



**ORGANIC
INDIA®**



**ORGANIC INDIA USA
2020-2021 IMPACT REPORT**



INTRODUCTION: OUR PERSPECTIVE ON THE STATE OF THE INDUSTRY

If you came here to read about the challenging state of the industry, you won't find it. Instead, you'll find messages of hope and tangible plans to help us achieve our vision; the vision of an embodied human existence and a dignified, flourishing planet.

At ORGANIC INDIA USA, we walk the path of healthy conscious living. As an organic, natural products company, we are keenly aware of the delicate balance of the ecological and social systems we operate within. In fact, this understanding is what led our founders to establish ORGANIC INDIA in 1997 after witnessing the devastating effects of conventional agriculture on India's farming communities and environment.

At that time, we paved the way in regenerative organic farming and fair wages for all. After 25 years of heart-centered purpose we recognize now - more than ever - the importance of cultivating a regenerative, equitable, and vibrant world. As we enter the next 25 years of business, we intend to do just that. We invite you to turn the pages with us to find out how...





TABLE OF CONTENTS

LETTER FROM THE CEO	4
FOUNDING STORY AND OUR PRACTICES	5
OUR FOOTPRINT & MANUFACTURING	6
INTEGRATED SUPPLY CHAIN	9
REGENERATIVE AGRICULTURE	10
PACKAGING STRATEGY	12
SOCIAL IMPACT	14
GIVING BACK	17
CERTIFIED B CORPORATION	17
PARTNERSHIPS	18
A GLIMPSE INTO THE FUTURE	19



LETTER FROM THE CEO

As CEO of ORGANIC INDIA USA, I understand our responsibility goes beyond offering pure, organic herbal products to being true stewards of the land who nurture every crop through its growth cycle and beyond. From the health of the soil to the welfare of our farmer-partners to eco-conscious production methods, we're committed to playing an active role in building a better tomorrow, focused on regeneration and giving back.

At ORGANIC INDIA, we are helping people take charge of their own health through transparency, education, and product innovation that leverages the power of plants in new ways. Whether it's infusing your daily cup of tea with beneficial herbs and spices; or making herbal supplements more accessible to support cognitive wellness, immune health and digestion - functionality is key in each of our time-tested formulas. For our consumer and for the planet, we remain committed in the New Year to raising the bar on what it means to be a socially responsible business for healthy, conscious living.

Great change comes by working together. We are proud allies of the Regenerative Organic Alliance (ROA) - a progressive organization setting the highest standards in pursuit of soil health, animal welfare, economic stability and fairness for workers around the world. The ROA has established the Regenerative Organic Certification (ROC) based on these principles and builds upon existing Organic and Fair-Trade certifications. In the coming year, we will be pursuing ROC as well as renewing our B-Corp certification, another non-profit organization that requires and inspires businesses to push themselves to reach the highest level of verified social, environmental, and economic performance.

Every step we take as a company is with the intention to be respectful to the Earth and to every hand and heart that makes ORGANIC INDIA thrive. From providing equitable wages and incorporating regenerative agricultural methods to manufacturing in our LEED Platinum certified facility, our practices are focused on creating a brighter, more compassionate future.

In 2022, we're kicking off some bold initiatives beginning with the pursuit of greener packaging. While real, lasting change doesn't happen overnight, we're determined to elevate our packaging to reflect our sustainability goals. We'll also be opening a flagship location in Boulder, Colorado that serves to connect with our local community and give voice to other organizations and individuals who are engaged in meaningful and socially conscious work.

We're grateful to have you on this journey with us.

-Miguel Gil, CEO



FOUNDING STORY AND OUR PRACTICES

THE CURRENT STATE OF INDIA'S AGRICULTURE

For many people living in India, farming and agriculture is their entire way of life. About 70% of India's population remains located in rural areas, and over 40% of the workforce is engaged in agriculture as a primary source of income.

India is a nation of small farmers - 120 million farmers, to be exact. Of those many millions, 85% percent are defined as 'small' (operating less than 5 acres of land each), and 65% as 'marginal' (less than 2.5 acres). India has confronted immense agricultural transitions over the past few decades, one aspect of which is the dramatic overuse of fertilizers and pesticides, which can be attributed to the Green Revolution that began here in the US in the 1940s. Such practices have significantly depleted the soil and negatively impacted farmer health. After witnessing the critical and toxic state of India's agriculture 25 years ago, we understood that ORGANIC INDIA's success was inextricably linked to the health of the land and the farmers who tended to it.

FARMS AS A PLACE OF OPPORTUNITY AND ABUNDANCE

Today, our network of farmers includes thousands of marginal family farmers and wild-crafters across India, each working to bring the ORGANIC INDIA mission to life. Farms are a place of opportunity, community and shared purpose. Women in the field laugh and sing. Families farm together, growing food to eat, as well as herbs to make a living. However, our commitment goes beyond the farm to help enhance the lives of these farmers through fair-market wages, access to health-care, gender equality programs, and infrastructure improvements. When farmers succeed, their villages also prosper, leading to a collective increase in quality of life.

TRAINING AND EDUCATION

We take great pride in providing training and educational opportunities to our network of farmers - many from marginalized groups including women, widows, the elderly and the illiterate - enabling self-sufficiency and developing skills to pass on to future generations. All of our farmers and wild-crafters are educated in organic and regenerative agricultural practices. Moreover, we cover all fees associated with acquiring organic certifications, which can often be a barrier for farmers. We purchase the harvested crops and herbs at a premium market price, ensuring sustainable income for our farmers. Our relationships are built on mutual respect, dignity and interconnectedness.



OUR FOOTPRINT

OUR 2022 MATERIALITY ASSESSMENT:

This year, ORGANIC INDIA USA will conduct its first materiality assessment, a critical tool that will help us to define what is most important to all those who are most important to us: our farmers, employees, customers, partners, and our Mother Earth. We're committed to defining the areas where we can create the most impact while championing the issues our stakeholders care about most. Our surveyed stakeholders include our partner farmers and their farming communities, all employees (including our India team), our leadership team, our organizational partners, and our consumers.

The results of the materiality assessment will pave the way for our ongoing social and environmental goals, and we'll continue to track these metrics on an ongoing basis. These goals will be routinely reviewed during our quarterly board meetings to ensure accountability and consistency.

OUR FACILITY: MEET PROJECT SUNSHINE



The ORGANIC INDIA factory in Lucknow, aka Project Sunshine, is certified to meet the highest environmental standards for LEED (Leadership in Environment and Energy design). In 2019, we were ecstatic to receive the highest rating LEED offers, Platinum Certification. In honor of our roots, Project Sunshine is a complement to the ancient Indian Vedic architecture system called Vaastu. This design system combines all 5 elements to integrate architecture, man and material with nature.

The LEED certification was developed by the U.S. Green Building Council (USGBC) to promote and encourage the design and construction of energy and resource efficient buildings optimized for human health. According to USGBC, buildings account for almost 40% of global energy-related CO₂ and will play a major role in a sustainable transformation. ORGANIC INDIA integrated LEED's New Construction Rating System (LEED-NC) from the conception of the design process which facilitates improved practices in:

- Site selection and development
- Water and energy use
- Environmentally preferred construction products, finishes and furnishings
- Waste stream management
- Indoor environmental quality
- Innovation in sustainable design and construction

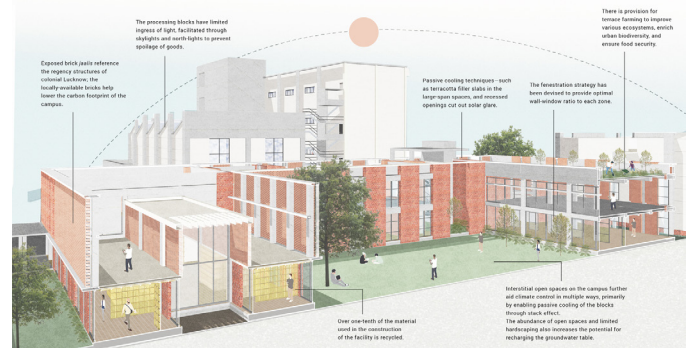
OUR SCORE:

ORGANIC INDIA earned 87 out of 110 points, placing us on the Platinum level.



THE PERKS:

- Shuttle bus services
- Bicycle parking
- EV parking with charging points
- Shaded hardscapes
- Light pollution reduction
- Low flow fixtures
- High efficient irrigation systems
- Native plants
- Membrane bioreactor (MBBR) wastewater treatment technology
- Rainwater harvesting pits
- Double-glazed units for superior insulation
- CFC free insulation
- Fine air filters
- Solar potential, passive solar, and mutual shading



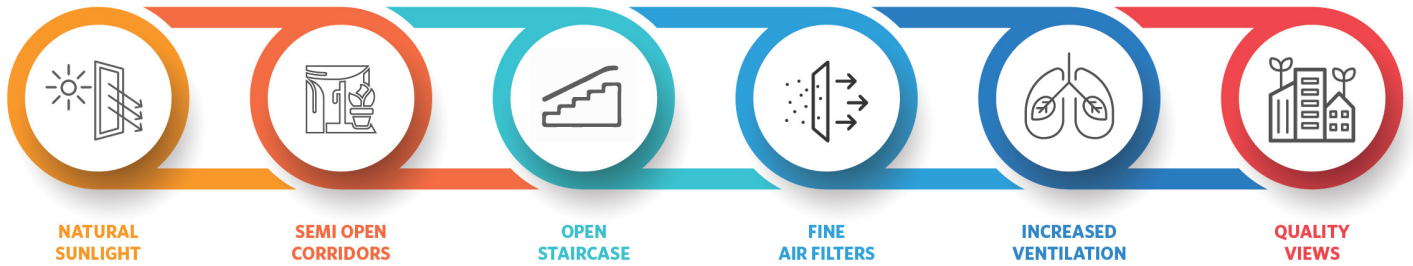
HUMAN HEALTH - A HEALTHY WORKPLACE:

ORGANIC INDIA's vision of a healthy workplace arose from our respect and devotion to Mother Nature and in celebration of the Vedic tradition. The factory was built surrounding a Bodhi tree on the selected development site, which became an important symbol for the project.

"This new factory is a beautiful embodiment of the essence of ORGANIC INDIA. On one hand, it has the latest technology and at the same time it was built with awareness and consciousness to the environment. It's built in a way that not only we don't take, but we give back to the environment."
-Founder, Bharat Mitra.

LEED-certified buildings are unique in that they address both the physical and psychological aspects of wellness. According to LEED, employees who work in LEED-certified buildings are found to be healthier, happier, and more productive than those who do not. Project Sunshine provides superior air quality and fine air filters. Semi-open corridors, open staircases, and all spaces are properly daylight.

Indoor Environmental Quality



ENERGY:

Project Sunshine utilizes both passive and active solar.

Passive solar:

Passive solar uses the sun's energy directly for either heating or cooling. Project Sunshine is designed to ensure that maximum daylight is available in all work spaces. The walls are well-insulated, which reduces the amount of energy required to cool work spaces.

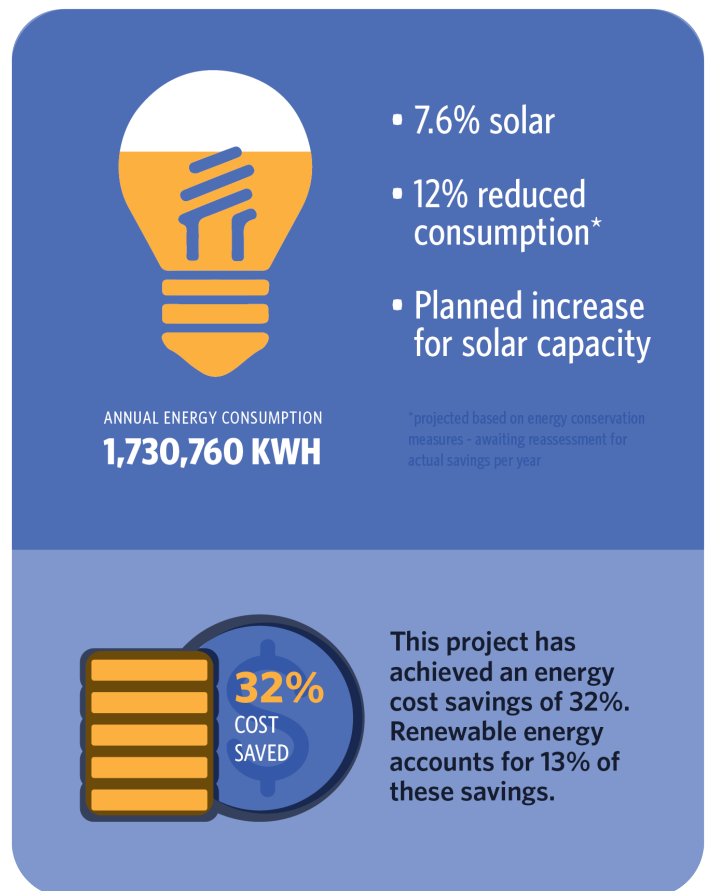
Active Solar:

Active solar heating systems use solar energy to transfer heat directly to an interior space or storage system for later use.

- On average, **7.6%** of the total facility energy comes from onsite solar generation
- Our building is designed to increase capacity of solar panel use
- On average, Project Sunshine utilizes **1,730,760 KWh/year**

Energy Efficient Systems:

- We are actively implementing energy efficient solutions to even the smallest details of the building to achieve a projected reduction of 12%.
- The manufacturing site has achieved an energy cost savings of 32% when compared against a baseline of a typical similarly sized building. Of this 32% cost savings, 13% is due to on-site renewable energy. This demonstrates that the efficiency improvements not only improve the company's bottom line, but also the environment.



WATER:

Our new, closed-loop water recycling system has significantly reduced our water footprint, especially in Uttar Pradesh, India, which is a drought prone area. A sewage treatment plant has been installed to treat waste water collected from the facility and used for irrigation. Additionally, a reverse osmosis (RO) filtration plant has been installed. Water rejected from the RO system is reused and diverted back to the raw water tank - recycling and reusing RO reject water.

Closed-loop water recycling:

1. The project has reduced **overall potable water consumption by 54.75%**.
2. On-site greywater systems **reduce potable water consumption for irrigation by 100%** thanks to a newly installed sewage treatment plant and functional landscaping that utilizes native plants and rainwater harvesting techniques.
3. We've installed a reverse osmosis filtration plant to increase our use of recycled water.
4. Harvested rainwater is treated and fed into recharge pits, which replenishes groundwater and recharges aquifers.
5. We utilize an average of **27,857.5 kiloliters** of water annually.



generates 25,000 to 30,000 tons of plastic waste every day - approximately 10,556 tons of which ends up in landfills, the streets, or bodies of water. According to India's Ministry of Environment, Forest and Climate Change, EPR is defined as 'responsibility of the producer for the environmentally sound management of the product until the end of its life.' All businesses involved in plastics are required by law to collect the same amount of plastic they generate.

We partner with the Indian Pollution Control Association (IPCA), a non-profit NGO offering solid waste management solutions. Each day, all pre-consumer material waste at Project Sunshine is tracked and sorted into four categories: biodegradable/compostable materials, recyclable paper, plastic, and glass. Our plastic waste is transferred to IPCA who oversees the collection, reuse, and recyclability of these plastics.

We are continuing to make strides on our waste management and intend to implement new reduction targets for 2025.

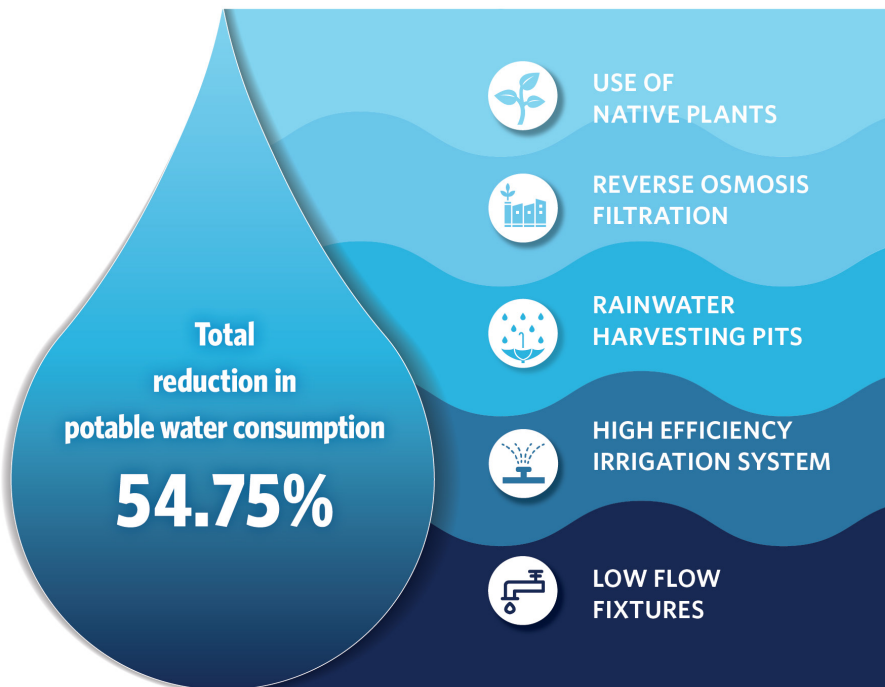
MATERIALS AND CONSTRUCTION OF LEED FACILITY:

1. Manufactured nearly 12% of the total building using recycled materials, about 3% of which are considered rapidly renewable materials, such as bamboo.
2. Manufactured and extracted 69% of the total building materials value and products within 500 miles of the project site.
3. 100% of the total wood-based building materials are certified in

accordance with the principles and criteria of the Forest Stewardship Council (FSC).

4. Diverted 95% of the on-site generated construction waste from landfill.

WATER CONSERVATION



WASTE: In 2020, we recycled or reused 74.5% of all waste generated at our manufacturing facility - 82,504 kg of glass, plastic and paper.

In 2019, India released a national framework for extended producer responsibility (EPR). It's estimated that India

INTEGRATED SUPPLY CHAIN

2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



LOCAL SOURCING :

We are proud to source our raw materials from small family farmers in remote, rural areas of India. 54% of our partnered farmers reside in Uttar Pradesh, within 200 miles to our manufacturing facility.

In October 2020, ORGANIC INDIA USA relocated its warehouse from Boulder, Colorado to two bi-coastal locations in order to reduce transit times and distances from our parent company. These supply chain shifts were implemented with the goal of a reduction of transport mileage (and thus GHG emissions) from supplier to end consumer in which 60% of our inventory is shipped directly to the east coast, the shortest and most direct route from India.

ORGANIC INDIA USA now has a warehouse in Valencia, CA, about 30 miles from the Los Angeles port. Our second location is a third-party logistics warehouse in Cranbury, New Jersey.

THE SUPPLIER VETTING PROCESS:

Our Supplier Code of Conduct helps us to ensure our suppliers enforce safe working conditions, that the workers are treated with respect and dignity, and that their manufacturing processes are environmentally responsible. Topics in the code of conduct include work hours, freely chosen employment, compensation, prohibition of child labor, freedom of association, health and safety, use of materials, and environmental impact.

PRODUCTION QUALITY:

Chemical use: ORGANIC INDIA manufactures certified organic products that meet the organic production standards of the National Organic Program (NOP), European Union Regulation, and National Program for Organic Production (NPOP). No chemicals or additives are used at any stage of the manufacturing process.

OUR PROCESS:

We believe in keeping things simple, pure, and natural. That's why ORGANIC INDIA's herbs are grown following ethical, ecological and environmentally-friendly farming techniques. All our herbs, after being organically grown, are air-dried either in the sun or shade according to each herb's particular requirements. We process all our herbs in our own certified organic facilities. Here, we grind our herbs into a 30-mesh particle size to maintain each herb's botanical integrity, and then employ a dry steam sanitization technology to ensure our stringent product safety specifications. Each batch of herbs is then tested to make sure that it follows the American Herbal Products Association (AHPA) safety standards and regulations for contaminants such as fungus, mold, yeast, bacteria, pesticides, and heavy metals. We do not add any fillers, artificial flavors, colors, or preservatives to any of our products.



REGENERATIVE AGRICULTURE

Creating Renewed Environmental and Social Impact



OUR PRACTICES:

Organic standards are the foundation of our farming practices, which is why ORGANIC INDIA has never used synthetic chemicals, GMOs or irradiation. All of our partner farmers cultivate their land using regenerative, organic techniques that have been proven to enhance biodiversity, create thriving micro-ecosystems, build healthy soils, and restore ecological balance in areas previously damaged by conventional farming techniques. Our regenerative farming practices go further by treating each farm as a unique organism, including practices like comprehensive soil fertility management, seed collection, composting, water management, as well as crop protection and rotation, animal welfare, and biological diversity.

Every year, our network of farmers and wild-crafters work thousands of acres of organic farmland in India. In doing so, we bring our consumers quality, organic herbs, while simultaneously reversing environmental damage in farming communities throughout India. Sustainable wildcrafting is the practice of harvesting plants from the wild in a way that does not damage the ecosystem in which they grow. We provide wildcrafters with training, supervision and organic certification through environmentally sustainable and hygienic methods of procuring herbs and fruits across nearly 2.5 million acres of certified organic forests.

Through organic, regenerative agriculture, farmers learn and honor native farming practices that enrich the soil and increase the long term yield and nutritional value of food. Certified organic foods comply with strict international standards and are free from all toxic chemicals, herbicides and pesticides – all of which can be harmful to human health, contaminate the food supply and water sources, deplete the soil, harm animals and wildlife, and devastate natural ecosystems.

Our agriculture practices also aim to return to ancient practices by following the rhythms of nature, such as planting and harvesting according to the cycle of the moon. These practices help to revive the local ecosystem in India through carbon sequestration and improved water and soil conditions, ultimately impacting the health of our global ecosystem.

FARMER PROCUREMENT:

We've established procurement and processing centers where our farming operations are located to create convenient, easy ways for farmers to sell their crops to ORGANIC INDIA. By following regenerative, organic farming principles our farmers consistently increase their yields and income. From 2019-2021 a random sampling of farmers showed an average income increase of 9.7% per hectare.

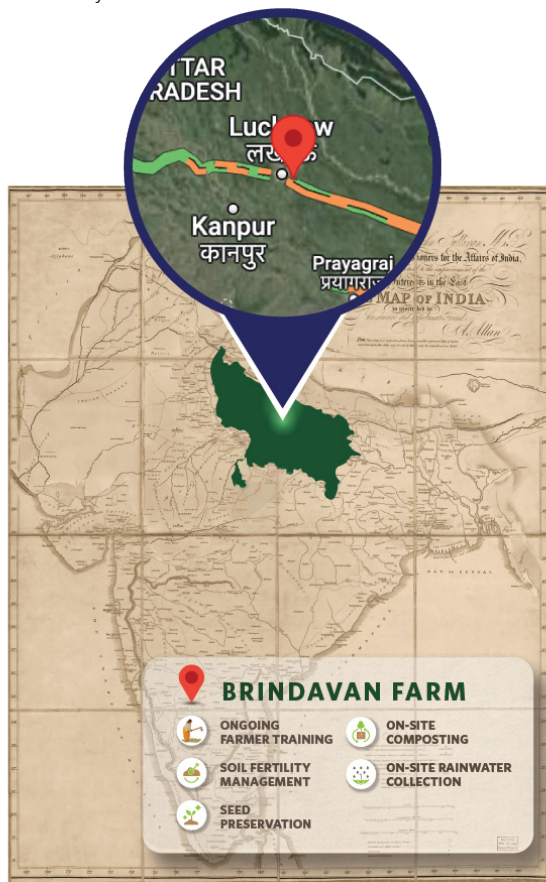
MEET THE FARMERS:

Every year, ORGANIC INDIA organizes the annual farmers' meeting, Kisan Samman Smaroh, where higher management engages with farmers to discuss and share the company plans for the upcoming year. We recently launched Dharti Mitra, an organic farming award, to recognize the invaluable service that organic farmers provide to India's agriculture, ecology and society. This award will recognize the outstanding efforts of three individual organic farmers by way of a cash prize and citation.



BRINDAVAN RESEARCH AND TRAINING FARM:

ORGANIC INDIA’s research and training farm in Lucknow, India cultivates more than 100 perennial plants, herbs, shrubs, and flowers according to regenerative standards that improve soil health and biodiversity.



OUR REGENERATIVE FARMING PRACTICES AT BRINDAVAN:

1. Seeds are preserved from crop to crop, ensuring consistency and complete seed-to-shelf control.
2. Biodiverse crops and onsite composting help to create self-sufficient ecosystems.
3. We utilize crop rotation and plant cover crops, like legumes, to maintain and build organic soil matter, control pests, manage nutrients, protect against erosion and enhance carbon sequestration.
4. We conduct a variety of comprehensive soil fertility management practices, such as biodynamic composting, aimed at maximizing agronomic-efficiency and productivity.
5. Soil is tilled by farm animals grazing the fields, which fosters carbon sequestration.

6. We plant and harvest roots, flowers, leaves, and grain crops according to the lunar cycle, also known as biodynamic farming.
7. Our irrigation techniques require less water and cover maximum land, allowing us to minimize our water footprint.
8. Our geo-tracking software ensures quality and tracks our impact with our partner farmers. This database tracks farmer and farm information as well as harvest details (crop, yield, harvest time, etc.)

REGEN AG HIGHLIGHTS:

- In 2021, we established a new program in which farmers are encouraged to plant medicinal trees, which create a positive impact on local farm biodiversity. ORGANIC INDIA has agreed to purchase all usable raw materials that can be cultivated via these medicinal trees, for example, Neem flowers and twigs.
- Our farmers practice techniques to prevent soil erosion and promote water conservation. By growing various medicinal plants like, Aonla, Baheda, Harad, Moringa, Arjun, Neem, Bael, Guava, and Karanja we encourage biodiversity on these plots of lands.
- Our farmers also implement manure to increase microbial activity in the soil, which further enhances the carbon-capture capabilities of the soil.

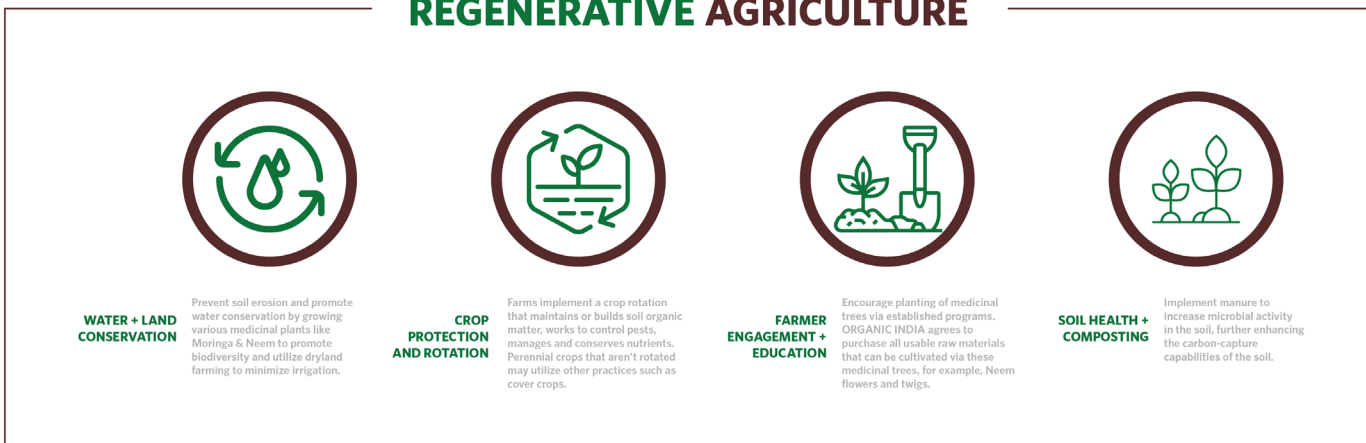
WATER EFFICIENCY:

At Brindavan farm, we have one pond onsite that stores rainwater. Many of the core practices of organic farming - including building soil organic matter, planting cover crops, spreading organic mulches, and maintaining areas of perennial plants and trees - help the soil absorb and retain water, reduce runoff, and recharge groundwater. Nearly 70% of our crops, including Tulsi, are grown in the rainy season and require no irrigation - a practice known as dryland farming. Where irrigation is needed, farmers use micro-sprinkler irrigation systems for efficient water usage.

LOOKING FORWARD:

We are proud to be an official corporate ally of the Regenerative Organic Alliance, who created the Regenerative Organic Certification (ROC). This framework meets the highest standards in the world for soil health, animal welfare, and farmworker fairness. Regenerative Organic Certified was established in 2017 by a group of farmers, business leaders, and experts in soil health, animal welfare, and social fairness collectively called the Regenerative Organic Alliance, or ROA. By adopting regenerative organic practices on more farms around the world, we can create long-term solutions to the climate crisis, factory farming, and fractured rural economies.

REGENERATIVE AGRICULTURE



PACKAGING STRATEGY



PACKAGING STRATEGY :

We are firmly committed to minimizing the environmental impacts of our packaging. In summer 2021, we conducted a thorough comparative analysis to understand how the industry is addressing sustainable packaging. Our findings were compelling and prompted us to take an innovative approach to our regenerative packaging strategy. During that time we also conducted an in-depth product packaging assessment of all Organic India USA products, and the material components used to protect each product, to assess their end-of-use destination (i.e., landfill, recycling bin, or compost pile). Based on this information, we created specific strategies and best case scenarios for each product, ultimately leading to the creation of a full blown regenerative packaging strategy. This comprehensive overview includes our objectives, rationale, intended results, material inputs, and anticipated timelines. According to B Lab, this deep-dive **"affirmed [our] dedication to reducing [our] products' landfill-bound, end-of-life waste."**

We're proud to be an active participant and member of One Step Closer's Packaging Collaborative. The Packaging Collaborative is composed of over 40 leading companies who share a common goal of creating, implementing and scaling sustainable packaging solutions into their business models. They acknowledge that the best way to address the problems with packaging is to share learnings and best practices, while embracing the spirit of collaboration. In January and February

2022, we participated in the One Step Closer to Zero Waste Campaign, which highlights incredible, like-minded CPG brands, businesses and organizations who are actively taking (or have already taken) steps toward achieving sustainable packaging solutions. The campaign message is all about embracing progress over perfection, while inspiring others to take action and hold consumers and industry stakeholders accountable.

BY THE NUMBERS :

We have assessed the packaging materials used in our top selling product categories: tea, supplements and psyllium. We found that:

- 82% of our boxed tea materials, by volume, are recyclable or biodegradable
- 99% of our supplement bottle materials, by volume, are recyclable or biodegradable
- 0% of our psyllium canister materials, by volume, are recyclable or biodegradable.

GOALS:

- **Step by Step:** We've set target dates spanning the next five years to replace all of our packaging materials with sustainable counterparts, one at a time. Testing the feasibility and durability of new, sustainable materials takes time. Moreover, we refuse to cut corners on quality.
- **Education is Key:** As part of these changes, we'll include instructions on product labels and our website detailing how to dispose of

packaging once you're done using a product. Together, we can ensure these materials stay out of our natural and marine environments and are reused, recycled, or composted.

- **Supply Chain Transparency:** We know that a supply chain is only as strong as its partners, which is why we hold our suppliers to the highest standards of ethical practices, accountability and transparency. We believe mutual respect and collaboration are key, so we honor the fact that our suppliers are an extension of our team.



TIMELINE:

To show our unwavering commitment, we've outlined a timeline of our goals. Finding materials that are legitimately sustainable, clean, durable, functional and scalable presents an exciting yet complex opportunity. Despite the inherent uncertainty of the packaging industry landscape, we are proud to share our journey with honesty, integrity and transparency.

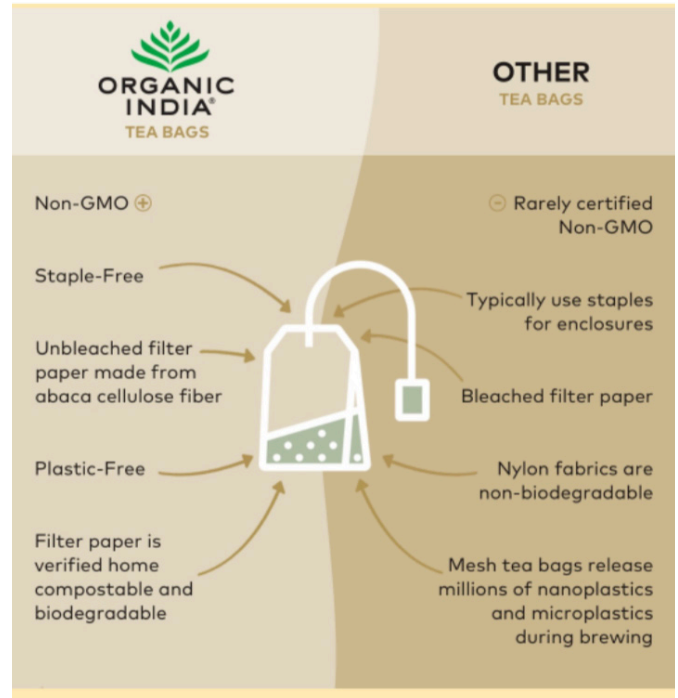
- Vet and secure new material suppliers and innovative sustainable packaging materials: ongoing, began Q4 2021
- Conduct shelf life testing to determine new product performance: ongoing Q1 2022 - Q4 2024
- Design, create and manufacture first sustainable packaging prototype: Q4 2022
- Launch first sustainably-packaged product in the OIUSA portfolio: Q1 2023
- Roll out all product sustainable packaging changes by Q4 2025

TEA BAGS:

Unbleached filter paper, made from cellulose-based fibers abaca and wood pulp, completely free of plastic additives, confirmed by a 2020 third party toxicity assessment.

TEA SACHETS:

We use two types of sachets, one made from a combination of paper, aluminum foil and polyethylene (PE), the other from paper and PE. Due to the adhesion process, this sachet cannot be recycled or composted. The herbs used in our teas are highly perishable, and require strong barriers to protect their aroma, flavor, and purity during their journey from India to the US. The quality of our teas is non-negotiable, but we are just as serious about reducing our packaging waste. We are actively testing new compostable materials that could replace our two-layer sachets, and pursuing solutions for the multi-layer laminate.



SUPPLEMENT BOTTLES:

We use light-proof dark amber glass jars to ensure potency and safety of our product. Our amber glass bottles are recyclable in the curbside recycling stream.

SUPPLEMENT CAPS :

Polypropylene (PP) is an extremely durable form of plastic, and the most commonly used plastic for bottle caps. We are actively pursuing innovative materials for our caps, with an emphasis on plant-

and bio-based. Upgrading our cap and tamper-evident seal has the potential to remove 2,800 lbs. of virgin-plastic from our supply chain each year!

TAMPER-EVIDENT SEALS :

Polyvinyl chloride (PVC), in its flexible form is extremely difficult to recycle. Although it is not a requirement, we use this seal as a precautionary measure to prevent tampering and to keep the product safe.

Where is it found: Wrapped around the outside of the bottle cap.

SUPPLEMENT CAPS :

A combination of aluminum foil, polyethylene (PE), and paper. Due to the adhesion process, this seal cannot be recycled. Unfortunately, we cannot remove the seal either, since it plays a critical role in protecting our capsules and keeping them fresh. Thankfully, these seals constitute an extremely small volume of our materials.

Where is it found: Underneath the bottle cap, sealing the lid of the glass bottle.

SOCIAL IMPACT



ORGANIC INDIA began cultivating Tulsi leaves as a pilot experiment with three farmers in 1997 in the Azamgarh region. Tulsi is advantageous to farmers because it ensures stable profits in a very short amount of time. Until then, Tulsi (also known as Holy Basil) was only grown at home in small pots for worship. The traditional commercial crops grown by farmers at the time were finger millet, maize and paddy, which generated little to no income for farmers.

After many years of experimentation, we landed on a commercially-cultivated method of Tulsi and we were able to create a guaranteed buy-back system. This system was radical and life-changing for partner farmers. By cultivating Tulsi, farmers' income increased many times over, and by 2003, 117 farmers in the Azamgarh villages Kamhenpur, Haripur and Haraiya joined us.

Today, we work with 2,232 farmers across more than 10,000 acres in 121 villages in different states throughout India. We manufacture over 100 different healthy products, and export to more than 40 countries worldwide. We're proud to report that, when you consider our direct and indirect and indirect reach, we've created employment opportunities for thousands of people.

ORGANIC INDIA regularly provides skills training to farmers through technical support, training, and literature on organic farming. In Uttar Pradesh, where our training and research farm and parent company are located, the poverty

rate is nearly 30%. Many of the small family farmers we partner with have been farming for generations. We employ women and widows and pay equal wages to ensure opportunities to underemployed populations.

ORGANIC INDIA is proud to focus our partnerships with small, marginalized, underprivileged farmers in remote rural areas of India.

FARMER RELATIONSHIPS:

The tenure of relationship on average with farmers:

- Every partner farmer with Organic India has remained in contracts with us on an ongoing basis. Since inception, we have not lost a single farmer.
- 50% of our farmers have been with ORGANIC INDIA for over 15 years. Some farmer relationships have been ongoing since day one.

OUR TRADE TERMS:

ORGANIC INDIA works exclusively with our farmers to provide the following benefits and services:

1. Fair Trade Premiums - Suppliers receive equivalent to or greater than Fair Trade Premium for materials. This allows for greater economic opportunity and mobility.
2. Upfront Payment - ORGANIC INDIA offers upfront payments, providing suppliers with necessary funds prior to delivery of goods. Additionally, we engage in multi-year contracts, which eliminates uncertainty for farmers who may otherwise have to plan seasonally.
3. Capacity Building - ORGANIC INDIA suppliers are provided with a variety of capacity building services and benefits, including training on organic and regenerative farming techniques, seeds provided by ORGANIC INDIA on a no-profit or loss basis, installation of water filtration services in villages without access to clean water, and support for improving and maintaining quality assurance practices.





FAIRTRADE SYSTEM:

Due to the exigent certification process, only a select number of our farming operations are certified Fairtrade. This certification is implemented to support farming communities and their businesses in this system farmers are getting an additional 15% funds over and above their regular crop selling price.

Fairtrade is an amazing accomplishment, and we are proud to take it one step further by supporting our farmers directly with clean water, health care, and fair wages.

With this funding, we've developed the following:

- 18 tube wells installed for group irrigation plan so farmers can grow crops in both rainy and dry seasons, thereby increasing their income
- For soil fertility improvement, green manuring seeds and castor cake are distributed to farmers free of cost for crop yield improvements
- 15 India Marka drinking water pumps installed in villages for their daily drinking water needs
- Trees are distributed for environmental protection



ORGANIC INDIA FOUNDATION: HEALTH CARE AND EDUCATION:

The areas of India in which we work are some of the most impoverished and over-populated places in the world. The ORGANIC INDIA Foundation was formed to serve and increase the resilience of ORGANIC INDIA's farming communities, providing much needed medical care and health education for farmers, workers and their families. The ORGANIC INDIA Foundation (OIF) empowers and uplifts India's farming communities in the following ways:

Promote Preventive Health Care and Sanitation

Lead health awareness campaigns via health and sanitation education and toilet construction where needed.

Arrangement for Drinking Water

Promote available safe drinking water, dig bore wells, install water supply pipelines, and educate citizens around safe drinking water habits –especially in drought-prone areas or areas lacking a safe water supply.

Ensuring Environmental Sustainability, Ecological Balance

Promote organic farming and training, distribute organic manure, and plant trees.

Rural Health and Medical Facilities

Provide facilities and services to people living in rural areas, including distributing free medicine, medical assistance and doctor's consultations, education on health, and awareness campaigns for improving overall health of the community.

Women's Empowerment

Implement skills-development training, improved sources of earning, and employment opportunities for social and economic empowerment for women.

Hunger, Poverty, Malnutrition and Health

Educating communities towards eradicate hunger, poverty and malnutrition, while promoting preventive health care and sanitation, and distributing food, blankets, and basic necessities to the farmers and villagers.

The ORGANIC INDIA Foundation (OIF) has continued to develop and expand its Farmer Wellness Program in Rath and Azamgarh. These activities are steered by local teams of doctors and outreach workers in Rath and Azamgarh.

We will continue to devote special attention to facilitator skill development to improve the quality of our educational workshops. General overview of our activities from years 2019-2020:

1. Continuing our phased rollout of a health insurance program for all of our farmers and their family members. This initiative provides each farming family with funds to cover hospitalization costs for health-related issues. To date, the program covers 732 individuals, and we are continuing to expand it over time.
2. Offering free outpatient care (consultation and medicines – both allopathic and our own supplements) to farming community members through our Azamgarh clinic, and via mobile clinics that rotate through our farming areas in Rath. We had 8,900 patient visits between Rath and Azamgarh from April 2019-March 2020.
3. Ongoing educational workshops in our farming communities and local schools, on topics including WASH (water sanitation and hygiene), MHM (menstrual hygiene management), and nutrition. In the year 2019-20, 589 workshops were conducted, reaching 6,793 people, 214 workshops reaching 2,875 people in 2020-21 and 340 workshops reaching 5,947 people in 2021-22.
4. Participation in Ecofemme's pads for sisters program, through which reusable, eco-friendly sanitary pads, made by Ecofemme, are made available to women in the communities we serve at a subsidized cost.
5. Educational outreach to community members on Covid-19 (via phone), and distribution of immune boosting supplements and masks to vulnerable community members during the Covid-19 pandemic.
6. Two more projects have been launched in 2021-22 towards rainwater harvesting in one of the driest regions of India (Bundelkhand) and improving soil health by establishing a 'model vermicompost manufacturing unit' and its demonstration within the farming communities.

In 2019, OIF partnered with technology company Innotech Aqua to pilot an ultrafiltration-based drinking water plant in Dadri village, Rath. Mr. Dhwanj Pal Singh, the first tulsi farmer in Rath, kindly offered his site for installation. The plant has a 2000 liter storage tank that can support a 5000 liter tank in the future, should the plant need to be scaled to

meet greater demand. After the first five months of operations, the plant was already being utilized by 25-50 families per day to serve their drinking water needs. The technology used is particularly suited to this arid part of the country, as it is far more water and energy efficient than RO technologies.

“Before the plant was installed we used to drink dirty water and this resulted in many family members getting sick. But now the frequency of sickness has decreased. The company also does many other works for us like holding camps, educating about cleanliness and now this water plant – who does so much? Maybe the family does not support each other but OI always does. The company has played a vital role in changing our life.” — Roop Sahai, OI Farmer, Dadri Village

“I am thankful to OIF for this support and I want maximum people to take water from the plant so they can stay healthy and free of disease. Since I am a doctor, I can see that before the plant many patients used to come to me for stomach problems but now I have less patients coming. One of my nephews monitors the plant. A lot of government people have also been coming to my house and they ask me about this plant. I tell them my company, ORGANIC INDIA, which produces Tulsi, Chicory and other herbs, has installed this plant so that farmers and their families can stay healthy and drink pure water. This will also save them money and they can become financially strong which will help them to educate their children better. We will always be grateful to the company for installing this water plant.” — Dhwanj Pal Singh, OI Farmer and Doctor, Dadri Village



GIVING BACK

COMMUNITY ENGAGEMENT, U.S METRICS:

We recognize our responsibility to create a positive impact in the world and re-invest a portion of our resources back to our communities. ORGANIC INDIA considers the social and environmental impact of all contributions and supports other like-minded organizations through three means of contributions – charitable contributions, sponsorships and in-kind donations.

Community engagement at both a local and national level is a top priority for ORGANIC INDIA USA. We partner with numerous charitable and community-based organizations who work to advocate for and create change toward a more prosperous, equitable future for all.

In 2020:

- 1.69% of Revenue Donated to Charity (2019-2020)
- \$23,500 in cash
- \$313,306 in product
- **Total donated: \$337,306**

HOW WE ADDRESSED (AND ARE CONTINUING TO ADDRESS)

COVID-19:

During the COVID-19 pandemic, we donated our products to organizations such as the Mutual Aid Disaster Relief and the Grassroots Aid Partnership along with food banks and hospitals. In addition to the front line and those in need – we gave away 5,000 free Immune Kits to our customers.

By the numbers:

- Instituted unlimited employee sick days.
- 200 boxes of Tulsi tea delivered to the community through Meals on Wheels, whose mission is to provide nutritious meals and a daily well-being check to Boulder residents, regardless of age or income.
- Teas distributed to 29 hospitals in the NYC area through NYC Health & Hospitals
- 15,000 tea bags, 2,300 Immune Lift canisters, and 2,300 Turmeric Formulas donated through Grassroots Aid Partnership (GAP) to provide healthy food and aid to vulnerable communities in crisis.
- \$1,000 monetary donation to Mutual Aid Disaster Relief in Florida, a national organization with 150 local chapters.
- Donated 2 cases of tea to grocery store workers with each receiving 01 order from INFRA and UNFI distributors.

ORGANIC INDIA FOUNDATION CRISIS RESPONSE: (COVID-19 AND FLOOD RELIEF):

- Educational outreach to community members on Covid-19 via phone calls while clinics were closed during the lockdown.
- Shared key information on Covid-19 with employees, including how to protect themselves through strengthening their immunity and specific behavioral practices
- Informed our communities that their insurance policy covers any Covid-19 hospital treatment should it be needed.
- Distributed immune boosting supplements and masks to vulnerable community members during the Covid-19 pandemic. Foundation team members also stitched masks for distribution within the communities.
- Provided educational support materials to children of our communities who did not have smartphones or internet connectivity in Rath and Azamgarh in order to keep them engaged in educational activities during Covid-19 lockdown when schools were closed.
- Providing flood affected families (120) in Azamgarh with nutritional support, doctors' consultation and free medicine distribution through health camps in villages. Prevention of spread of possible diseases during floods, like malaria and dengue, by distributing mosquito nets, immunity boosting supplements and organizing cleanliness drives in a participatory approach in flood affected villages.

We will continue to explore ways in which we can be of support to the farming communities we serve in the context of Covid-19.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Certified



Corporation

PROUD B CORPORATION

This year, we were ecstatic to increase our B Impact Score score from 120 to 125.8. In the B Corp world this is an incredible achievement.

In order to maintain B Corp certification, businesses must recertify once every three years through the rigorous B Impact Assessment. Every year, 10% of recertifying B Corp companies are selected for a site review. The site review process is a deeper level of verification, which allows B Lab to guarantee the credibility of an organization's certification by further evaluating the validity of our assessment answers. B Lab staff completed a site review of ORGANIC INDIA USA on December 9th, 2021.

THE HIGHLIGHTS:

Community: Supply Chain Poverty Alleviation

"Possibly the most impactful practice that ORGANIC INDIA engages in is its relationships with suppliers. The vast majority of supplies are provided by traditionally underserved farmers in India's Uttar Pradesh region. ORGANIC INDIA directly engages with these farmers, and works with them to provide... life-altering benefits and services."

Environment: Packaging Environmental Impact

"ORGANIC INDIA USA displayed a strong commitment to tracking and minimizing the environmental impact of their packaging... B Lab was especially impressed by ORGANIC INDIAUSA's detailed regenerative packaging strategy, which affirmed the company's dedication to reducing their products' landfill-bound end-of-life waste. The regenerative packaging strategy shared by ORGANIC INDIA provided a comprehensive overview of the company's packaging update objectives, the rationale behind each change, the intended results, material inputs, and anticipated project timelines... ORGANIC INDIA's commitment to minimizing the environmental impact of their packaging was also further demonstrated by their decision to work with an external consultant to conduct a comparative analysis of the packaging utilized by 30 competing brands in the natural tea/supplement/superfood industries."

OUR PEOPLE (ORGANIC INDIA USA INTERNAL STAFF):

- We've created 6 new positions over the past 12 months
- Out of the 11 managers at OIUSA, 6 identify as women
- Our organization was closed on Election Day, Tuesday, November 3rd 2020, in efforts to promote employee voting and volunteering

PARTNERS AND CERTIFICATIONS

17 PARTNERSHIPS FOR THE GOALS



PARTNERS AND CERTIFICATIONS:

We partner with numerous charitable and community-based organizations who work to advocate for and create change in both the political and non-political spheres, including the Regenerative Organic Alliance, Whole Planet Foundation, Climate Collaborative, Naturally Boulder and Rodale Institute. We also partner with incredible brand ambassadors who embody our healthy, conscious living ethos and run their own wellness programs across the country.

CERTIFICATIONS:



NATIONAL:

- Rodale Institute
- Regenerative Organic Alliance
- Climate Collaborative
- One Step Closer Packaging Collaborative
- The Organic Center
- Whole Planet Foundation
- Green America

LOCAL (COLORADO):

- B Local Colorado
- Naturally Boulder
- COLORAMA
- Eco-Cycle's Greenstar Business Network
- The Alliance Center



A GLIMPSE INTO THE FUTURE

ORGANIC INDIA CAFE:

We are thrilled to announce that ORGANIC INDIA USA will open its first cafe and storefront this year in downtown Boulder, Colorado on bustling Pearl Street. The space will personify our ethos of healthy conscious living in every sense, including our ambitious goal to become the first zero-waste eatery in Boulder.

For those who may not know, Boulder County is recognized as a national-leader in environmental sustainability. According to the County, 'every \$1 invested in zero waste programs in Boulder County gives \$3 back to the community.' At present, Boulder County homes and businesses divert 35% of materials from landfill. Our hope is that the cafe will play a key role in increasing that percentage.

To remain accountable and establish clear baselines, we're following the key indicators and metrics outlined in Boulder County's Zero Waste Action Plan. All events, series and activities will abide by the Zero Waste Planning Guide. Thanks to nearly a dozen partnerships with like-minded local businesses and organizations, we are on track to achieve our zero-waste goal.

All menu and retail items will be sourced from regional brands and local, regenerative or organic farms. Our distinct teas, herbs and

plants will be available and woven into the menu items, ranging from fresh-pressed juices and 'smootees' to Ayurvedic-inspired dishes. More than 90% of all crops grown on Boulder's agricultural land winds up back in the local food system. By sourcing locally, we can reduce greenhouse gas emissions associated with food storage and transportation. An impressive 2,416 acres of agricultural land on Boulder County open space are certified organic or transitioning to organic, and counting. As a company devoted to regenerative, organic agriculture, we are proud to indirectly support this continued expansion by sourcing locally.

More than anything, we're excited about the community aspect. The space will be used as a gathering place for recreational meditation and yoga classes, educational series, and collaborative events with industry experts, brands, and businesses who are igniting positive shifts throughout the collective. When it comes to human health, social impact, land regeneration, and just food systems, we believe we can play a part by creating a space for these accessible forums.

We look forward to welcoming all patrons into this unique gathering space to enjoy nourishing food and delightful drinks, to work, to learn, to play, and to evolve together.

