more, earning more:
Our regenerative approach
multiplies small farmers' crops
and income, nurturing both land
and livelihoods.**






Farmer Empowerment Economic Impact

In our commitment to supporting local entrepreneurship, we initiated a partnership with Embera Chamí artisans in Colombia. This indigenous group excels in creating artisanal products from 'caña flecha,' a traditional fiber integral to the region's agriculture. In 2023, we invested \$545 in their enterprise, purchasing handcrafted bracelets for the launch of our Brave Day Coffee at Expo East.

Such partnerships are vital in preserving cultural heritage and stimulating local economies. As we broaden our product offerings and marketing efforts, we aim to further incorporate these artisanal creations in our merchandising, enriching our brand's cultural depth and ensuring ongoing economic support for the Embera Chamí community.

A woman with a warm smile stands in a lush, green field. She is wearing a black t-shirt with the word "Crew" written in white cursive script across the chest. She also wears a black bandana with a white pattern around her head. The background is filled with vibrant green foliage and trees, with soft sunlight filtering through the leaves, creating a bright and natural atmosphere.

5. Our 2023 Sustainability Results - Social Impact

Solar Panel Installation and Community Empowerment

We have installed a solar panel system at Los Corazones Abajo school in the heart of La Sierra Nevada, a key region for our coffee and cocoa sourcing. This initiative marks the first time electricity has been brought to the village, transforming the daily lives of the local community. The solar project, included:

- A Growatt inverter and two solar panels, supported by post-type structures.
- Four 12V batteries for energy storage.
- A comprehensive inverter supervision and control system.
- All necessary electrical system components, including protections, pipes, wiring, and connections.
- Expert engineering, installation, and commissioning services.

Total investment of \$5,674.

To ensure the longevity of this solar system, **we've established a Solar Power Committee** comprising two students, two community adults, and association members. This committee is dedicated to the maintenance and oversight of the solar panels.



Disinfection kits for La Sierra Nevada de Santa Marta

In our journey with Klaxen to address water challenges in the Chimila region of La Sierra Nevada de Santa Marta, we provided disinfection kits to all 14 rural schools. This initiative marks the first time these communities have had access to safe drinking water, a fundamental change with far-reaching impacts.

The disinfection kits, including water purification pills, have been a game-changer. Previously, the lack of proper sanitation led to frequent waterborne diseases, affecting children's health and school attendance. This project opened our eyes to the deeper needs of these communities. Through listening and engaging with them, we recognized the necessity for a more comprehensive water potabilization system, leading to the development of our larger clean water initiative.

By addressing this challenge, **we are directly contributing to SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities)** as we foster healthier environments and improve the well-being of children and communities.



Project: Agua x la Sierra – Cultivating Clean Water

CONTEXT: In La Sierra Nevada de Santa Marta, the scarcity of clean drinking water and inadequate sanitation facilities pose significant challenges for 14 rural schools and their surrounding communities. These conditions exacerbate vulnerabilities, leading to prevalent waterborne diseases and hindering educational opportunities.

Recognizing the urgency of these issues, in partnership with Grupo Tap, our coffee and cocoa association, and Klaxen, we embarked on a vital mission to address these water challenges. The region, inhabited by 250 of our cocoa and coffee producing families, is characterized by its difficult terrain, which traditionally hampers infrastructure development. However, our collaborative effort is designed to overcome these barriers.

By leveraging Klaxen's innovative water purification solutions, we are navigating the region's accessibility challenges to bring sustainable water solutions to these communities



Project: Agua x la Sierra – Cultivating Clean Water

SOLUTION: By introducing a smart, effective solution –Klaxen’s organic chlorine tablets– we’ve overcome traditional infrastructure challenges, providing a swift and sustainable method to purify water.

Our achievements so far:

- Successfully **installed 6 water tanks with advanced sediment–trapping filters** in the most inaccessible areas.
- **Distributed 1,000 Klaxen chlorine tablets, translating to the potential purification of 625,000 liters of water**, directly impacting the health and well-being of the community.
- Conducted comprehensive **training for 3 association members and 60 community members**, empowering them with knowledge and skills for ongoing water purification.
- Launched educational initiatives for children, emphasizing the importance of clean water and hygiene, thereby nurturing a health-conscious future generation.



2024 and beyond:

- Expanding our reach, we aim to **install water systems in 8 additional schools, starting February.**
- **We aim to set up a water system at Grupo Tap’s main purchasing point, serving both as a source of clean drinking water for the community and a distribution center for Klaxen’s chlorine tablets.**
- Extensive community training programs are planned for these schools.
- **Regular water quality testing will be conducted to ensure the effectiveness of the purification process.**
- **Bi-annual retraining sessions will be organized for rural school teachers** to maintain and enhance the project’s impact.

Project: Agua x la Sierra – Cultivating Clean Water

Collaborative investments for impact: The success of our clean water project in La Sierra Nevada de Santa Marta is a result of combined efforts and investments from GoodSAM Foods, Klaxen, and Grupo Tap. Here's a breakdown of each entity's contribution:



GoodSAM Foods Investment: \$3,493

Our investment was channeled into crucial aspects of the project, including transportation, technical and educational support, project execution, and providing meals.

Klaxen Investment: \$1,736

Klaxen's crucial investment provided the essential technology and equipment for water purification, including: Organic chlorine tablets (Klaxinn Tabs Cloro x 120), Water purification and storage equipment, 500L Water Tanks, F200 Filters, measurement and testing tools (2L Measuring Jug, 20L Bucket with Tap, 1L Measuring Jug, 50ml Beaker without Handle, 15ml Measuring Cup, PH and Chlorine Comparator Kit, Spray Bottles)

Grupo Tap Contribution: In-Kind Labor

Grupo Tap's invaluable contribution came in the form of labor. Their employees, along with community members, dedicated time and effort to transport materials to each village and install the water systems. This hands-on involvement was crucial in overcoming the challenges posed by the region's remote and rugged terrain.

A close-up photograph of a colorful bird, possibly a sunbird, perched on a thin branch. The bird has a bright blue-green head, a red breast, and a greyish-brown back. It is facing downwards, with its beak pointed towards a large, vibrant orange and red flower with intricate patterns. The background is a soft-focus green, suggesting a lush, natural environment.

6. Environmental Responsibility

Regenerative Agriculture Standards and Auditing System

We achieved a significant milestone in environmental stewardship by developing our own Regenerative Agriculture Standards and Auditing System. This system ensures transparency in our direct trade value network, benefiting our clients, retailers, and all stakeholders involved. These are our key steps:

1. **Retailer Engagement:** Understanding product needs and sourcing suppliers.
2. **Audit Timeline:** Collaborating with suppliers to plan pre-audit preparations and virtual meetings.
3. **Harvest and Delivery Planning:** Aligning audit schedules with harvest times and delivery dates.
4. **Virtual Meetings:** Discussing sustainability practices with suppliers and farmers.
5. **Document Verification:** Checking sustainability certifications, impact reports, and ESG compliance.
6. **In-Depth Vetting:** Conducting detailed assessments for qualifying suppliers.
7. **Farm Audits:** Visiting farms to verify compliance with our sustainability standards.
8. **Final Review and Improvement Plans:** Addressing areas for improvement and ongoing monitoring.





What are GoodSAM's Regenerative Agriculture Standards?

We audit 5 different farms from each project every year and grade them on the following 6 key elements:

Composting

- Proper composting techniques including aerating, monitor temperature and moisture.

Soil Health

- Presence of microorganisms, organic matter content, soil structure & absence of erosion.

Agroforestry

- Plant & maintain diverse range of tree species, alongside crops. Multi-Level Canopy.

Crop Management

- Promote natural growing cycle through seed sourcing, proper harvest methods and nutrient cycling.

Biodiversity

- Presence of different species, absence of monoculture.

Water Conservation

- Proper use of water resources and no contamination.



What are our Social Responsibility Standards?

Socially Responsible Audit Scorecard

We audit 5 different farms from each project every year and grade them on the following 6 key elements:

- **Fair Wages**
- **Work Safety**
- **Transparency**
- **Long Term Relationships**
- **Gender Inclusion**
- **Community Development**



GOODSAM

Thank you

  @goodsamfoods / goodsamfoods.com

Dennis and Kevin.
Macadamia farmer's grandsons.
Kenya 2022.