



2019 SOCIAL AND ENVIRONMENTAL RESPONSIBILITY REPORT

OUR ANNUAL ACCOUNTING TO OUR PEOPLE AND OUR PLANET

Dear Banyan Stakeholders,

This is our second annual accounting to you on how we are upholding our social and environmental commitments. The purpose of this annual report is to celebrate what we have accomplished, to acknowledge our shortcomings, and to mark our progress toward the dreams we intend to make manifest.

In 2019, we reached a major milestone as a company by becoming a Certified B Corporation. B Corporations are a new kind of business that balance purpose and profit. Our company bylaws now legally require us to consider the impact of our decisions on all our stakeholders, including our customers, employees, vendors, our family, friends, members of our communities, both local and global, our environment, and our planet.

For us this is not just a symbolic statement. It is a practical grounding of our commitment to use business as a force of good. While we are proud of this accomplishment, we recognize that we are only at the beginning of our work. We are deeply inspired by our fellow B Corporations and will continue to strive to learn and implement current best practices of measuring success not just by profit but also by the positive impact we have on people and the planet.

In 2020, we will continue to refine the fairness in our supply chain by working to receive our Fair for Life certification and to launch our first Fair for Life certified products. We will continue to grow more of our own herbs and source them more locally on our new Banyan Farm in Williams, Oregon. We will be more active in our local communities by participating in Farmers Markets and by opening the Banyan Ayurvedic Apothecary, our first brick and mortar store. We will continue to share the fruits of our success with our employees and work to improve our benefits and overall job satisfaction. And we will continue to introduce new products and services to our customers.

As we prepare to publish this report, we are in the immediate aftermath of the murder of George Floyd and the resulting wave of action toward ending police brutality and racial injustice and affirming that Black Lives Matter. This has prompted much soul searching for myself and the Banyan team. As a result, we are making donations to support the black community, we will be educating our team and conducting trainings on unconscious racial bias and being anti-racist, and work more diligently to increase the diversity of our employment application pool and the make up of our team. Recent events have also awakened us even further to the importance of using our brand and our reach to support social causes that are working to create a world that is more harmonious and just. Going forward, we will be working proactively to identify other organizations and causes to align with.

Thank you all for your continued support. We intend to be here for you in this time of great challenge and uncertainty. May we all use it as an opportunity to create a world that is more balanced, healthy, and harmonious.



Yours in Health,

KEVIN CASEY

Co-Founder & CEO

ON THE COVER

An apple tree in bloom at the Banyan Botanicals Farm in Williams, OR.

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 Banyan was featured in the B Corp pop-up store in Portland, OR.



Our Promise

We recognize the importance of profit in being a financially healthy, sustainable business, but it is not of highest importance—rather, it is a means to further our mission, support our people, and be a good steward of our planet.


2019 Highlights

- Our BIG news is that we became a Certified B-Corporation®! B Corporations are leaders of the global movement of people using business as a force for good.™ [Read our press release.](#)
- During the month of December, our products were featured at the B Corp holiday pop-up store in Portland, Oregon, the only B Corp store in the US. All proceeds were donated to the local nonprofit B Corp chapter.
- We began the process of fair-trade certification through Fair for Life. Our company-wide audit was in October 2019, and we will be certifying in early 2020.

“ B Corp is not just about getting a certification. It’s a way of approaching business that is holistic. You really need to commit to it and make it part of your culture.

— Kevin Casey, Co-Founder & CEO



 Erin, Banyan Corporate Responsibility Manager, and Kevin, CEO, celebrate Banyan's B Corp certification.

Kevin Rae, Customer Care Specialist, harvests tulsi on the Banyan Farm in Williams, OR.



“ Being able to be in the dirt with the plants under the beautiful Oregon sky allowed me to appreciate the work done by the farmers at the beginning of our supply chain. They taught me how cultivation—caring in the deepest sense of the word—not only begins with the plants, but must continue through to the final product, manifesting as care for our customer’s well-being.

— Kevin Rae, Customer Care Specialist

Our People

Employees

We have assembled a team of dedicated, hard-working, and compassionate people that believe in the power of Ayurveda to transform lives. Over time we have realized that in order to provide the best service to our customers, we too have to be committed to our path of healing.

2019 Highlights

- During the summer, employees had the incredible opportunity to participate in Banyan Farm Days at our farm in Williams, Oregon. Each month, employees were offered a paid day out of the office to commune in nature, participate in plant talks, and work in the fields. They planted starts, weeded, harvested herbs, washed and dried herbs, and made medicine.
- We added a 2% employer match contribution benefit to our 401K and began offering socially and environmentally conscious investment options.
- 89.4% of our employees took advantage of our employee health, dental, and vision insurance where Banyan pays 90% of employee premiums and 75% of premiums for spouses and dependents.
- We continued our Kitchari Wednesday program, serving free, organic Ayurvedic meals to our employees.
- 5% of company profits continued to be distributed directly to eligible employees each quarter through our employee profit sharing program.

“ We need to engage in these relationships with nature to help inform us on how we practice environmentalism. How do we become stewards of the land? We have to take that out of the books and out of the classroom and really apply it and have that direct experience.

— Tyler Wauters, Plant Education Director

2019 Employee Highlights

- 15 employees attended a Bioregional Ayurvedic Herbal Studies campout with Plant Education Director and clinical herbalist, Tyler Wauters, bringing employees together for an immersive educational program to inspire personal transformation through deep connections with the natural world.

✓ Tyler, Banyan Plant Education Director, and Kevin during the bioregional Ayurvedic herbal studies campout.



2019 Employee Highlights

- We held our first employee retreat to team build, gather in nature, and learn from one another.
- Two Banyan babies were born!
- We continue to support our employees' growth by supporting them with trainings and conferences. Some highlights include:
 - All of Banyan Customer Care reps were offered the opportunity to take Dr. Claudia Welch's course, The Foundations of Ayurveda.



Top: Scott, Banyan Web Developer, and his sons Benji and Aaron.

Middle: Vrinda, Banyan Research Director, and her son Darshraj and daughter Dhiya.

Bottom: The Banyan team enjoys a sattvic meal during our first retreat.

“ The Claudia Welch course has been paramount in my understanding and application of Ayurveda. I find so much value from this course every day talking with customers. I could go on forever in gratitude about how valuable this course has been to my life and understanding.

— Emily Miller, Customer Care Specialist

- Our Compliance Manager Shellie Bryant attended the PCQI Training, which was completed for the Food Safety Modernization Act. This helps reduce recalls and ensure safety from top down to keep everyone safe, from employees to consumers.



Our Turmeric Milk Mix is already a customer favorite.

Customers

2019 Highlights

- In 2019, we served a total of 323,202 individuals. This measurement is important to us as we use the number of customers served as an indicator of achieving our mission to help people achieve and maintain optimal health and well-being.
- Based on customer demand, we created and introduced 6 new products, including Turmeric Milk Mix, Total Body Cleanse, Ear Oil, Cinnamon Daily Swish, and larger sizes of Chyavanprash (17.6 oz) and Triphala tablets (180 tablets per bottle).



“Banyan Botanicals new Turmeric Milk Mix is over the top delicious. After an incredibly busy fall traveling, lounging on the couch with warm turmeric milk is the perfect remedy for my vata dosha. I’ve been having it every afternoon and feeling its rich nourishment sinking into my tissues.”

— Larissa Hall Carlson, Banyan Ambassador



We now offer a larger bottle of Triphala, one of our all-time customer favorites.



Y Maria, Herb Production Specialist, bagging Triphala powder in our warehouse in Albuquerque, NM. All of our powdered herbs are bagged by hand.

Suppliers

Our supply chain reaches half-way around the world and entails many complexities. Through cultivating long-term, healthy relationships with our vendors, we are consistently able to provide our customers with herbs that are certified organic, sustainably sourced, and fairly traded. We strive for win-win relationships where the circle of benefits travel from the fields to the customers, and back to the farmers.

2019 Highlights

- We celebrated our 18th year in partnership with our main supplier and fellow Certified B-Corporation, purchasing over 50,000 pounds of herbs in 2019.
- We began a fair-trade certification process and completed our first Fair for Life audit in October of 2019 to include three herbs and one formula: ashwagandha, turmeric, amalaki, and triphala. We anticipate that our certification will be approved in early 2020.




Y Brahmi/gotu kola growing at our contracted organic farm in Panchavati, India.

Community

When we reflect on our mission, we acknowledge that the individual is only one part of a greater whole. Indeed, to be truly Ayurvedic, we must also focus on the health and well-being of our communities—local, national, and global.

2019 Highlights

- We started the Banyan Community Grant Fund to support those making Ayurveda more accessible to disadvantaged people in their community, awarding \$10,500 in cash and product donations. Read more about [one of our grant recipients](#).
- We began matching employee donations to US non-profits, up to \$100 per employee per calendar year.
- We made in cash and in-kind product donations to more than 30 charitable projects, including: The Ayurvedic Institute, Punarnava Healing Community, Rogue Herbalism, United Plant Savers, Sanctuary One, Yoga Gives Back, University of New Mexico Foundation, Southern Oregon Land Conservancy, Stone Cabin Clinic, 2020 Mom, The Breasties, and Sprouts Cooking Club.
- We continued to support our friends at Punarnava Ayurvedic Trust in Tamil Nadu, India, by sponsoring free monthly Ayurveda medical camps for those living in interior villages without access to healthcare.
- We donated a percentage of our sales in December to support our local community food banks.
- We organized 3 employee volunteer events.
- We sponsored the National Ayurvedic Medical Association (NAMA) Conference for the 15th consecutive year (every year since its inception), supporting their goal to advance Ayurveda in the United States.



Seedlings await planting at the Banyan Farm in Williams, OR.

Our Planet

We are committed to becoming increasingly aware of how the way we conduct our business impacts the environment and to taking actions that will allow us to operate more in harmony with Nature.

We have found that this is no easy task in our modern world. As we import the majority of our herbs from the other side of the planet and provide products for people across the US, we currently find ourselves with more questions than answers. As much as we recognize the value of the work that we do, we are also facing up to the role we are playing in contributing to the climate and ecological crisis.

As we identify ways we can operate in a more ecologically friendly way, we are researching solutions and allocating the resources to take action.

Sourcing

Global trade of medicinal herbs has a history dating back thousands of years and has benefitted the international community in many ways. We are part of this tradition and are deeply grateful for the wonderful plants native to India that we have grown to love and cherish as our allies in health.

We also recognize that all plants have medicinal benefits and that there is a treasure trove of herbs that grow on this continent. In the coming years we will be diversifying our supply of our herbs and moving in the direction of sourcing our herbs more locally. In doing so we will continue to maintain our certified organic and sustainable sourcing standards.

We are also growing herbs on our own Banyan farms so that we can be more directly connected with the plants and further refine our methods and processes for working with them.



2019 Sourcing Highlights

- We purchased 20 acres of certified organic farmland in Southern Oregon to begin growing our own herbs domestically. We started leasing this land in 2018 and have been growing ashwagandha, tulsi, bhringaraj, chamomile, skullcap, bhumyamalaki, shankhapushpi, echinacea, marshmallow, rosemary, lavender, bacopa, and brahmi/gotu kola. The land has been certified organic since 1998. Learn more about the [Banyan Botanicals Farm!](#)
- We continue to lease farmland in Gujarat, India, cultivating brahmi/gotu kola, bacopa, vasaka, bala, jasmine, bhringaraj, bhumyamalaki, kalmegh, chitrak, shatavari, and punarnava on this plot.
- We continue to invest in the [FairWild Initiative](#), which ensures the protection of wild plant species and their habitat.
- 99.5% of the herbs we sourced in 2019 were certified organic. The only two exceptions were asafoetida and kutki, for which no certified organic sources or viable substitutions could be found.
- We continue to provide a market for over 50,000 pounds of certified organic herbs grown in India on land that might otherwise have been used for non-organic agriculture.

Organic rose petals are a key ingredient in our Healthy Hair Oil.

Manufacturing

The care that we put into securing pure, high quality raw materials extends to the processes we employ to transform the herbs and oils into products. Our herbal oils and balms are made in-house in our certified organic facility in Albuquerque, New Mexico, and our tablets and liquid extracts are also produced in certified organic facilities by our partner manufacturers.

While the processes themselves maintain the purity of the products, there is still much for us to learn about how we can produce and transport them using less fossil fuels.

2019 Highlights

- We recycled, composted, or reused over 50% of our manufacturing wastes, including the waste from our herbal oils, which were either composted or recycled into biofuel.



Maximo, Head of Oil Production, tending to our oil in our Albuquerque, NM warehouse.

Packaging and Shipping

Perhaps our biggest ecological challenge as a company is cracking the nut of how to deliver our products in a way that maintains their quality, meets FDA guidelines, and is convenient and economically viable for our customers, all while minimizing waste and the amount of carbon used in the process.

As we invest more time and resources to researching solutions, we are learning that this is a very complex issue with no easy solutions. It is difficult to consider the life cycle impacts, greenhouse gas emissions, and end of life (recycling) of packaging all at once. That said, we are identifying changes that can be made and are working diligently to implement them.

2019 Highlights

- We formed a packaging task force in 2018, and in 2019 we continued to focus hundreds of hours on researching more eco-friendly packaging options, such as aluminum and glass.
- We continued to package our tablets and oils in PETE 1 plastic, which is the most recyclable type of plastic, is lighter in weight, and less prone to breakage than glass.
- We stopped shipping products in plastic bags, eliminating an estimated 18,000 plastic bags.
- We saved over 173,000 sheets of paper by upgrading our shipping software to be more electronic based.
- We continue to pack with 100% recycled newsprint paper.



Our office space in Albuquerque, NM during the International Balloon Fiesta.



Office Resources

2019 Highlights


- We printed our catalogs and postcards on FSC certified paper with 10% post-consumer recycled content made with trees grown in responsibly managed forests and used so-seal approved inks on an energy-efficient press powered by 100% wind power.
- Employees were given paid time off to participate in the September Global Climate Strike.
- 11 employees, or 17% of our team, consistently walk or ride their bikes to work.
- Across both of our locations, our total water consumption went down 14% while our total energy use went up 4.4% due to facility expansions.
- We held a recycling training to reeducate our employees on what is recyclable and what is not.
- We estimate that 50% of manufacturing waste is recycled, composted, or reused.



Members of our ABQ staff at the climate strike in September.



This message appeared on our website in support of the climate strike.

 Tulsi growing at the Banyan Botanicals Farm in Williams, OR.



Banyan Botanicals was founded in 1996 with the mission to help people achieve and maintain optimal health and well-being. As an Ayurvedic lifestyle company, we specialize in products made from Ayurvedic herbs that are organically grown, sustainably sourced, fairly traded, and made in the USA. Our product line includes the largest selection of USDA certified organic Ayurvedic herbs as well as herbal tablets, liquid extracts, massage oils, and Chyavanprash. Banyan is committed to providing exceptional customer service, inspiring educational content, and the highest quality Ayurvedic herbs that are safe, pure, and effective.

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