



2025 IMPACT REPORT FISCAL YEAR 2024



LETTER FROM OUR FOUNDERS

Hello from Minneapolis, and welcome to our third annual Impact Report!

As we reflect upon our founding principles to use business as a force for good, we know that in order to have an impact, we have to grow the business. And that comes with both positive and negative impact. That’s what this annual report tries to summarize.

2024 saw a year of continued growth with our dog toys and treats in North America. On the heels of launching the Hive Scent Collection™ of whiff-worthy dog toys in 2023 we acquired the design & utility patents and molds for a game-changing new fetch toy: the Hive Zoomer dog toy launcher. We believe this fetch toy will bring more joy to dogs and people everywhere—particularly those who may have trouble exercising their dog due to physical limitations. Launching our new Hive Zoomer and compatible Looped Toys was our primary focus in 2024.

We also launched XL Hive Chew Sticks—dental dog treats with a berry core for larger dogs in Pet Smart’s cash lane, in addition to growing our retail presence.

We are so grateful for all the people who make our toys and treats in the US, the retailers and pet parents who purchase our products, the dogs who love our toys and treats, and the work our non-profit partners do to help save the bees!

With gratitude,

Melissa Rappaport Schiffman
Jim Schiffman
Co-Founders / Co-CEOs



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LETTER FROM OUR FOUNDERS



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B CORP CERTIFICATION



LOOKING AHEAD



MAKING AN IMPACT

saving bees

We donate 1% of gross sales—not just profits—to our partners in the United States and Canada to establish healthy pollinator habitat.

Our membership with 1% for the Planet validates our donations annually.



MAKING AN IMPACT

habitat in the United States



Habitat is one of the most important components of a healthy ecosystem. The Bee & Butterfly Habitat Fund's [Seed a Legacy](#) program delivers proven results, working with landowners to restore habitat—helping to save the bees *and* enhancing the ecological health of our planet.



Innovative Seed Mixes



Measurable Results



Affordable Habitat



Expert Guidance

Jim admiring a Seed a Legacy Project in Holdingford, MN, with Habitat Programs Director Elsa Gallagher

IMPACT: 3.9 million square feet of new pollinator habitat custom-designed for bees in FY24.

MAKING AN IMPACT

habitat in Canada



Project Hive Pet Company helps save bees in Canada through our partnership with the Canadian Honey Council. Many of the honeybee colonies are located on or near canola farms, and those flowers need to be pollinated by bees.

Due to Project Hive Pet Company's donations, the Canadian Honey Council has embarked on planting habitat for beekeepers for the first time in their 84-year history.

Three plots—in Manitoba, Saskatoon, and Alberta—have begun the work to plant with a honeybee seed mix tailored to Canada's soil and climate.

IMPACT

- **3 partnerships**
- **523,000 square feet of bee habitat in process of being planted**



honeybee on a canola flower

MAKING AN IMPACT

USA-made dog toys



No toys are “sustainable” by themselves; they are only more or less compared to the conventional alternative. Most dog toys are made in Asia, and making them here in the USA is a more sustainable practice.

Why? Manufacturing toys in the USA helps support the U.S. economy, local jobs, and ensures fair and safe labor and production practices. Additionally, it takes significantly more energy to freight products across the ocean. Container ships emit about 10 to 40 grams of CO2 per kilometer, according to [this article](#)—much less than airplanes, but still significant.

IMPACT

- **2.5 mte of greenhouse gas emissions avoided**
- **Supported jobs in US factories**

Project Hive's USA-based
manufacturer

MAKING AN IMPACT

accessible dog toys

Like humans, dogs need physical exercise for their mental and physical wellbeing. For dogs who like to fetch, it can be exhausting for pet parents. Dog toy launchers were meant to address this problem.

But not all launchers are created equally. With the **Hive Zoomer**, we saw the opportunity to make a better, more accessible dog toy launcher. It's much easier to pick up and toss the looped dog toys, making the game of fetch almost effortless. For those with physical limitations like arthritis, arm pain, or shoulder weakness, they can still experience this joyful bonding time with their dogs.

IMPACT: Bringing the ability play fetch with dogs to a broader range of ages and abilities

***“This has been a godsend,
as far as how easy it is to
exercise my dog!”***

Nicole - parent of Gus



MAKING AN IMPACT

recyclable dog toys



Most dog toys—like those made from rubber, nylon, or plush—cannot be recycled into new dog toys. Project Hive’s toys are made from TPE, or thermoplastic elastomers. We know plastic waste is pervasive. What’s different about our dog toys is that they are 100% recyclable—meaning they can be ground up and made into new dog toys if they are returned to us. Or they can be recycled through municipal recycling. Creating a circular economy, where there is no waste, requires this type of design.

IMPACT: Reducing landfill waste & promoting the circular economy

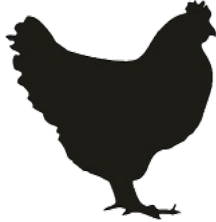
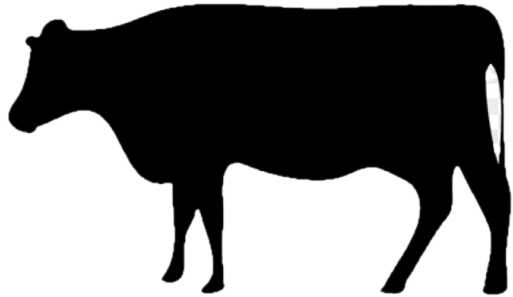
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vegetarian dog treats



How are vegetarian dog treats more sustainable? Again, it’s compared to what—and the dog treat industry is dominated by chicken and beef products. This [article](#) in *Nature Food* says that “vegan and vegetarian diets have substantially lower GHG emissions, land use and water use requirements than meat-containing diets.” We calculated the environmental impact (see our [carbon footprint blog post](#) for assumptions used)—not to mention zero animals died to make our products.

IMPACT

	 versus 	
CO ₂ emissions avoided (mte)	19	309
gallons of water saved (millions)	6.1	22.2



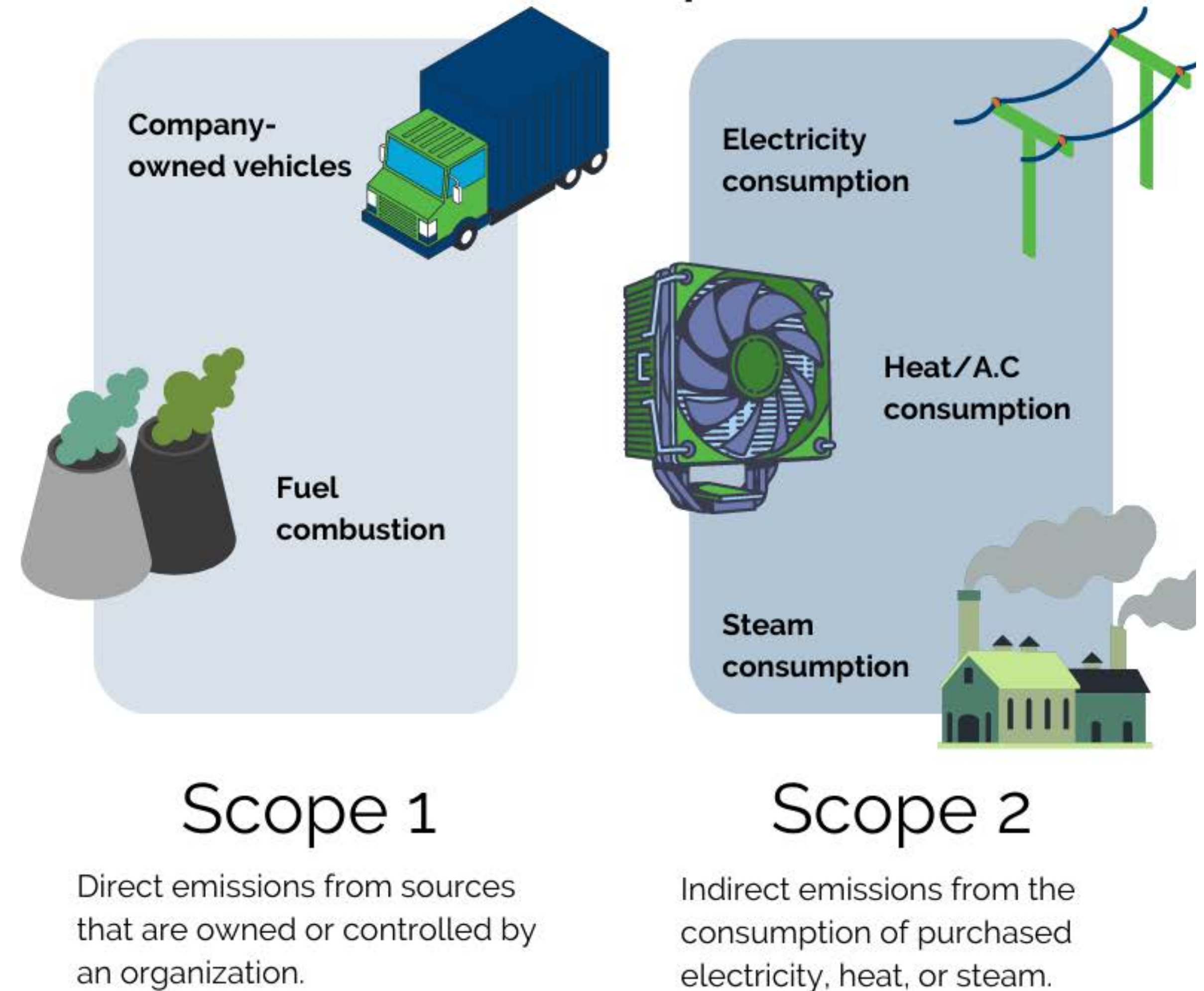
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carbon neutrality

SCOPE 1 & 2 EMISSIONS

Our goal is to operate as a carbon neutral company for the emissions we can control—which means scope 1 & 2. Scope one emissions refer to greenhouse gases resulting from burning fossil fuels—either on site (e.g., natural gas for heat), or indirectly through a utility (using electricity).

Project Hive's headquarters sources its electricity from 100% wind electricity through Xcel Energy and produces additional clean energy through its solar panels.



IMPACT: Net zero carbon emissions for scope 1 & 2

MAKING AN IMPACT

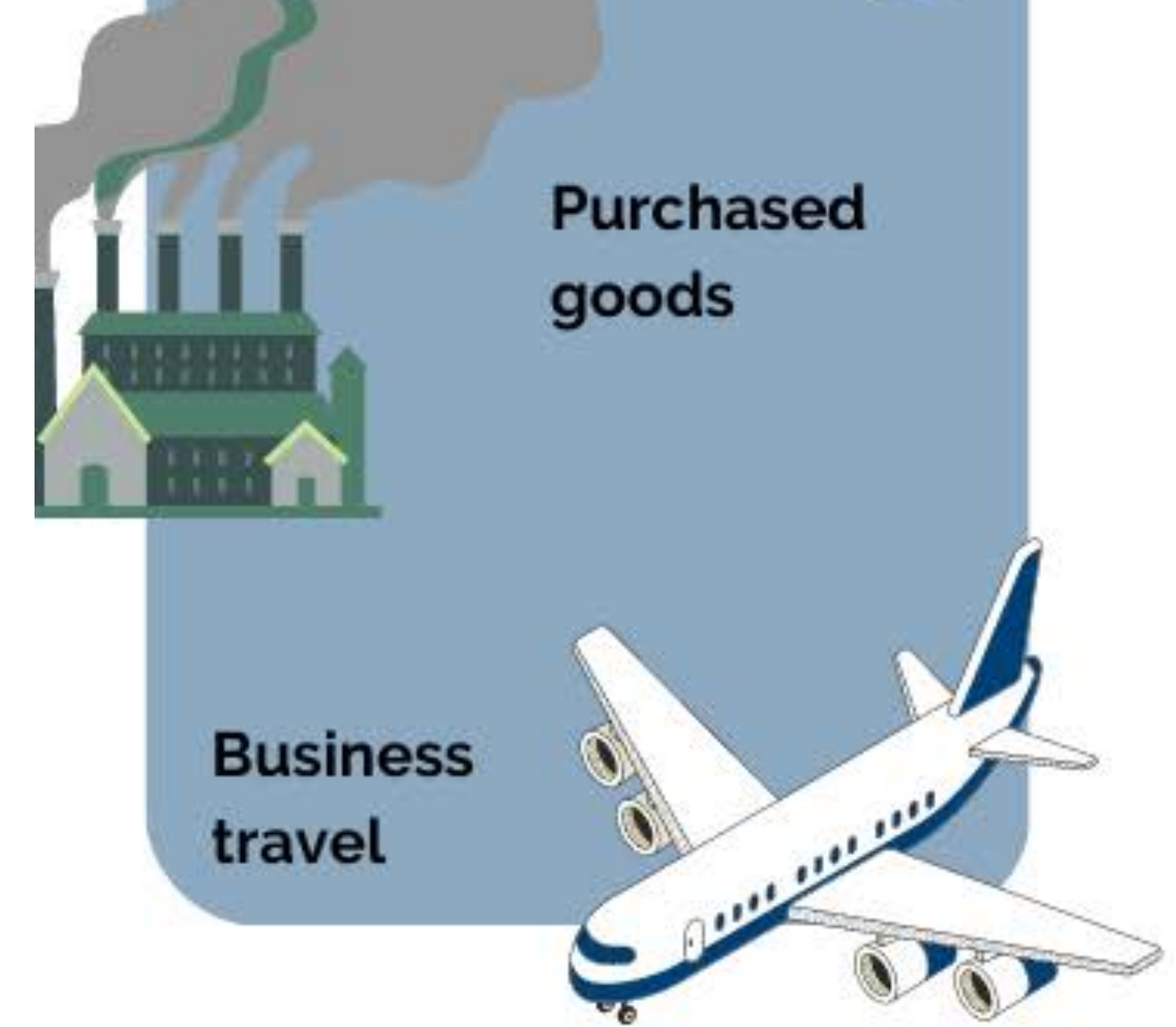
carbon neutrality

SCOPE 3 EMISSIONS

Scope 3 emissions are greenhouse gases resulting from upstream and downstream activities (see [blog post](#) for more detail). We calculate Scope 3 Emissions for:

- ⚡ Energy consumed by our suppliers to manufacture our dog toys and dog treats = 4.6 mte CO₂
- ⚡ Distribution (freight) of dog toys and treats from manufacturers to warehouses to stores to homes = 30.1 mte CO₂
- ⚡ Employee air travel = 1 mte CO₂

To the extent we can influence these factors, we work with our partners to reduce emissions.



Scope 3

Indirect emissions resulting from the activities of an organization, but not included in Scope 2.

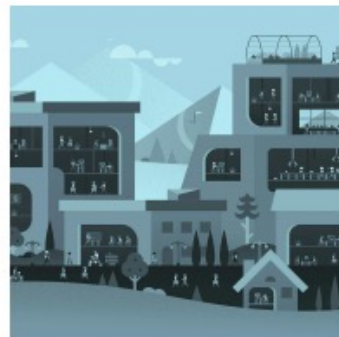
IMPACT: 35 mte CO₂ scope 3 emissions

B CORP **RE**CERTIFICATION



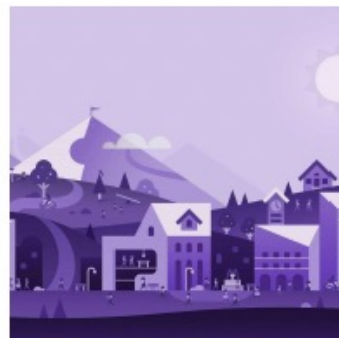
Governance

16.2



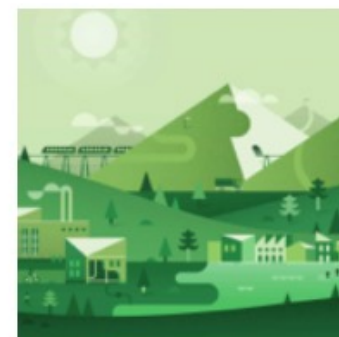
Workers

23.7



Community

21



Environment

26



Customers

3.6

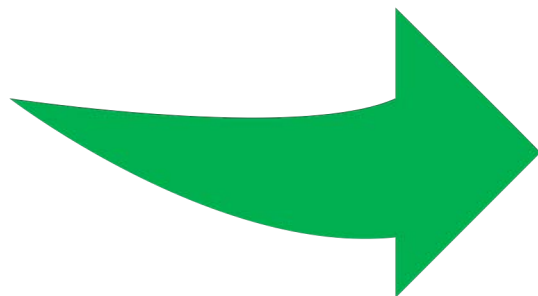
Project Hive was formed as a public benefit LLC. Since our launch in early 2021, our goal was to achieve B Corp Certification, which we were thrilled to achieve in December of 2022. Recertification is required every 3 years—so 2024 was under review by the B Lab too! We are happy to report that we successfully recertified in 2025, with our score improving from 89.8 to 90.6!

Certified



Corporation

89.9



90.6

LOOKING AHEAD

Project Hive is always working on growing our positive impact and reducing any negative impact. Specifically, that includes:

- 🐝 Sourcing recyclable or compostable treat packaging while still meeting food-grade standards.
- 🐝 Working more closely with our suppliers to measure and reduce our Scope 3 emissions.
- 🐝 Expanding advocacy around the importance of bees, pollinator habitat, and sustainable brands.

By using business as a force for good, we hope to lead and inspire others on the path towards a better, healthier future for people, pets, and the planet.





**Let's make our
planet thrive—**

**one happy dog and
countless bees at a time**