



# BOOCHCRAFT

ORGANIC HARD KOMBUCHA



2022

Impact Report

# Boochcraft Stakeholders,

Another year has come and gone, and we are still at it, making some of the tastiest hard kombucha. We are still doing things the “hard” way, pressing most of our fruit in-house and keeping our product unpasteurized. Our impact has taken some turns, some unexpected and others, years in the making. I believe each year we grow up a little bit more, learn from our mistakes, and make improvements along the way. This is what our “Do Better” value is all about at Boochcraft.

We will look back at 2022 and remember that it was a year to celebrate one of the biggest accomplishments in Boochcraft impact history. It was the year that we became a certified B-Corp. For those who do not know about this certification, here is an excerpt from their website:

*“Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.”*

In a nutshell, the B-Corp certification requires companies to meet the most rigorous standard for corporate social responsibility and environmental sustainability. Over the past 4 years, the certification journey was a team effort, requiring coordination and adaptability across each department. The process led us to make many positive changes within our company, from increasing employee benefits, to offsetting 100% of our energy use, to making plans for solar panels on our production facility. For us, the certification simply marks the beginning of a journey as we continue to strive to improve our B-Corp score, serving as a mirror for us to measure our successes and maintain accountability along the way.

However, achieving our B-Corp status is no easy feat- We faced an unexpected turn when discovering that our new Fair Trade sugar supplier did not have a certification that would comply with our current Fair Trade certification. After long deliberation, we made the tough decision to drop our Fair Trade certification. We did this for many reasons. Most notably, we selected a new supplier located in Costa Rica rather than India to ensure that we’re sourcing cane sugar that’s sustainably cultivated. With this decision, we made a commitment to giving back to the local community where our new sugar is grown in 2023 and beyond.

2022 wasn’t all twists and turns, we also maintained the most important partnerships from 2021. We continued our work with Feeding San Diego, arguably the most impactful initiative, sending hundreds of thousands of pounds of fresh organic produce to food insecure families in need. We are still composting all our food scraps, diverting millions of pounds of organic material from the landfill to become nutritious compost. Additionally, we have deepened our relationship with the Ecology Center, showing up at the majority of their events, donating to their farmer training program and collaborating for an even more impactful 2023 together.

All in all, this year has set the stage for years to come in many ways. We have solid partnerships to continue cultivating and B-Corp standards to uphold, guiding us to do business in a different way, a better way, if you ask me.

Sincerely,



Co-Founder / Director of Impact

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# Certifications

**HOLDING OUR LIQUID TO THE HIGHEST STANDARD.**

Certified



**Corporation**

A company held to the highest standard of social and economic impact. Joining an elite group of companies that are aligned to weigh all decisions through the lens of People, Purpose, and Planet in addition to Profit. Achieving B-Corp certification is the most rigorous evaluation a for-profit business can obtain with regards to social and environmental justice.



## **ORGANIC:**

100% of the ingredients in Boochcraft are USDA certified organic.

This commitment to sourcing the best possible produce through local farms supports our goal of delivering the freshest Booch and furthers our mission of progressing regenerative agriculture practices.

**“Looking into the future, we can only hope to continue improving our efforts in creating more harmony between people, planet, & profit. We see impact as an ever-evolving effort. Each time we turn over a stone to find something we can improve; it leads us to another stone. ‘Do Better’ is a Boochcraft value that holds us accountable to continue making better and better hard kombucha. It is also a value that keeps us looking to continue to refine our impact efforts each year.”**

**ADAM HINER, CO-FOUNDER & DIRECTOR OF IMPACT**





# Programs

## IMPACT STARTS INSIDE.

## INVESTING IN PROGRAMS & PRACTICES TO DRIVE HARMONY BETWEEN PROFIT & PLANET.

### COMPOSTING:

After juicing all we can from our fruit, discarded scraps are composted, where they're given a new life, moving onward to local farms where they are used in place of chemical fertilizers. Our composting directly reduces the impact on local landfill, which you can see by the annual weight recorded since we began operating.

**2017**

**80,183 lbs**

**2018**

**171,087 lbs**

### RENEWABLE ENERGY:

In 2022, we purchased 1172 Renewable Energy Certificates (1172 MWh) investing in the Ashtabula Wind project in North Dakota – the equivalent to the electricity used to power 108 homes. We purchased 194 Carbon Offsets investing in the Prairie Winds project in North Dakota – the equivalent to the emissions of a staggering 515,000 vehicle miles (the entire lifetime of over 4 cars). Additionally, we partnered with the Bonneville Environmental Foundation for these certificates and offsets, making Boochcraft a Net Zero Production Facility, and totally wind-powered.

**2019**

**560,558 lbs**

**2020**

**854,406 lbs**

**2021**

**1,110,985 lbs**

**2022**

**933,044 lbs**



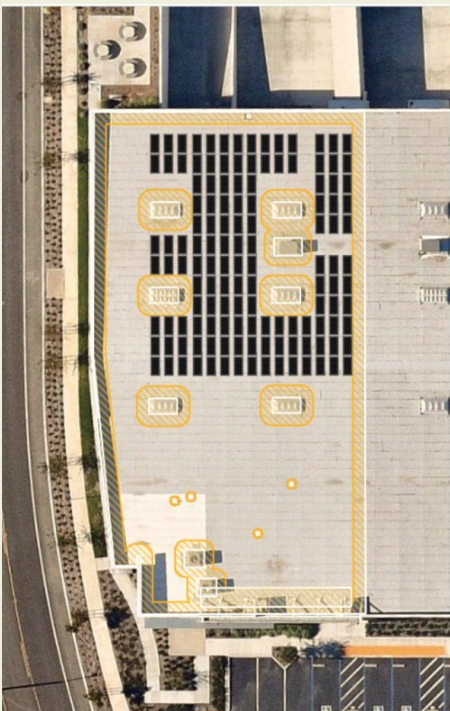
# Programs

## SOLAR INSTALL AT FAIVRE STREET

In 2022, we made the commitment to further prioritize renewable energy to make our brewery a truly net neutral energy facility.

Each year, we use over 96 kWh of energy at our Faivre Street Facility and over 749 kWh of energy at our main brewery location.

With the install of these 2 systems, planned for 2023, we will make significant strides to make an organic Boochcraft brewed by the sun (or at least a solar facility).





# Partnerships

**We have continued to narrow our partnership focus to double-down in the regenerative agriculture space. This decision allows us to have a greater impact on a single area of sustainability with lasting effects on a global scale.**

**We give a shit about the people and the planet we inhabit, and are focused on engaging in partners igniting change.**





# Partnerships

## THE ECOLOGY CENTER

The Ecology Center is on a path toward meaningful systems change through shifting behaviors and increasing access at the community level. This supports a cultural shift through education, where the next generation can gain access to vocational training and apprenticeships on the farm. Leading change through knowledge and experience, The Ecology Center amplifies awareness around diverse sourcing methods among the greater community.

- **DONATED \$11,875 TOWARDS FARMER APPRENTICESHIP PROGRAM TO TRAIN FUTURE FARMERS IN REGENERATIVE AGRICULTURE PRACTICES**
- **DONATED OVER \$4,000 IN PRODUCT TOWARDS THEIR FUNDRAISING PROGRAMS**
- **PARTNERED ON OVER 20 EVENTS TO FURTHER REGENERATIVE EDUCATION IN THE COMMUNITY.**





# Partnerships

## FEEDING SAN DIEGO

Feeding San Diego is on a mission to connect every person facing hunger with nutritious meals by maximizing food rescue. Established in 2007, Feeding San Diego is the leading hunger-relief and food rescue organization in San Diego County and the only Feeding America member in the region.

- \$121,853 WORTH OF ORGANIC FOOD DONATED
- 43,618 POUNDS OF FRESH FRUIT PROVIDED
- HOSTED ADDITIONAL FOOD DRIVES AT OUR TAPROOM



## FAIR FOR LIFE

Fair For Life works to improve equity in all parts of the supply chain, which has been a growing priority for consumers for many years, resulting in certifications that help brands communicate exactly that.

- PAID \$41,326 IN FAIR TRADE SUGAR PREMIUMS WHICH GO DIRECTLY TO BENEFIT FARMERS AND ADDRESS LOCAL COMMUNITY NEEDS IN INDIA
- OVER 200 SMALL FARMERS BENEFIT FROM OUR PREMIUMS







# Our Impact

## + WHY IT MATTERS

Our Booch is made from real, organic fruit, juiced in-house at our brewery in Chula Vista. We intentionally use fresh ingredients and choose refrigeration as our only source of preservation. This choice to do things differently set us apart.

Our decisions to source whole fruit from small farms, compost our scraps, donate fruit that can't be juiced to the food insecure, and continuously evaluate and improve our emissions and footprint, are at the core of our value system. A commitment to making the best product, sustainably. That's why our impact initiatives are so important to us. We truly care and feel it is our duty as humans, community members, as a recognizable brand, and simply as inhabitants of Earth, to operate Boochcraft with as much integrity and as sustainably as we can.

# Boochcraft is doing things different.

# 2022 AT A GLANCE



**\$174,000+**  
**DONATED**



**900,000+**  
**POUNDS OF FRUIT  
SCRAPS COMPOSTED**



**200+**  
**FARMERS  
SUPPORTED**



**43,000+**  
**POUNDS OF ORGANIC FRUIT DIVERTED  
FROM LANDFILLS TO THE HOMES OF FOOD  
INSECURE FAMILIES ACROSS SAN DIEGO.**



**ZERO**  
**AMOUNT OF COAL BURNED, BOOCHES  
PASTEURIZED, ARTIFICIAL FLAVORS ADDED,  
OIL SPILLED, LOBBYISTS PAID OFF**

**& BOOCHCRAFT**

