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Impact Overview
Kuli Kuli’s mission is to nourish people and the planet through naturally energizing, nutrient-rich, and sustainable plants. We believe that by making climate-smart, community-grown superfoods into staple foods, we can generate income for millions of farmers while fighting climate change.
Sustainable Livelihoods & Women’s Empowerment
Agriculture & Environment
Nutritional Security
Kuli Kuli’s Impact

25.8M Trees Planted & Preserved

$5.5M in Revenue Generated for Moringa Farmers

3,351 Livelihoods Supported

Cumulative to date
Kuli Kuli’s moringa sourcing has begun to rebound towards pre-pandemic levels.

We continued to support our highest-impact suppliers with flexible financing, making funder connections, and promoting supplier-branded direct-to-consumer sales on kulikulifoods.com.

Kuli Kuli obtained a $300K low-interest loan from Kiva’s Social Enterprise program to support COVID recovery efforts and purchase financing for our moringa suppliers.

2021 Highlights

- Over $210k in Revenue Generated for Moringa Farmers
- 1.1M Trees Planted*  
  *Planted and Preserved
- 102 Livelihoods Supported
Sustainable Livelihoods & Women’s Empowerment
Sourcing during a Global Supply Chain Crisis

While our moringa purchasing rebounded this year, the ongoing delays in global shipping have limited our ability to source moringa from some of our key suppliers in Uganda and Ghana.

We remain committed to fostering these partnerships in the long-term. We’re working with strategic partners to help facilitate steady sourcing from our highest-impact suppliers and expand suppliers’ access to new markets.

Supplier partners closer to home have equipped us to continue sourcing moringa and meet our 2021 demand.
Kuli Kuli has deepened our partnership with a woman-led moringa farm in Mexico. Carmen Padron runs a farm employing and offering housing to indigenous workers from the Oaxaca region.

In addition to their impactful business practices, MoringaPura supports a local girls orphanage.
Women’s Empowerment: SuperMom Campaign

Kuli Kuli partnered with two other mom-led companies, Sylvatex and Uncommon Cacao, to survey over 1,000 working mothers to understand their experiences balancing parenting and work during the pandemic.

The SuperMom Campaign disbursed $10,000 in grant funds from the Unreasonable Group and $2,000 in Kuli Kuli product to 50 working mothers in the United States.

View and download the full report here
A preliminary analysis by Net Impact Berkeley suggested Kuli Kuli’s moringa supply chain is likely to be carbon neutral. We aim to seek carbon neutral certification following the release of the new GHG Protocol for businesses.

Research has shown that the moringa tree has incredible potential as a climate-smart crop. According to studies, moringa has \textbf{20x the carbon sequestration rate} compared to normal vegetation.

Every year, Kuli Kuli’s operations sequester between \textbf{300-900 million kgs} of CO2.
In 2020, Kuli Kuli invested in a partnership with our Ugandan supplier, Teddy Ruge, to develop a nursery of 5,000 different seedlings to grow a food forest of indigenous trees that grow well alongside moringa.

Teddy has since expanded partnerships to continue cultivating a food forest that can be used as a model for regenerative agro-forestry.

He is in the process of securing governmental funding to plant 20,000 additional trees from 13 varieties and expand the program to 250 households in 2022.
This year, Kuli Kuli began implementing sustainable packaging initiatives to reduce our carbon footprint and plastic waste. Recreating our Pure Moringa line with 50% post-consumer recycled material:

- Diverted the equivalent of **105,353 plastic bottles** from landfills and downstream pollution
- Saved **450 gallons of gasoline** from consumption*

Our SuperGummies line launching in 2022 will also use post-consumer recycled material.

*Gasoline that would have been used for manufacturing and disposal of virgin plastic. Metric determined using the [EPA’s Recycled Content Tool](#).
Nutritional Security
$10,000 in product donated in support of an educational project fostering local consumption and cultivation of moringa by our partners at UC Davis.

This project is funded by the California Department of Food & Agriculture and focuses on increasing awareness of and access to the benefits of moringa in underserved communities in California.
Kuli Kuli is proud to source the highest quality moringa powder on the market and source ingredients that are USDA Certified Organic and Non-GMO Verified.
As a Certified B Corp and a Benefit Corporation, Kuli Kuli is a part of a global community using business as a force of good by balancing purpose and profit. We are proud to hold a B-Impact Score of 102.6.

Kuli Kuli is dedicated to putting people and the planet first by paying to all of our farmers a living wage. We are proud to source cocoa powder used in our bars and smoothie mixes that are Fair Trade Certified.
Kuli Kuli plans to continue ongoing impact projects and deepen our work in:

1. **Inclusivity**, by continuing to hold JEDI Workshops for our internal team and assessing the diversity and impact of vendors across our operation.

2. **Sustainability**, through expanding our use of PCR packaging and exploring ways to provide carbon neutral e-commerce orders.

3. **Supplier Relationships**, by designing innovations to source new superfoods, connecting suppliers to new markets, and purchasing moringa from our most impactful suppliers.

Thank you!