



# **2023 IMPACT REPORT**

**FISCAL YEAR  
2022**



Project Hive Pet Company was created to use business as a force for good. Our mission is to save the bees.

**ONE HAPPY DOG,  
COUNTLESS  
bees saved.**





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## LETTER FROM OUR FOUNDERS

Greetings from Minneapolis!

In our second year of operations, we saw tremendous growth in the distribution of our USA-made dog toys and treats. In addition to expanding through retail and distributor sales channels, Amazon, Chewy, and our own website, we launched in Canadian retailers in the fall of 2022 (see section on Making an Impact for how we help save bees in Canada). And to add to our line of 5 dog toys and treats, we introduced our Hive Biscuits and continue to innovate in the dog toy and treat categories for growth in 2023.

We achieved B Corp Certified in December 2022 (see section on B Corp Impact Assessment). This has been an aspirational goal of ours since we were founded as a Public Benefit Company, and we're excited to be releasing our first annual Impact Report!

We are humbled by the reception of our mission-driven brand and hope that dogs everywhere can enjoy a healthy, more sustainable planet—now, and in the future.

With gratitude,

**Melissa Rappaport Schifman +  
Jim Schifman, Co-Founders**





## B CORP ASSESSMENT

# Project Hive Pet Company was B Corp Certified 12/15/22

B Corp Certification means that a company has been verified as meeting B Lab's high standards for social and environmental impact, that it has made a legal commitment to stakeholder governance, and that it is demonstrating accountability and transparency by disclosing this record of performance in a public B Corp profile.

In addition to B Corp's website, this Impact Report discloses our record of performance.





## B CORP ASSESSMENT

# What is B Corp?

B Corp Certification does not mean that a company is perfect, nor that it has achieved its highest impact. It does show that we are part of a global community of businesses working collectively for economic systems change, and that to stay committed to this work, we must meet rising standards for social and environmental performance.

To achieve certification, a company must score a minimum of 80 points.

**Every B Corp™ is scored using these five impact areas.**



**B CORP ASSESSMENT**

# How Does Project Hive Pet Company Score?

**89.9**

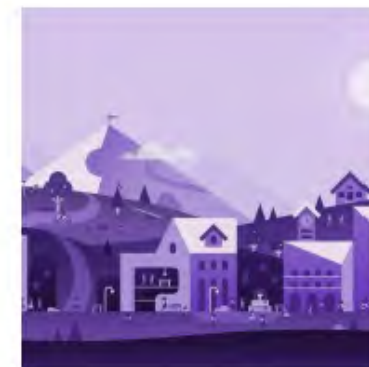
The following five pages provide detail on each of these impact areas.



**Governance**



**Workers**



**Community**



**Environment**



**Customers**

QUESTIONS ANSWERED 19/19 OVERALL SCORE **15.5**



QUESTIONS ANSWERED 40/40 OVERALL SCORE **23.7**



QUESTIONS ANSWERED 42/42 OVERALL SCORE **22.1**



QUESTIONS ANSWERED 41/41 OVERALL SCORE **24.9**



QUESTIONS ANSWERED 6/6 OVERALL SCORE **3.6**





## B CORP ASSESSMENT

# Governance

## Practices pertaining to mission, ethics, accountability, and transparency

Project Hive Pet Company was founded as a Public Benefit Company with a mission to save the bees. So, we are legally bound to consider not just profits to shareholders, but to our mission and impact on all stakeholders: employees, owners, the community, and the environment. We value transparency, particularly with statements related to being “sustainable.”



IMPACT AREA

**Governance**

SCORE

**15.5**



## B CORP ASSESSMENT

# Workers

## Employees' financial, physical, professional, and social well-being



IMPACT AREA  
**Workers**

SCORE  
**23.7**

We wouldn't be anywhere without the hard work of our employees, and we honor that. Project Hive Pet Company pays its employees a living wage, offers a SIMPLE IRA for retirement planning, generous parental leave policies, and more. New hires receive an employee handbook, training, professional development, and time off for volunteering. While we are a small company, our employees have told us they are 100% extremely engaged and satisfied!



## B CORP ASSESSMENT

# Community

## The economic and social well-being of the communities in which we operate

B Corp's first question in this section is, "Does your company's business model create a specific positive benefit for stakeholders such as charitable partners, vendors or suppliers in need, or your local community?" The answer is yes.

- 🐝 As a member of 1% the planet, we donate to our nonprofit partners to help save the bees (see pages 14-16).
- 🐝 We make all our products in the USA and support many local businesses.
- 🐝 We wrote a Supplier Code of Conduct to help our suppliers on their journey towards a more sustainable future.



IMPACT AREA

**Community**

SCORE

**22.1**



## B CORP ASSESSMENT

# Environment

## How operations impact air, climate, water, land, and biodiversity



IMPACT AREA

**Environment**

SCORE

**23.1**

Perhaps our biggest impact in this section comes from the fact that all our treats are Non-GMO Project Verified (see page 16). For pet parents looking to support a more sustainable agricultural system, Project Hive is one of only a handful of companies that offer Non-GMO dog treats. Also:

- ❖ Our treats are vegetarian; not using meat reduces our impact on the air, water, and soil (and obviously on animals!).
- ❖ We monitor our energy use and are operating as a carbon neutral company for Scope 1 and 2 emissions (see page 18).
- ❖ To reduce waste, our toys are 100% recyclable.



## B CORP ASSESSMENT

# Customers

## Stewardship of customers through the quality of products, positive marketing, data privacy and security

First and foremost, we stand by the quality of our products. We want our customers—dogs, pet parents, retail partners—to have a positive experience with Project Hive Pet Company’s dog toys and treats. Many of our policies are made available on our website with a publicly available FAQ section and a 30-day refund policy. Our employee handbook includes a section on ethical marketing and customer engagement policy.



IMPACT AREA

**Customers**

SCORE

**3.6**



**MAKING AN IMPACT**

# **Establishing pollinator habitat**

**1% of gross sales is donated to  
our partners to plant  
wildflowers across the  
United States and Canada.**





## MAKING AN IMPACT

# Habitat in the United States



Through FY 2022, Project Hive Pet Company's donations have funded the planting of 10 million square feet of healthy wildflower habitat in 12 key agricultural states. This habitat not only helps nourish and sustain bees. It also helps

- Feed birds, butterflies, insects, and other pollinators
- Improve soil, water, and air quality
- Capture and store carbon dioxide—a greenhouse gas—from the atmosphere.



Our donations have also helped

- Expand the Seed a Legacy program to add additional states
- Launch the Solar Synergy Program
- Support the new edition of the Habitat Establishment & Management Guide.



## MAKING AN IMPACT

# Habitat in Canada

As news of our woof-worthy™ (and whiff-worthy!) dog toys and treats started spreading across North America, the kind folks in Canada expressed interest in our company. In the fall of 2022, we were thrilled to start offering our products to retailers in Canada!

As much as our Canadian retail partners love our mission, they wanted to know: **How Does Project Hive Pet Company help save the bees in Canada?**

Canada has similar issues as the US: habitat destruction. Bees everywhere need pesticide-free, insecticide-free flowers to feed on. We found a fantastic partner: the Canadian Honey Council, a nonprofit that assists over 13,000 beekeepers that manage 810,000 bee colonies.

Because of our partnership, this will be the first time the Canadian Honey Council helps beekeepers plant habitat. It already has two projects in mind. (See this [blog post](#) for more information.)



**“I think every beekeeper out there would love to have these projects nearby.”** - Rod Scarlett, Canadian Honey Council



## MAKING AN IMPACT

# Non-GMO Treats

Supporting Non-GMO agricultural practices is essential to Project Hive Pet Company's mission to save the bees. Why? Because the industrial agricultural practices that support GMOs contribute to unhealthy habitat for bees. We want to help change that.

A [Consumer Reports survey](#) noted that more than 70 percent of Americans say they don't want genetically modified organisms in their food—so why would we want them in our pet food? We went the extra mile to achieve Non-GMO Project Verification, a third-party certification program that verifies that our ingredients do not contain genetically modified organisms. Learn more here: [Why Does Non-GMO Food Matter?](#)





## MAKING AN IMPACT

# Made in the USA



**MADE IN USA**



When we started this company, we knew we wanted to make our dog toys and treats in the United States. Why? Three main reasons:

1. To support the U.S. economy and U.S. jobs. The Economic Policy Institute found that just one job in non-durable manufacturing (our sector) contributes to an additional five indirect jobs.
2. To decrease the impact on the environment. Put simply, goods that are made overseas must travel much farther to get to their doggie homes, burning more fossil fuels that pollute the air and contribute to climate change.
3. To ensure fair labor practices and safe production of our products. The U.S. has more stringent consumer protection laws, which makes our products more dependable.

While our dog toys and treats might be slightly more expensive than other products made overseas, we think they're worth it!



## MAKING AN IMPACT

# Achieving carbon neutrality

## Scope 1 & 2 Emissions

Project Hive Pet Company has zero Scope 1 and 2 greenhouse emissions. How? Our headquarters gets its electricity from 100% wind energy through Xcel Energy and produces additional clean energy through its solar panels on the roof. The space is heated and cooled through ground source heat pumps, so no fossil fuel is burned for the electricity needed to run the company.

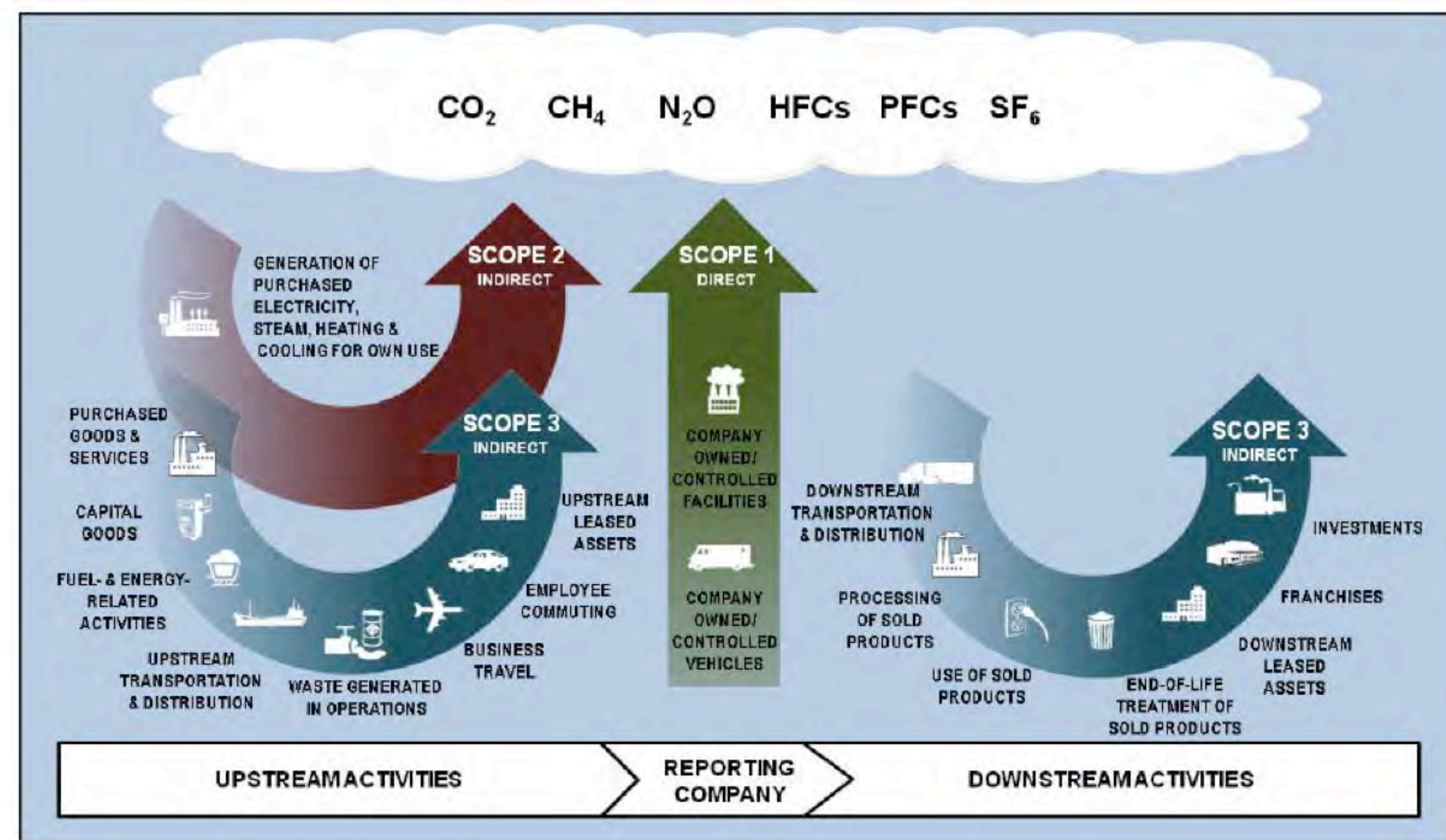




## MAKING AN IMPACT

# Working towards carbon neutrality

## Scope 3 Emissions



We calculate Scope 3 Greenhouse Gas Emissions for:

- ❖ Energy consumed by our suppliers of dog toys, dog treats, and packaging
- ❖ Distribution (freight) of dog toys and treats from manufacturers to warehouses to stores to homes
- ❖ Employee travel

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



## MOVING FORWARD

# What's next?

As we continue to grow our business—through new distribution channels and innovative new product launches—we know we have room for improvement. A few of the initiatives we are working on include:

- ❖ Launching the Hive Scent Collection™ of whiff-worthy dog toys with aromas inspired by plants that feed or need bees for pollination
- ❖ Finding more sustainable treat packaging
- ❖ Working more closely with our suppliers to measure and improve their impact and reduce our Scope 3 emissions

For B Corp, we pay annual dues for certification and will be recertifying in December 2025!







**Let's make our planet thrive—one happy dog and countless bees at a time.**