



**Doing
Good
Better**

2021 IMPACT REPORT





He maitai ki te whenua

Good for the land

he maitai ki nga iwi

good for the people

he mea mahi ana

good for you

All Good are Aotearoa's first and only Zero Carbon bananas, cutting carbon emissions and offsetting the rest by helping to save rainforests in South America. We've sold over 150 million bananas, generated more than \$26 million in revenue for our farmers, and contributed over \$2.6 million in support of social and environmental projects. Our Fairtrade licence guarantees fairness, equity and healthy working conditions for our suppliers. We've also sold over one million litres of oat milk, each one using 80%* fewer greenhouse gas emissions than its dairy equivalent, using about 60% less energy, and 10 times less water.



Kia ora – and thanks a bunch

In this handy package we've gathered together all the good you do choosing All Good. We've done this to show you how much more good we can do together!

With a lot of help, All Good became Aotearoa's first Fairtrade banana brand. We're proud to say that we're the country's first and only Zero Carbon banana business. We're still Aotearoa owned, but 'grower led.' Our roots are firmly planted where our bananas grow.

But the fact is we're still just starting out. While we're bananas about bananas, we didn't get into this just to sell fruit. We're here to change the way Kiwis relate to their food, and the people and places that produce it.

That's why we're applying everything we've learned to cutting out the middle mammal in the milk market. All Good Oat Milk is dairy free, and free from genetically modified organisms (GMO). It's soy free and unsweetened. It boasts an uncompromising and gorgeous milky flavour. And, just like our bananas, it's good for you and our planet. It's our next move to make the world All Good.

If you're reading this, you're probably been part of our story already. Maybe you put All Good products on a shelf, or took them off. So thanks a bunch! Without you, none of the amazing stuff would have happened.



But we need to do more.

We didn't just choose All Good as a snazzy name. We wanted a challenge. We set out to be All Good for the world around us, and All Good for all the people.

So we're laying out some audacious plans. We want you to help, and help hold us accountable. For our part, we'll work hard and be honest about our progress.

Ten years ago we set out to be the world's greenest banana company. This is how far we've come, and where we're going.

We've gone bananas for oat milk

Milk is a superfood of convenient nutrition. It puts the pop in our cereal. It puts the smooth in our coffee. It's what makes ice-cream, butter, and chocolate so great. And - the average Kiwi goes through 100kg of the white stuff every 12 months. Worldwide, we use a couple of billion litres a year.

But that much milk from cows comes with costs. It's not kind to the animals. It uses a lot of land. It pollutes the water. In New Zealand, nearly one in three of our rivers are unsafe for swimming, largely because of industrialised dairy farming.

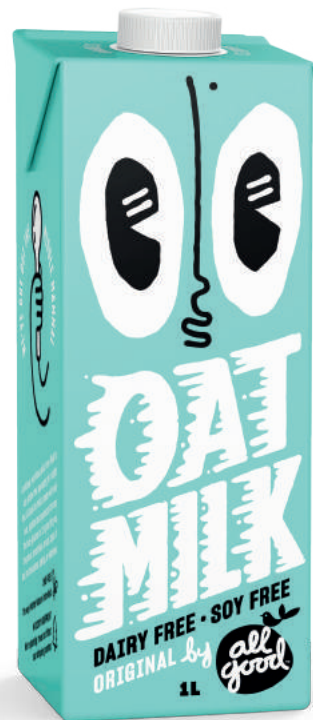
That leaves an unpleasant taste in the mouth.

So in 2016, we set out to cut out the middle mammal from our milk.

Like with our bananas, we had to start with a world beating flavour. New Zealand oat milk wasn't quite there yet, so we scoured the globe for something special. We've been working with our Swedish oat milk maker for over three years. They're the best in the world! They source some of the finest oats on earth, then put them through their patented natural enzyme process. It makes the milkiest oat milk imaginable.

This is the kind of milk Aotearoa deserves. Because in terms of environmental impact, oat milk beats cow's milk hooves down.

Switching to oat milk can cut greenhouse gas emission by up to 80%. It needs 60% less energy (depending on how and where it is made). The process uses about ten times less water than cow's milk, way ahead of most other plant-based options.



All Good by the numbers, 2021*

One third of all global greenhouse gas emissions come from the food system¹.

Without a huge shift in how we farm, produce and consume food, we risk climate catastrophe.

Plant based diets reduce food carbon footprints by up to 73%²

This is a summary of the carbon accounting for All Good's entire operations, from the farms to our customers' fridges and fruit bowls.

All Good is responsible for the annual production of 3,883.70 tonnes of CO₂e.

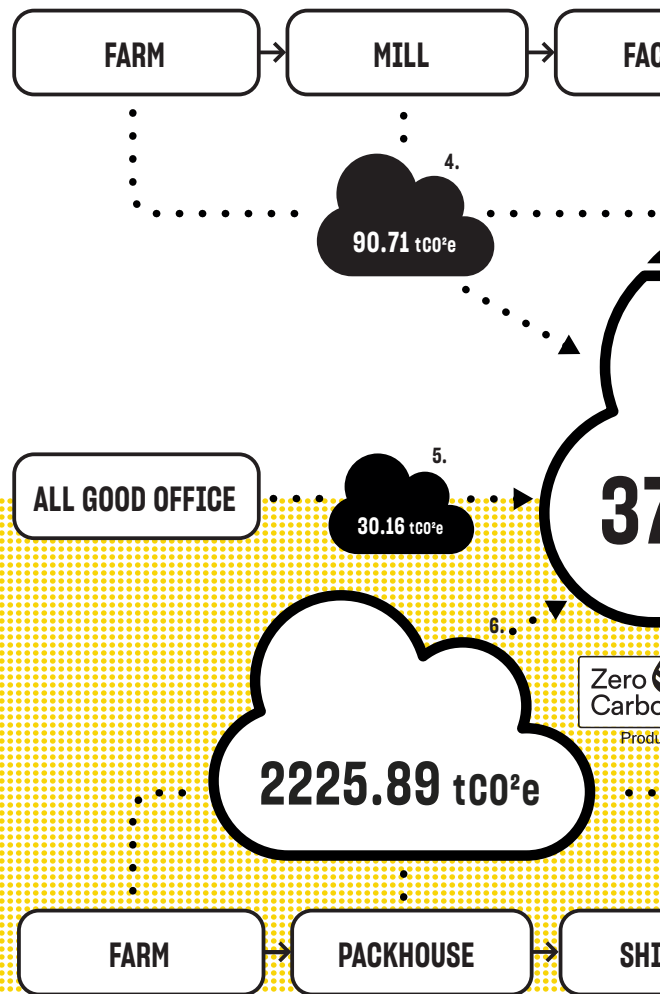
We currently mitigate 3,762.83³ tonnes and are on the path to eliminating the remaining 120.87 tonnes to become net positive.



Greenhouse gas emissions offset



Greenhouse gas emissions not offset



1. Crippa, M., Solazzo E., Guizzardi, D., Monforti-Ferrario, F., Tubiello, F.N. and Leip, A., 2021. Food systems are responsible for a third of global anthropogenic GHG emissions. *Nature Food*, 2(3), pp.198-209.

2. Xu, X., Sharma, P., Shu, S., Lin, T.S., Clats, P., Tubiello, F.N., Smith, P., Campbell, N. and Jain, A.K., 2021. Global greenhouse gas emissions from animal-based foods are twice those of plant-based foods. *Nature Food*, 2(9), pp.724-782.

3. Audited by Ekos.

4. Swedish produced oat milk farming, milling & factory production using published proxies

5. All Good Office greenhouse gas emissions using Ekos business calculator

6. Zero Carbon Freight audited by Ekos

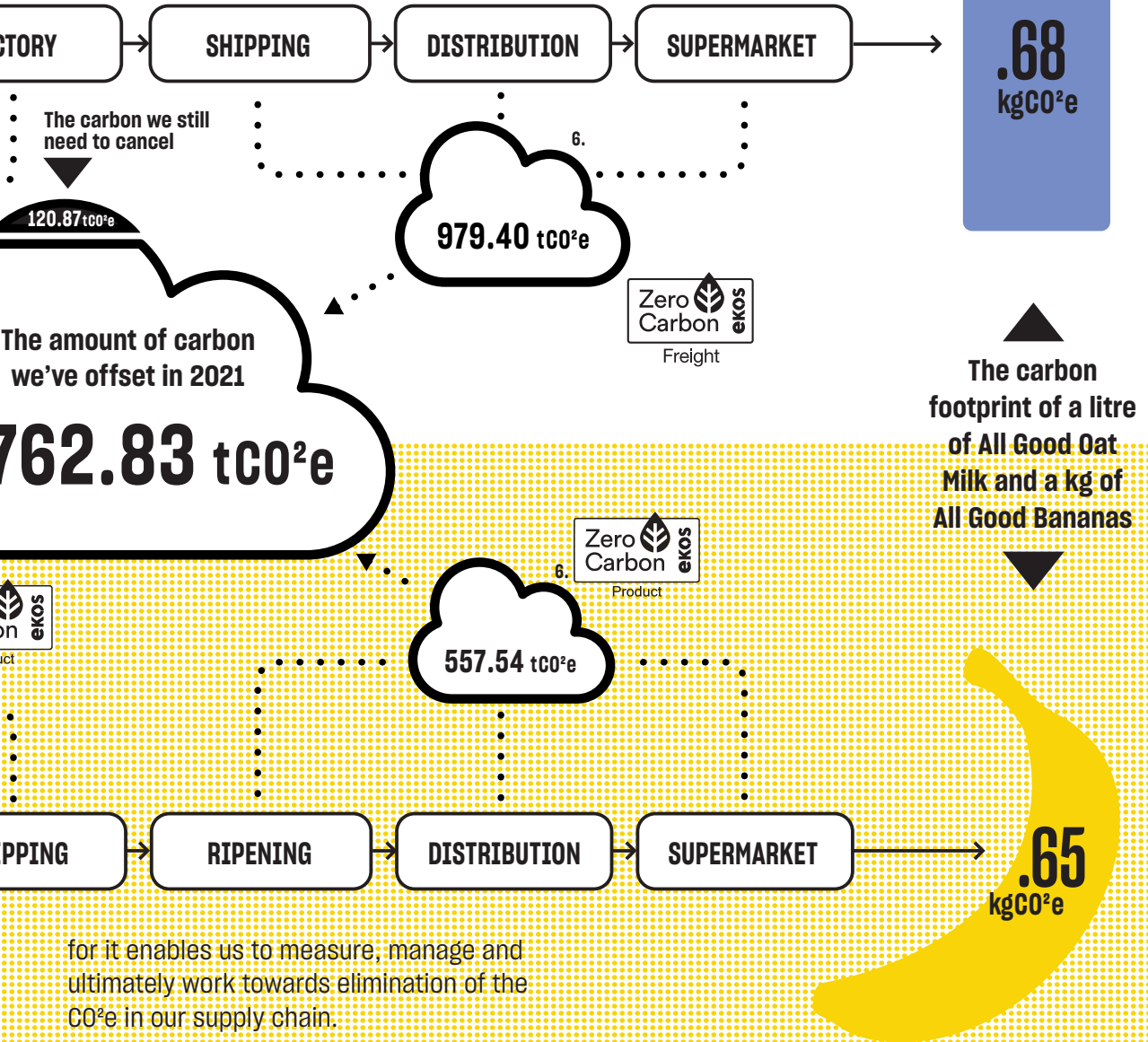
Zero Carbon product audited by Ekos and offset by Climate Partners.

* These figures are for the 2021 calendar year, November and December are forecast.


Although carbon offsetting isn't the best way of managing our liability for greenhouse gas emissions, the process of accounting


“It’s easy to forget that ultimately the emergency of the climate comes down to a single number – the measure of carbon dioxide in our atmosphere.”

David Attenborough COP26 2021



Our 2021 report card

SUBJECT	GRADE	COMMENTS
CARBON EMISSIONS 	We are currently offsetting approximately 98%* of all carbon emissions.	Our goal is to measure All Good's total carbon footprint by the end of CY22, with a plan in place to become net zero carbon by the end of CY24
Office operations	We were responsible for 30.157 tCO2e	Our goal is to measure and offset All Good's total office operations carbon footprint by the end of CY22
Oat Milk: farm, mill & factory	We were responsible for 90.71 tCO2e	Our goal is to measure All Good's total carbon foot by the end of CY22, with a plan in place to become net zero carbon by the end of CY24
Oat milk: shipping, distribution & supermarket	For the full year 2021 we anticipate to emit 979.4* tCO2e for the freight and distribution of Oat Milk globally. *this data is yet to be audited by EKOS.	Our goal is to measure All Good's total carbon foot by the end of CY22, with a plan in place to become net zero carbon by the end of CY24
Bananas: farm, pack-house & shipping	We were responsible for 2225.89 tCO2e which we offset resulting in net zero carbon emissions	As of January 2021, all imported All Good Bananas are certified Zero Carbon
Bananas: ripening, distribution & supermarket	We were responsible for 557.54 tCO2e which we offset resulting in net zero carbon emissions	As of January 2021, all imported All Good Bananas are certified Zero Carbon








PACKAGING 	We are currently responsible for 5,000,000 pieces of plastic tape p.a. We moved to the soft plastic recycling scheme in 2021.	We want to produce a home decomposable packaging solution by the CY24, a project we have been working on with Agrofair for 6+ years.
All Good Banana tape	Our banana growers have avoided over 8000kgs of plastic going to landfill in the past year.	We will be moving to a home compostable sticker on all loose bananas in March 2022.
Cardboard boxes and plastic bag packaging for All Good Bananas	There is not currently a solution for the plastic bag as the bananas need the bag for the humidity. Plastic crates are now being deployed instead of cardboard cartons in a trial.	Implement a plastic crate trial by the end of CY23.

Don't just take our word for it. We rely on third parties to audit our claims and support our mission.





These one to five stars are a way of ranking our progress and room to improvement.

SUBJECT	GRADE	COMMENTS
SECURITY OF FOOD SUPPLY  Tropical Race 4 (TR4) - banana disease	The spread of TR4 could be a significant disaster. Bananas are not just an export product. In many countries bananas or plantain are an essential commodity and vital for food security.	Our partners Agrofair are searching for hardier banana varieties. While The El Guabo Association of Small Bananas Farmers improve the soil and water quality of their farms in through a number of premium funded initiatives like the 'living fence' project. This is reported on each year.
STAFF TRAVEL 	Our travel emissions were reduced in 2021 due to COVID. We currently are offsetting all air travel carbon, except our sales managers vehicles.	From January 1st 2022 all sales managers vehicles carbon emissions will be offset. Become net zero carbon by the end of CY24.
DIVERSITY & INCLUSIVENESS 	We encourage workplace diversity and empower employees within the business to strive for leadership positions. Our GM is a woman.	Appoint a female member of the board by the end of CY22.
MENTAL WELLNESS 	We are registered with EAP to assist in the improvement and resolution of problems that can impact our people's well-being, both inside and outside the workplace.	Creation of a formalised wellness policy that all employees have access to, by end of CY22.
LIVING WAGE 	We are not living wage certified, but all employees are paid the living wage at a minimum.	Become living wage certified by the end of CY22.
CHARITABLE GIVING AND COMMUNITY ENGAGEMENT 	All Good donates over 500 boxes of bananas to community initiatives every year and supports a number of outdoor events.	Commit to donating 500 boxes of bananas every year.
EDUCATION 	All Good School Pack is a free resource available to parents and teachers. The pack includes fun and engaging ways to teach primary school children about the All Good story and takes them through the supply.	Update the current school pack to include information about oat milk and climate action, by the end of CY22.

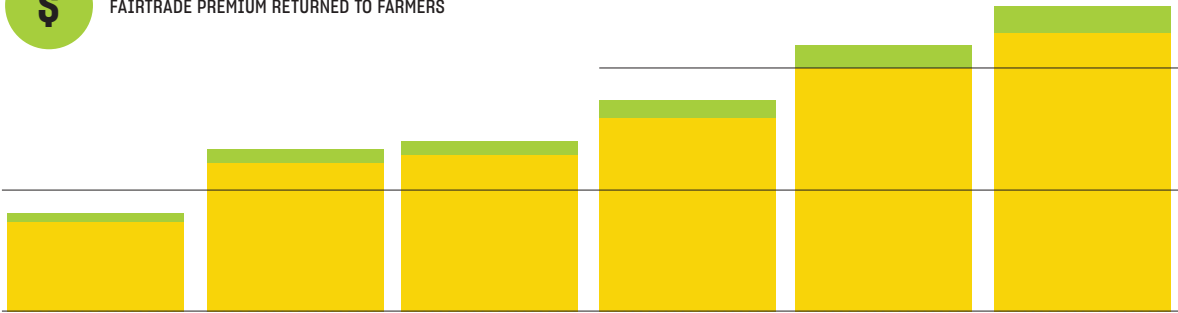
A brief history of All Good



TOTAL REVENUE RETURNED TO FARMERS



FAIRTRADE PREMIUM RETURNED TO FARMERS



2010

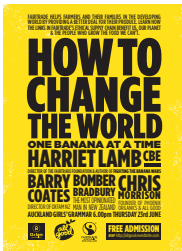
2011

2012

2013

2014

2015



New Zealand's First Fairtrade Bananas

All Good sell the first bunch of Fairtrade bananas in Aotearoa at Victoria Park New World.

Saving The World One Banana At A Time

Harriet Lamb, the CEO of the Fairtrade Foundation visits Aotearoa to meet All Good customers and Fairtrade supporters.

Say No To The Corporate Banana

Campaign to promote All Good as the most ethical choice of banana for Kiwi shoppers.

Meet The Farmers Who Grow Your Bananas

Wilson Sanchez, of the El Guabo Association of Small Banana Farmers, visits Aotearoa to meet the people buying their bananas. All Good nominated one of the world's ethical companies.

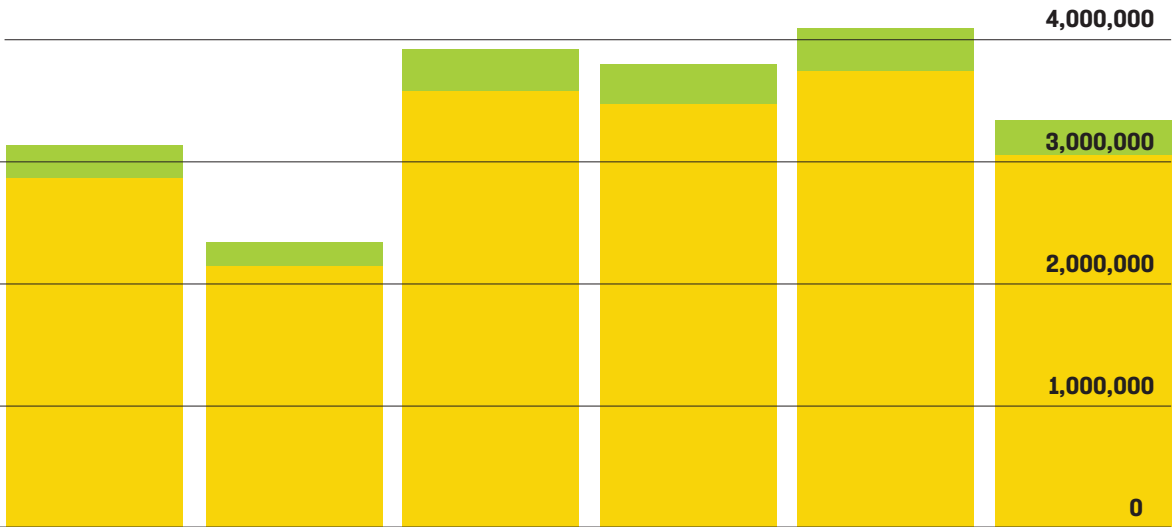
The World's Fairest Fair Trader

Awarded the Fairest Fairtrader by the Fairtrade Foundation for going above and beyond the criteria of the Fairtrade licence.

You're Amazing

Celebrating 5 years and paying over \$7million back to banana farmers and their families.

NZD 5,000,000



2016

2017

2018

2019

2020

2021



Where Do Your Bananas Come From?

School education programme illustrating how All Good Bananas are good for the growers, good for the land and good for you.

All Good Supporting Rainforest Biodiversity

Celebrating the regeneration and protection of the rainforest ecology where All Good Bananas are grown.

Thanks A Million

All Good Banana sales to New World customers and all our independent stores enable El Guabo farmers to invest \$1 million into community projects.

Our Bananas Have Nothing To Hide

Launching Aotearoa's first organically grown All Good Fairtrade banana.

Introducing All Good Oat Milk

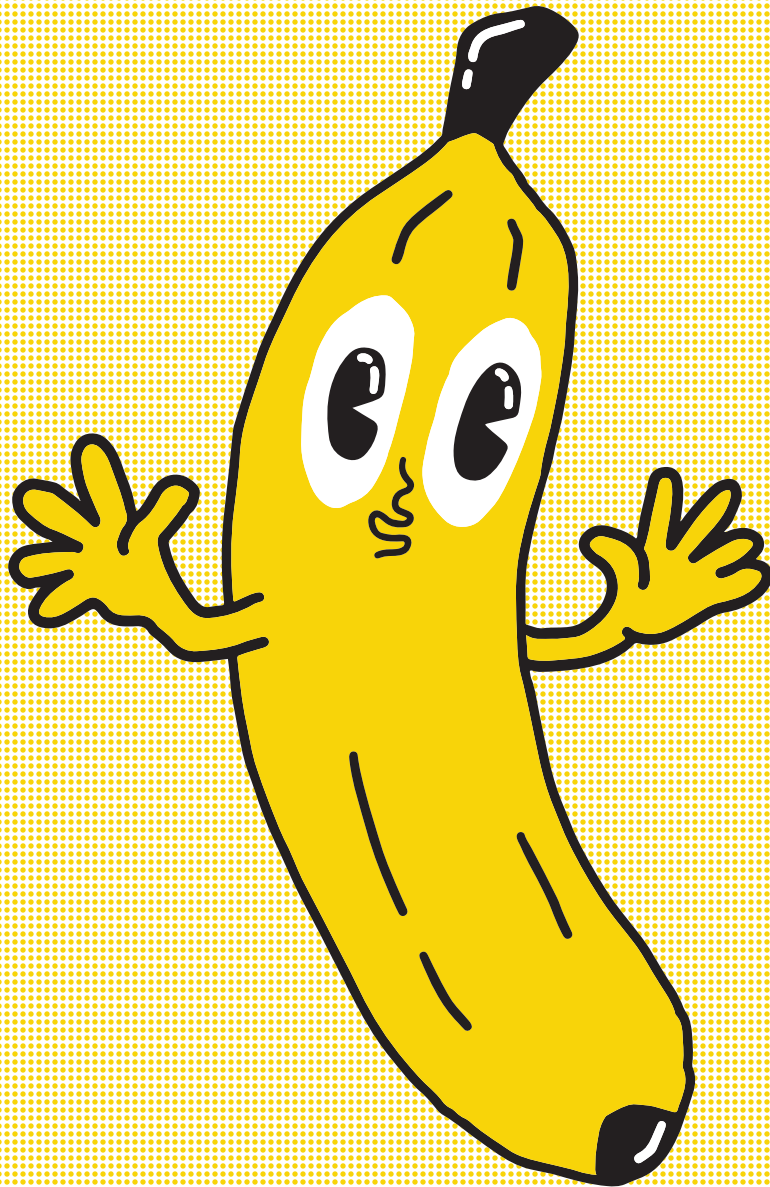
All Good Oat Milk arrives.

New Zealand's Only Zero Carbon Bananas

Bringing climate neutral Fairtrade and organic bananas to Aotearoa.

Ten years not a slave

Guy Williams celebrating All Goods' fifth birthday by surprising banana buyers at New World Victoria Park.



Our banana company has turned ten.

It's learned a thing or two along the way, and is getting to grips with some of the more complex things in life. It's made some wonderful friends, and found time for fun.

But it still needs help in growing up, reaching its potential, and making the right choices.

All too soon, it will need to step up into bigger ambitions than it may imagine today.



Back in 2008 All Good's founders Chris, Matt and Simon, saw that the global fruit trade had somehow bypassed Samoa's delicious organic bananas. Meanwhile, Kiwis were making do with bananas grown in dodgy conditions. Something had to be done.

We wanted organic, but fruit has to be sprayed for bugs when it reaches our shores. That turned Samoan bananas to mush. We tried special shipping containers. A large beetle flew out of the first one, straight onto the inspector's face! So we did what we could. We dried the Samoan bananas for import and looked for a fresh option.

That led us to the El Guabo Association of Small Banana Farmers in Ecuador. They had started one of the world's first Fairtrade groups. But we couldn't get the fruit. A big banana firm had an exclusive deal with the shipping companies. El Guabo came to our rescue - they threatened a

shipping boycott to give us a chance.

Specialist foodies in New Zealand were keen, but we needed the supermarkets. Bananas are one of the top three biggest sellers. But New Zealanders didn't know where their bananas came from, or what Fairtrade was. So those first six months were tough. We sold bananas out of the back of Matt's Mum's car. Some shops said they'd take as many as we could fit in it, just to see us do it.

We had faith that Kiwis wanted an ethical banana, and great tasting fruit. Groups like Tear Fund, Oxfam and Trade Aid got behind what we were doing. We told everyone about our growers, and what we could do with and for these communities. It took time, but we got rolling.

We've now sold more than 150 million bananas, and everyone who bought one has helped support our growers and their families.

We're in good company

When we think about our customers, we're pretty chuffed. They're part of the family, the team, the movement. The people who get All Good Bananas on their shelves are putting their hands up for a better world. We always remember how they've gone the extra mile to offer shoppers the choice of an ethical and sustainable banana.

Foodstuffs has been awesome at helping Kiwis buy better and eat better. We love being part of that together. They supported us right from the start. Without their pioneering faith and trust, we couldn't have done so much good with the growers of El Guabo.

In 2019, we were lucky enough to travel to El Guabo with Brigit Corson and Phil Whitehead from Foodstuffs. They saw the good that selling All Good Bananas in their supermarkets does. It was a very special journey, another way of connecting good people and good produce.

We'll do it again when the world opens back up.

We've also had incredible support from Moore Wilson's, Farro, Commonsense, and a host of high street heroes in fruit and veggie shops all over the country. They all took a chance on us. They're giving their customers that choice. We can't thank them enough, and we can't wait to do more good together.

Good people also got in behind us from Oxfam, Fairtrade, the Sustainable Business Network, EnviroSchools, government, and media. We're so glad they did. Together we're all going to need to make sustainability as Kiwi as running in jandals.

When we think of All Good as a company, we think of it as "Being in good company." We're ultimately just a bunch of people trying to do the right thing. Relationships are everything to us. Staff, the growers, our shippers, our customers, our partners. They're all vital to the connections we want to make.



T&G Fresh

foodstuffs NORTH ISLAND

FOODSTUFFS
South Island 



farro 

commonsense

ORGANICS · PEOPLE · PLANET


CeresOrganics



In 2015, when we needed to get our bananas into the hands of more people, we knew who we wanted to work with. Our exclusive sales and distribution partnership with T&G Fresh was the boost we needed.

We're very lucky to work with one of Aotearoa's best loved and best equipped growers, marketers, and distributors. They have the national transport network, as well as the strategic ripening and market locations that make it all possible.

In any partnership there are non-negotiables. At All Good we like to think of ourselves as choosy, rather than demanding. But we can't compromise on the "people and planet" part of what we do, and T&G Fresh didn't want us to.

T&G's Growing Green commitment was music to our ears. As they say: "We live by the land so

doing the right thing by it – environmentally and socially – is second nature to us."

Working together, we've grown together. We've grown this mission together, especially in the minds of the ordinary Kiwi. In the latest annual Colmar Brunton Better Futures report we are all together, us and our partners among the brands people think of as making an effort.

And on it goes. Our latest project with T&G Fresh was supplying New Zealand's Greenest Bananas.

Together we launched one of the world's first Zero Carbon and Fairtrade Bananas. It's all a group effort. From the growers in Ecuador, to our logistics and shipping friends at Agrofair, to our partners T&G Fresh.

It's just a taste of what's to come.

Good for the land

Wilson Sanchez in his mountain farm in the rainforest in foothills of the Andes. Wilson and his daughter Kelly, visited New Zealand in 2013 to meet some of the people buying his bananas.

LAND USE

Conventional banana plantations have taken more from the land, and the people who work on them, than they've ever given back.

All Good work with the El Guabo Association of Small Bananas Farmers to reverse this damage:

- Using weed-eaters not weed-killers
- Utilising a 'bio-fermentary' plant, providing organic fertilisers and micro-organisms to keep the soil healthy and disease free
- Measuring and reducing water use
- Improving drainage to cope better with the rainy season
- Reprocessing bananas that don't make the grade into juices, smoothies and purées, including for Ben & Jerry's Ice Cream and Cathedral Cove.

PACKING

Transporting sensitive bananas requires quite a bit of packaging and boxes.

Typically, 40kgs of plastic is generated per shipping container.

El Guabo invested \$60,000 in two plastic collection centres. These store and recycle the soft and hard plastics into corner boards and boxes for the next shipment. All Good has diverted more than 8,000kgs of plastic from land-fill in the last year alone.

REGENERATING RAINFOREST

El Guabo has committed to planting 100,000 trees in permanent forests in the neighbouring El Oro region.

MADRE DE DIOS

To cover the carbon emissions All Good can't yet cut, your banana buying is helping to protect native forests in the Madre de Dios region of Peru.

It's home to several indigenous, sometimes uncontacted peoples, alongside spectacular animals like jaguars, pumas, howler monkeys, and macaws.

They're all threatened by a multinational road project smashing through the forest, bringing deforestation from miners and cattle farmers.

So far environmental and indigenous groups have halted the road in Peru, and we're backing them.

We work with Climate Partners, which protects 100,000 hectares and helps local communities manage it sustainably.

The Gold Standard Carbon Credits this creates are independently certified to make real reductions in carbon emissions. They're ecologically sound and do the right thing by local people.







HORTICULTURE SUPPORTING BIODIVERSITY

El Guabo has built one of the most innovative and effective bio-fermentary plants ever seen to avoid the use of chemical fertilisers on its plantations.

The bio-fermentation plant enables the use of organic fertilisers and micro-organisms that help to conserve healthy soils, as well as help control the black sigatoka virus.

The bio-fermentation plant also increases productivity through healthier soils and healthier banana plants.

El Guabo has now started using drones to detect water deficiencies and treatment for sigatoka (leaf spot disease on bananas).

Drone technology can detect colour changes and deficiencies in the structure of banana plants. The drone transmits the data back to the farmers, giving advice.

The drone will only then treat the areas that are required. This results in fewer products used and helps create water efficiencies.

Farmers and workers are being taught how to fly the drones.



Aotearoa's greenest bananas

All Good is Aotearoa's first and only Zero Carbon and Fairtrade banana company. Like everything we do, it's a combined effort between our folks in New Zealand and the growers of El Guabo.

We've always been mindful that there are many miles on our bananas by the time they reach your cereal. We're tackling our climate change impact with the growers, in transport, and in New Zealand.

Firstly, we measured our greenhouse gas emissions and set to work to reduce them. Only then have we offset the remaining emissions.

El Guabo has a lower carbon footprint than most plantations in Ecuador and elsewhere. The higher percentage of organic production requires less chemicals, water, and electricity.

The carbon footprint of our bananas equates to approximately 600g of greenhouse gas emissions per kilogram of fruit. That's similar to apples grown in your local area, or the equivalent of driving the average car two kilometres down the road.

Experts examined our transport use, all the way from the farms in Ecuador to our retailers throughout Aotearoa.

Covid prevented us from doing an on-farm assessment, so we hired specialists to work out an average from studies of similar operations. We then got that double checked by independent sustainability experts.

Our bananas are Zero Carbon certified from growing to processing, transporting, and getting the bananas home to you.

Wilson Sanchez cleaning All Good Bananas before packing and shipping them to supermarkets in New Zealand.



1

Farmed sustainably in El Guabo, Ecuador using organic fertiliser and minimal chemical inputs to protect the health of plants, soil and the people living around the farms.

Aguafair



GROWING & PACKING



Fairtrade prohibits over 120 toxic chemicals used in fresh fruit production, including the Pesticide Action Network's 'Dirty Dozen'. El Guabo farmers use around 5-10% of the level of chemicals used on conventional banana farms.



3

Cleaning, quality control, and packing using recyclable soft plastic and cardboard all happens on the farms.



CO² OFFSETS

A Total of 0.65kg CO2e emissions for every kilo of All Good Bananas from farms all the way to supermarkets are offset through permanent rainforest regeneration and protection in the Peruvian Andes, close to the farms in El Guabo.



5

All Good Bananas travel to NZ via Panama. The transit takes 18 to 20 days. Every week containers are shipped directly to Auckland and Christchurch.



4

Bananas are trucked to a warehouse 3km from the port where they are shipped to NZ.



8

Kiwi shoppers get to choose delicious Fairtrade, Zero Carbon All Good bananas.



6

T&G Fresh closely manage ripening and quality of the bananas and ensure they get to the supermarket in top condition.



RIPENING & DISTRIBUTION



7

Every day stores supporting All Good like New World & Pak'n Save supermarkets and grocers including Farro, Huckleberry, Commonsense and Moore Wilson's stock their shelves with fresh All Good Bananas.

Good for the people

From day one, our growers have been our heroes. All Good wouldn't exist without them.

We've been Fairtrade Certified since 2010.

Fairtrade protects farmers in developing countries who have often been exploited by big business.

It ensures they control their own work, on their own farms, on their own terms.

In a standard set up small banana farmers can lose out to rapid price changes. Demand is seasonal. They can get a raw deal from middlemen. They're at risk of repeated exposure to toxic sprays. Fairtrade's rules change the game, making things fairer for everybody.



FAIRTRADE BANS

- More than 120 toxic substances, and have strict rules about the use of many more
- Forced labour
- Child labour, unless a 'child only' household is properly supported

THEY HAVE

- Unions
- Equitable working conditions
- Salaries that match the higher of the regional average or the legal minimum
- Proper health and safety procedures
- Equal distribution of profits

WE PAY

- An audited minimum price for our bananas. This ensures a stable income for the growers. They can plan ahead, invest and improve their lives.
- The Fairtrade Premium. This goes into a communal fund that the growers control. It can be used for education or health care, improving their businesses or building vital infrastructure.



GOOD EDUCATION

Education is transforming lives in El Guabo. All Good has supported schools since 2010 through El Guabo. This now extends to 30 schools!

- Clean water
- Toilets
- Classrooms
- Fences
- Gates
- Computers
- Playgrounds

1. Abel Agate one of the El Guabo farmers growing All Good Bananas.
2. School children funded by the Fairtrade premium. All Good helps families pay for school enrolment, as well as more than 1,200 school bags each year, complete with stationary and books.
3. All Good Founder, Chris Morrison inspecting bananas in El Guabo.





1

El Guabo empowers women workers, with equal pay and more women leaders.

All Good supports women to gain qualifications and work experience. That helps them achieve financial independence and support their families.



2

GOOD WORKING CONDITIONS

With your help El Guabo is becoming a recognised leader on health and safety for the entire Ecuadorian banana industry.

- ◆ New concrete walkways in the plantations, so the workers aren't wading through mud all rainy season
- ◆ Secure bridges and access ways
- ◆ All the workers get the aprons, hats, uniforms and shirts they need
- ◆ Regular first aid and fire response training

GOOD HEALTH

Unlike many in the fruit business, El Guabo has been able to secure full medical and Social Security insurance for all its growers, as well as a range of new services to keep their people healthy.

- ◆ A full service medical centre, helping more than 2,000 people a year
- ◆ Two doctors and a nurse
- ◆ Dental check-ups, free eye tests and prescription glasses
- ◆ An annual health check
- ◆ Blood tests identify anyone suffering from historic exposure to toxic sprays
- ◆ Treatment for diabetes, high blood pressure, respiratory illness and parasites, all common in the area
- ◆ A rehabilitation centre helping 250 people a year with physical disabilities, including people suffering from strokes, genetic disorders or years of chemical exposure
- ◆ A safe haven and support for women and girls at risk from sexual or physical abuse
- ◆ Increased support and a residential care home for the elderly
- ◆ Help for growers suffering serious disease or bereavement.

Good for you



Bananas are the perfect food. They come in their own handy recyclable wrapper. They taste brilliant. They are easy to eat. Athletes love them because they're full of energy. Babies love them because they don't need much chewing and can be smeared over anything within reach. And they're very, very healthy.

Whether you're watching your diet or just trying

to eat healthy food, bananas hit the spot. Bananas are a great source of instant energy and unlike every other fast food they contain no fat, no sodium, and no cholesterol.

They also make a great substitute for sweets to satisfy sugar cravings. This makes them perfect for kids lunch boxes, fruit bowls, and snacks to get you through the afternoon.

A million cartons of good

Since 2020 we've sold more than one million cartons of oat milk, promoting better health and reducing environmental damage. And we're just getting flowing!

Oat milk is the most climate friendly milk in New Zealand, no matter where it comes from.

All Good Oat Milk travels further - so we go further. We offset all the emissions from the transport of oat milk from Sweden to your door, whether in New Zealand, Australia, or anywhere else. In 2020, that was the equivalent of 181 tonnes of greenhouse gas emissions.

The offsetting process helps protect 738 hectares of Māori-owned native rainforest in western Southland, Aotearoa. Rarakau is next to Fiordland National Park on the south coast of the South Island. It supplies us with Aotearoa New Zealand's first (and so far only) certified carbon offsets from tall indigenous rainforest.

The next logical step for us is to make our oat milk closer to home. And we're working on it with Southland oat farmers, other like-minded companies and the regional development agency.

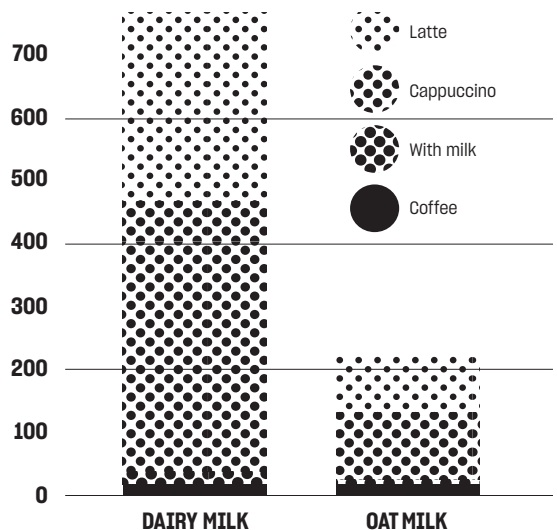
Working alongside Ecuadorian growers taught us how to grow sustainably and fairly.

Now we're bringing that knowledge back home. We're not stopping until we've helped turn this nation into a plant-based powerhouse of premium produce!

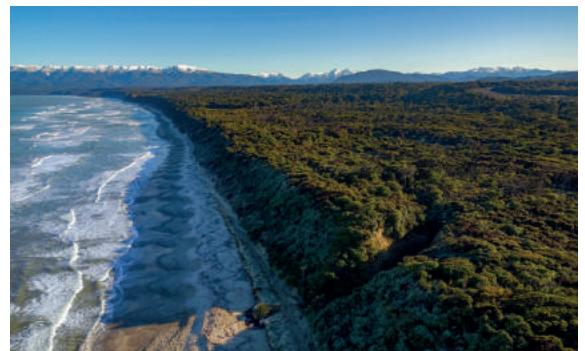
How green is your coffee?

Switching from dairy to oat milk significantly reduces the carbon footprint of a cup of coffee.

GHG EMISSIONS (gCO2e) PER SERVING



Source: Alice Garvey, PhD Researcher in Environmental Policy at the University of Leeds.



The Rarakau forest in West Southland supplies All Good with Aotearoa's first and only certified carbon offsets from indigenous rainforest. Tuatapere Southland, photo credit: Videocopter.

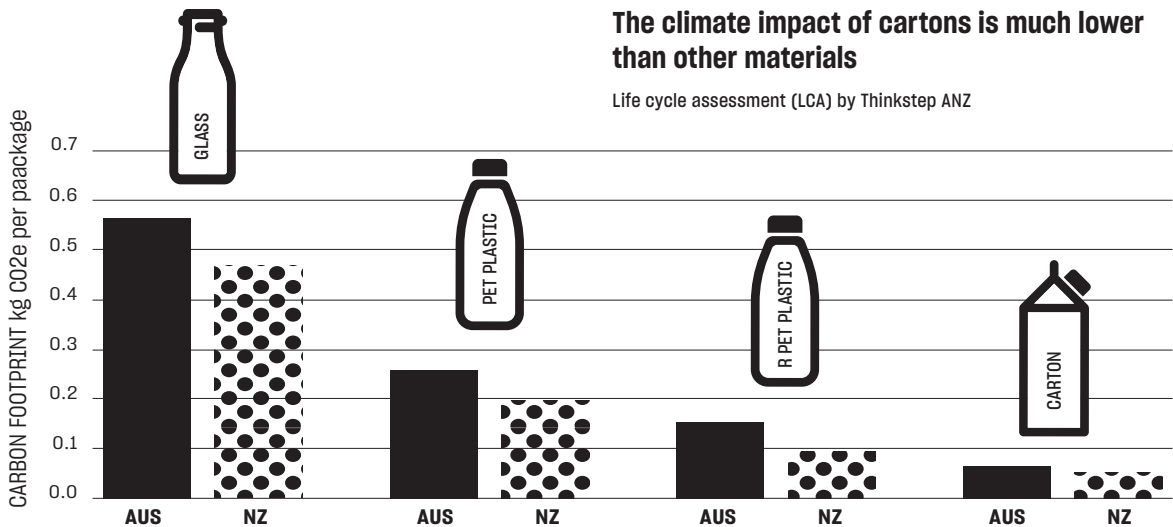




Our oat milk has tiny footprints

The climate impact of cartons is much lower than other materials

Life cycle assessment (LCA) by Thinkstep ANZ



The eco-savvy among you might wonder about the cartons All Good Oat Milk comes in. We wondered too, so we consulted the experts.

In January 2021 our carton manufacturers asked independent sustainability experts to compare the packaging of products like our oat milk. They produced a fearsomely detailed 169 page peer-reviewed study. It covered the key environmental impacts of the nine leading options in Aotearoa and Australia.

If you like your bedtime reading with graphs, head over to <https://www.thinkstep-anz.com/resrc/reports/lca-of-beverage-and-food-packaging-in-australia-and-new-zealand-tetra-pak/> for the full report.

The short version is - lined paperboard cartons like ours come out on top. Each carton generates less greenhouse gas emissions than the other options, from production to wherever it ends up. They produce relatively

little pollution in other ways, even if they go to landfill. Cartons do less harm than glass bottles or jars, steel or virgin aluminium cans.

Glass turns out to be terrible, even when glass was assumed to be recycled and cartons aren't. That's mostly because it's heavy to transport anywhere.

Some plastic bottles and pouches can compete with cartons on greenhouse gas emissions. But then you'd be getting more plastic with your milk, with all the associated problems.

Cartons do come at a cost to the environment. They're hardly recycled in New Zealand, which sucks. So we've got our eyes peeled for something better. It's just not out there yet.

In the meantime, we're pleased to be exploring recycling cartons into wall boards for housing with SaveBoard. It's early days, but something like this needs to happen!

Doing good better in Aotearoa

All Good Oat Milk's vision for a sustainable future

Oat Milk sent to New Zealand from our partners in Sweden

All Good Oat Milk exported around the world

All Good Oat Milk in Aotearoa's supermarkets and cafes

Oat milk made in the new NZFF plant milk plant in Makarewa

Oats processed by Harraways in Dunedin

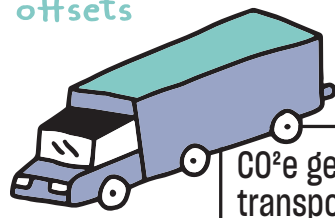
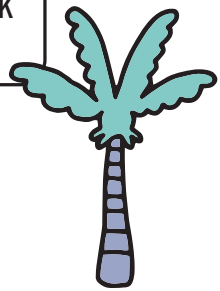
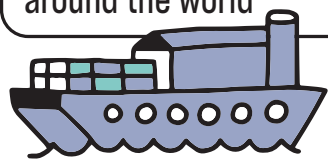
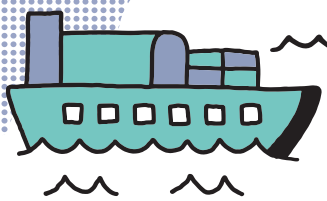
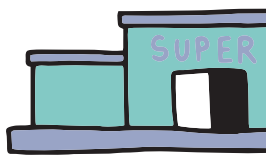
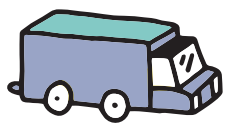
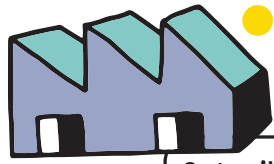
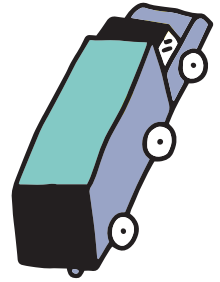
Regenerating Rarakau native forest

CO₂e generated from transport regenerative in Fiordland

CO₂ offsets

CO₂ offsets

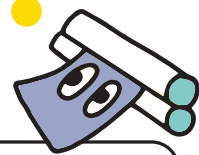
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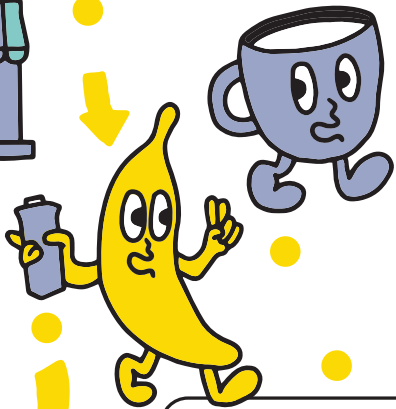
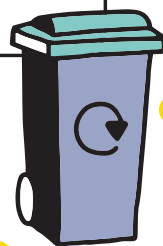
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Cartons transformed into building materials



Cartons collected to be recycled



Happy healthy Kiwi banana and oat milk customers



Kiwi oats grown in South-land are some of the most nutritious in the world and make excellent oat milk

...nerated by
...ort is offset by
...erating native forest
...land





What's with the plastic tape?

Everything All Good does is led by our promise to be: good for the growers, good for the land, and good for you, our customers.

In order to continue to drive the sustainability mission that aligns with our promise, we are focused on finding a sustainable alternative to the current tape that holds our bunches together. This is further driven by huge interest from our wonderful All Good Banana fans to find an alternative.

Our tape helps us stand out loud and proud on the supermarket shelf, to help people choose ethical over cheap. But we hate our tape! But because our bananas are often found next to less ethical alternatives making all sorts of claims, we want people to know their Fairtrade from their fairly exploitative.

We value every piece of feedback we get from our passionate All Good Banana shoppers, especially the challenges:

“... you go to the trouble of advertising your bananas as free trade, organic, essentially healthy for the planet, the growers and the consumers. Yet you have a plastic tag on them?”

“I like your work and your initiative for all the good reasons. However, why not team up with an innovative packaging supplier and find a compostable material?...”

“I am an avid consumer of your Good Bananas product, but would like to question the yellow plastic packaging band that accompanies each bunch...”

So far, we've tried:

Dipping in wax But sadly wax is made of petroleum so it doesn't meet our criteria for being environmentally friendly.

Cardboard with gloss The constant hydration of the bananas meant the paper material disintegrated during its journey.

Labelling with a laser This involves putting a laser tattoo on the bananas once they've arrived in NZ, and just before they go on store shelves. All bananas need to be taken out of the box, put on a conveyor belt, receive a laser tattoo, and get repacked. The more they're handled the faster they deteriorate. During our trials the banana skin began to rot quite rapidly, which doesn't meet our commitment to provide quality bananas to Kiwis.

Recycled sugarcane (bagasse) The samples of tape still contained plastic.

Mixed recycled paper This tape ripped and stuck onto the banana skin during the journey, possibly due to its lack of flexibility.

Paper based tape ripped after the bananas had ripened, and wasn't strong enough.

Compostable tape partially decomposed on its journey over to New Zealand. Currently there isn't a home compostable tape for bananas anywhere in the world, due to their transit conditions.

Cardboard based tape lacked elasticity, meaning when the bananas swelled from hydration, it often ripped.

Paper tape with varnish was not strong enough to last the journey. We also discovered that the varnish would not be recyclable.

Thicker paper tape with varnish, still not strong enough. Some of the tape had torn. When our GM Faye picked up some bunches with her finger, the tape broke too.

Our current tape can now be dropped into the soft plastic recycling bins, and the soft plastic is then converted into products like fence posts.

However, this is only a short term solution, and we continue to work on finding a tape that is kinder to our planet.

We're working on it and think we might finally have cracked it.

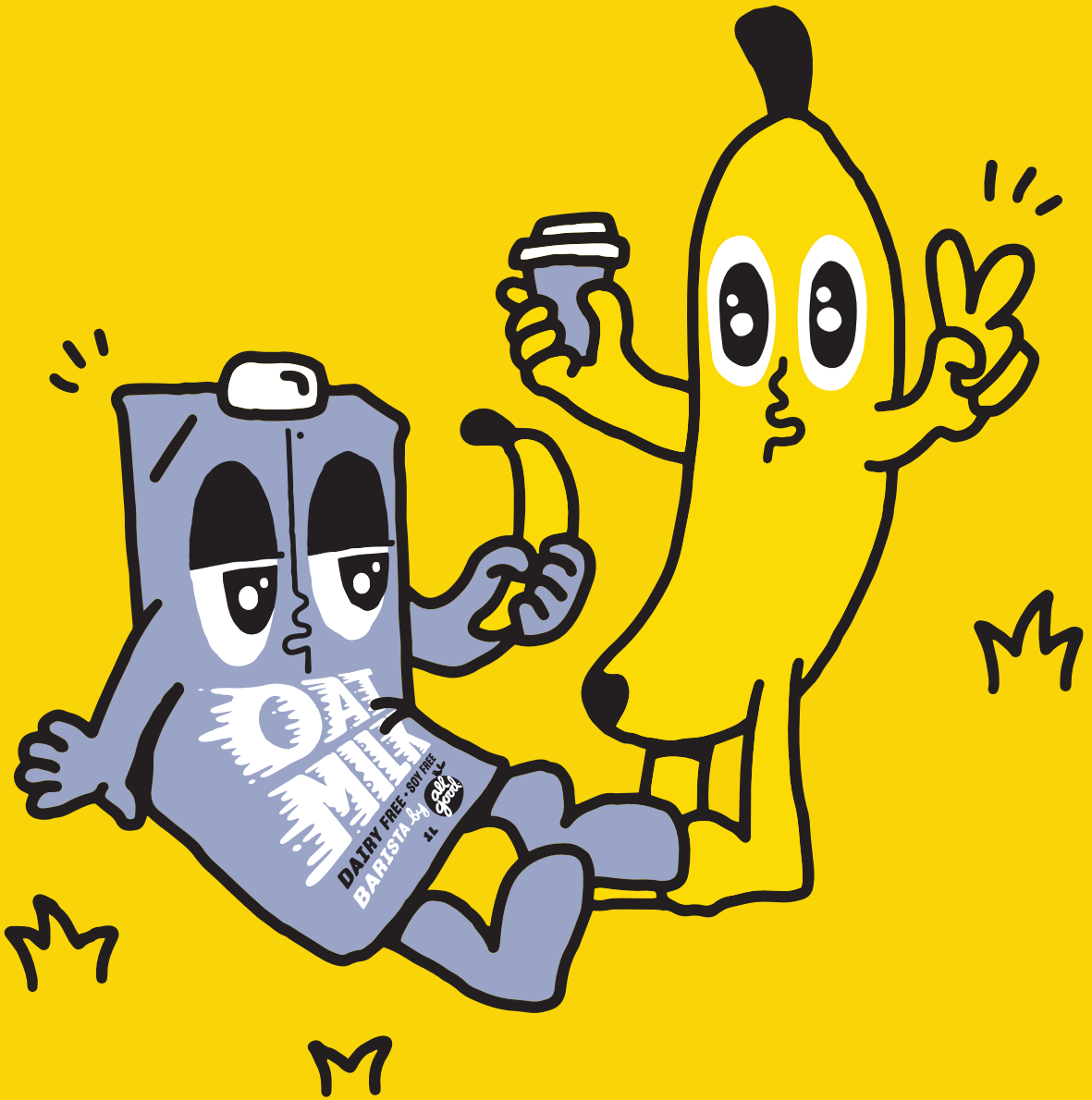
We've received a test shipment of bananas from Ecuador stickered with a new home compostable material.

These stickers made the journey still attached to the bananas and might just work.

The next step is to see if they can convert a sticker into a tape!

We are also working with a local, young, all-woman start-up called Bayuble, who use fruit waste to produce an environmentally friendly solution for fruit packaging.





Our kind of people

All Good's do-gooders are our greatest asset. They turn up to work each day because they share the same values and believe they can make a difference.

We're a small team, and although everyone wears lots of hats, we're all focused on doing work that matters and having a positive impact.

If you've got this far – thank you! You've heard enough from us. Now we'd really like to hear from you!

Tell us what you think at info@all-good.co.nz. Whether you think we rock, or could do better, we want to know about it.



Manaaki whenua
Care for land
manaaki tangata
care for people
haere whakamua
go forward

