

A close-up photograph of a person's hand reaching into a tea bush. The hand is wearing a wide, colorful beaded bracelet with geometric patterns in red, yellow, blue, and white. The person is wearing a red patterned garment. The tea bush has vibrant green leaves. The background is blurred, showing more of the tea plantation and some dry leaves on the ground.

GOODSAM

Impact Report

January - November 2022

2022 Impact Report

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Part 01

Understanding



Hugo and Heather K. Terry.
Pueblo Bello, Colombia.

1. Letter from Heather

I can't believe our second Impact Report is here. It is surreal to think where we started just a few short years ago, where we are and where we are going.

This Impact Report is just the start of the great works and service that a brand can create in the world. All our purchases matter. Money, as I believe, is just a spiritual and energetic exchange. It can be meaningless and therefore serve nothing which can result in real destruction (think fast food, fast fashion, etc.) or it can be intentional which can connect us for the greater good (what we are demonstrating here).

We are excited to share what we have done this year in this report. THIS is how the purchasing of our products has created real change. And we can't wait for you to see where we are going. Food has the ability to connect us to ourselves, our families, the world community and the planet in ways we have yet to imagine. And we intend to take you there.

Thank you for celebrating our progress in 2022 and be prepared to see more of us in 2023.

All You Need is Food.

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

2. 'Somos', our sustainable model

1. SEEKING REGEN-AG FOODS

Seeking regenerative products and buying a diverse selection of commercially viable crops for the market. This creates incentives for biodiverse agroforestry systems in remote communities.

4. GIVING A VOICE TO FARMERS AND INSPIRING OTHERS IN THE FOOD INDUSTRY

Our mission will be nothing if we are the only ones doing it. As we advance in the execution of our impact projects, we'll report periodically through our impact reports and our communities' statements to keep our transparency commitment to our stakeholders. Our hope is that these actions will inspire others in the food industry to create their own circular and direct models.



2. BUILDING TRUST

Continue building relationships with associations, cooperatives and suppliers. Focus on short-term impact projects that help build credibility and a collaborative spirit with the communities.

3. CREATING LONG-TERM PARTNERSHIPS

As our business grows, so does our ally network. Each year we increase volumes and diversity of crops, helping each of our farming families to have a stable income. We collaboratively build long-term economic, social, and environmental impact projects with the communities we serve.



UN Sustainable Development Goals that GoodSam fills Directly **07/17**



SUSTAINABLE DEVELOPMENT GOALS



3. GoodSAM's commitment to Regenerative Agriculture

- **Support Biodiversity:** We purchase as many commercially viable products as are available from each farm that we work with. This helps to provide a year-round stream of income for farmers.
- **We do not believe a regenerative agriculture is a one size fits all solution.** That's why we are working on our own regenerative agriculture standards, according to the necessities of each ecosystem and each community we're working with.



Angelina's Farm.
Embu, Kenya.

In the picture:

Angelina's farm in Kenya. She grows macadamia, mango and avocado, and also produces more than 21 products for her own family and the local market. ❤️

Our conscious pantry has grown, so our allies



NEW! Pecan nuts:
La Nogalera, México.



Cocoa and chocolate:
Grupo Tap, Asopraur
and Luker Chocolate -
Colombia.



Coffee: Grupo Tap,
Colombia.



NEW! Brazil nuts:
Tahuamanu - Bolivia.



**Macadamia,
dried fruits,
avocado:**
Limhua - Kenya.



Our Regenerative World

All of our allies implement certified organic farming and regenerative agricultural practices, maintaining and improving soil fertility, nutrient cycling, erosion control, carbon sequestration, mitigation of droughts, and increasing biological diversity. However, each of these crops have a specific context that makes them special:



Organic Cacao and coffee sourced from two natural corridors of great importance for Colombia's biodiversity: The Sierra Nevada de Santa Marta and the Perijá Serrany. They are both grown under agroforestry systems in perfect balance with local ecosystems, by indigenous and non indigenous communities.



Our small farmers **respect native trees** and they are a part of our crops.



These agroforestry systems have other crops, like plantain, that **help diversify our farmer's income** and that can become part of our portfolio.



The Brazil nut tree is a wild and native plant that belongs to protected areas of the Amazon rainforest, so there are no plantations. In this system, the nuts are gathered off the forest floor as they fall naturally.



Limbuu, our macadamia nut partner, gathers existing knowledge in the area of sustainable agroecology in Kenya, including indigenous knowledge.

4. Direct Trade = True Partnership

GoodSAM runs a **Direct Trade** model which means we have eliminated all middle men in our supply chain. We work directly with and know our farmers personally and invest in them and their businesses and communities for long term growth.

In addition to paying **premiums**, **GoodSAM** uses 1% of all top line sales to reinvest in our farmers, cooperatives, associations and their communities.

We like to think of it as Good Business as **GoodSAM** can only grow if our farmers do.



Collaborative work model



GoodSAM Team members: Ryan Siwinski, Marcia Bell and Sara Galeano. Fidel Nieto from Luker Chocolate and Andrea Echeverry from Asopraur. Necoclí, Antioquia, Colombia. 2022

Partnerships and collaborative work is everything to us

Yes, at **GoodSAM** we have eliminated all unnecessary brokers and middlemen in our supply chain. But, is that enough?

We know the power that long-term partnerships have to achieve the scale and sustained impact we need to see.

That's why we are building long-lasting, scalable, and transformative partnership models with our associations, cooperatives, and allies. Growing our conscious pantry according to the capabilities of our ecosystems and creating profitable businesses for our smallholder farmers, is our definition of sustainability.

Part 02

**Sustainability
Results**



5. B-Ing Sustainable: Now A B-Corporation!

We officially became a B-Corporation in October, 2022 and joined a group of businesses committed to use their brand for a greater good.

Our Score: 113.6 with 52.8 of those points in community development.

(80 points to become BCorp Certified)



It's



6. Grupo Tap infrastructure project and regenerative farming commitment



Following our communities needs, we're happy to announce that we rehabilitated two more schools this year!

GoodSAM Team visiting Corazones Abajo School in Colombia, 2022

Regenerative commitment

Because of GoodSAM's dedication and commitment to buying certified organic cacao and coffee, Grupo Tap has been able to:

- **Grow their cocoa supply:** GoodSAM bought 150 TONS of cocoa in total this year, 114% more than last year.
- **Start a new supply within the existing system:** GoodSAM bought 25,000 lbs of organic coffee.
- **Our growing demand** has allowed the association to grow, increasing the economic income of more cocoa farmers. Today, this cocoa farming community believes in the process and have inspired other farmers to produce organically.
- As a result, **Grupo Tap certified 98 new cocoa farms with organic production**, increasing its supply by 150 tons for 2023.
- **New business lines developed:** organic macadamia and dried bananas.



Heather K. Terry and Camilo Arguello.
Santa Marta, Colombia.

Corazones Abajo school

Necessity for the community

Improve the infrastructure of the rural schools, to guarantee access to education and a community center for each of the villages surrounding the farming region.

GoodSAM investment: Los Corazones Abajo school

Adequacy of the sanitary system.

Construction of the septic tank, and replacement of light covers for sanitary service areas.

Adequacy of water supply and elevated reserve tank.

Ornamental reconstruction of doors and windows, and painting of the entire institution.

Strengthening the roof support structure.

Total: \$3,604

Community counterpart: Los Corazones Abajo school

Skilled labor painting and decoration

Construction material: gravel

Construction material: sand

Unskilled labor

Next phase: Give electricity to the school with a solar panel system.





Results

We continue to strengthen the credibility of GoodSAM in the region, building on relationships with our small farmers and with Grupo Tap.

15 kids can now access a dignifying and quality education. In addition, guaranteeing sanitation can help in the prevention of diseases for kids under 5 years of age.

The new space is being used as a community center, improving the social fabric and promoting activities related to culture, sports and art.

SDG's impacted



Sagrado corazón school

Necessity for the community

Improve the infrastructure of the rural schools, to guarantee access to a dignified education and a community center for each of the villages surrounding the institution.

GoodSAM investment: Sagrado Corazón school

Construction of 4 sanitary bathrooms and 2 sinks.

Construction of the septic tank.

Supplying electricity to the school and construction of a 220 volt transformer.

Ornamental reconstruction of doors and windows, and painting of the entire institution.

Adequacy of water supply.

Total: \$3,515

Community counterpart: Piedras Blancas village

Unskilled labor

Transport of materials

Grupo Tap counterpart: design and work of electrical engineering





Corazones Abajo School Kids, Colombia, 2022

Results

We continue to improve the credibility of GoodSAM in the region, strengthening the relationship with our small farmers and with Grupo Tap.

We gave electricity to the school and to 6 farming families surrounding the site.

27 kids can now access a dignified and quality education. In addition, guaranteeing sanitation has helped to prevent diseases for kids under 5 years of age.

The new space is being used as a community center as well, **improving the social fabric and promoting activities related to culture, sports and art.**

SDG's impacted



7. Working with Allies: Luker Chocolate Building Networks Project



GoodSAM Team members: Heather K. Terry, Saida Abdala and Sara Galeano with participants of the Luker Chocolate Building Networks Project. Necoclí, Antioquia, Colombia.

Building Networks

Necessity for the community

Help young people from one of our cocoa regions in Colombia promote their business ideas, responsibly use the internet for business and reach for their goals.

The solution: an educational program including english lessons and social media training.

| English lessons | Social Media lessons | Key impact figures |
|--|---|--|
| <p>Topics covered:</p> <ul style="list-style-type: none">-The alphabet-Personal Presentation-Description of products (such as clothes, colors)-Numbers- Present simple, asking questions-How to fill out a form (countries and nationalities, differences between how much and how many)-Creation of advertising for their businesses | <p>In the five sessions on Social Media, the students had the opportunity to learn about</p> <ul style="list-style-type: none">-Narrative creation-Social Media (their features and how to create content for each one)-Photography and video (content creation and lighting)-Creation of visual narratives-How to pitch their businesses to the outside world | <ul style="list-style-type: none">-23 students completed the program and obtained a certification: 15 women and 8 men-45 hours of social media training and english-78% of the students were between 18 and 29 years old |

GoodSAM's investment

social media training by putting together a team and co-creating with our ally JellyShot in Colombia. JellyShot provided education materials, taught the classes and GoodSAM covered travel expenses to the region. Totaling: \$10,000 USD

Luker Chocolate investment:

coordination of the communities in the territory, english training, and support throughout the project.

SDG'S Impacted



Community Member POV

"It was magical to see how many entrepreneurs were born from this training. I learned that English, as a language, is fundamental for businesses and life itself. Social media, on the other hand, is a powerful tool to let the world know about our businesses. I will keep practicing what I learned, and I know I will make my project grow"



Deimer Mercado, community leader.

Building a training centre for entrepreneurs, where they can gather and exchange ideas, knowledge and experiences.

8. Microloan's with a focus on female farmers



Silvia González,, Cacao Farmer. Necoclí,
Antioquia, Colombia, 2022

Microloan Farm Project

Community necessity

Rural women face structural and socioeconomic inequalities that limit the recognition and full appreciation of their productive and community work. In addition, they face significant limitations in their access to financial resources, credit and land.

Solution

Microloans under favorable terms help, especially female farmers, get out from under crushing debt. Women statistically pay back these loans in full over their male counterparts, on time and even early. We piloted this program in 2022 with plans to launch a full scale version in 2023

GoodSAM investment

\$ 1,700 USD

Farmers investment

Helping us to promote and lead the microloan program in the region, and will also help us to create educating content for marketing purposes.



Silvia González, Cacao Farmer.
Colombia, 2022

Part 03

Next Steps

Goals

1 year:

- Create our own regenerative agriculture standards, to educate our consumers, smallholder farmers, business partners, and internal stakeholders about the agricultural practices that we stand by and promote throughout every sourcing decision that is made within **GoodSAM**.
- Measure our carbon footprint and implement annual reduction strategies.
- Keep growing our direct trade program.
- Implement our soil health program to understand and monitor the soil regeneration process.
- Give technical assistance to our main supply chain in Colombia (coffee and cocoa).

3 years:

- Become carbon neutral by 2025.

5 years:

- Become climate positive.





GOODSAM

Thank you

  @goodsamfoods / goodsamfoods.com

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