



Impact Report 2021

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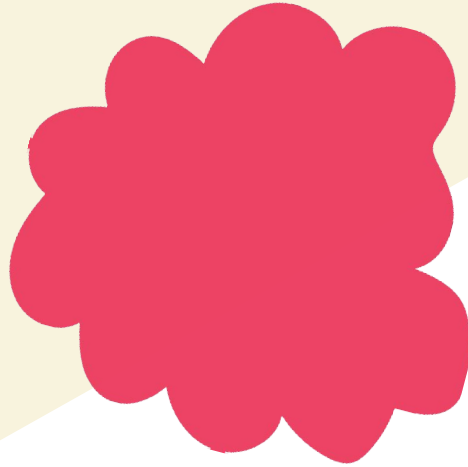
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Introduction

Welcome to our first annual Impact report.

In this report, we will outline our impact as a company on our community, our company, and our planet in our goal to create healthier and happier communities. We will share our company culture, core values, and customer impact, based on the B Impact assessment outline. We will also share our strategic impact plan for 2022, which will dive into our goal of fully replacing our plastic bottles with pouches made from 100% compostable materials.





Our Company Culture


We make sure to prioritize our Herbaland family with everything we do. In 2021, we invested over \$93,000 in our team through many different initiatives including:

- Food trucks every month in the summer
- Prize draws once a month
- Team dinners
- Our annual family-friendly Christmas party and summer barbeque
- Covering gym fees for our employees to promote healthy living

At Herbaland, we make sure to work hard, play hard, and eat lots of gummies!

At Herbaland, we make sure to create opportunities for people from many different diverse backgrounds including new immigrants and families in need of support.

We also offer incentives to our employees who recommend family members to work at Herbaland.



Our Core Values

Our core values of community, inclusivity, and sustainability are driving forces in all of our initiatives. We strongly believe that living in a sustainable world means taking care of all life and respecting the natural cycles of water, land, and climate. It means taking care of all our homes: from our body to our planet.

Sustainability

From our production to our packaging and everything in between, we prioritize sustainability every step of the way.

Inclusivity

As a women-owned company with a diverse workplace, we take pride in our culture of inclusivity.

Community

We believe it's both a gift and a responsibility to make a difference in our local and global community.



Inclusivity

Ingredients & Certifications

We want to make sure everyone is able to enjoy our gummies and their health benefits. That's why we've created gummies made from high quality, plant-based ingredients that fit a variety of diets and are accessible to all. Our gummies are certified vegan, low-sugar, sugar-free, dairy-free, soy-free, palm oil derivative-free, allergen-free, nut-free, halal, and kosher - the list goes on.



Diverse Team & Female leadership

As a CAMSC certified minority and diversity owned company, we are very proud that our diverse team members come from over 27 different countries across the globe. Herband is also 50% women-founded and owned and throughout the company most of our leadership team is female. We are very proud of Aisha Yang, our Director and Co-Founder, for ranking #5 in the 2022 Women 2 Watch List presented by the Women Presidents' Organization!



CAMSC

Sustainability

Sustainable Packaging

In 2021, we launched our Snack Healthy line in pouches made from 100% compostable materials. We also launched 5 of our best selling gummies in refill pouches made from the same compostable materials. Our refill pouches eliminated the need for our customers to purchase more than one plastic bottle, drastically reducing their waste.

IMPACT

We sold 2,662 refill pouches reducing our customer's plastic waste by 85kg.

Ecocart: 100% Carbon Neutral Orders

Since November 2021, we offset 100% of carbon emissions from our online orders by using Eco-Cart. Our offset is invested in a certified environmental project, the Amazon Rainforest Protection Project. On top of that, we offer customers the opportunity contribute to their own carbon offset at checkout.

IMPACT

Customers made 188 climate positive orders, and Herbaland offset 12,902 lbs of Co2 and saved 9,601 Trees.

Sustainable Merchandise Line

Besides making our gummies sustainable, we also offer a merchandise line that has a strong focus on sustainability. Items included in this line are metal straws, reusable produce bags, canvas bags, and more!

IMPACT

We offered our customers an alternative to traditional single use straws and bags.

Sustainability



Eco-Forming Technology

We use a unique Eco-Forming Technology in our gummy production which enables us to be more energy and resource efficient. The stainless steel molds we use are much more durable than the standard starch molds. Starch molds also can't be cleaned easily, and are often just replaced leading to an increase in waste and cross-contamination

IMPACT

In 2021, we sold 3,079 refill pouches reducing our customer's plastic waste by 99 kg.

Trusted Vegan Ingredients

We choose high-quality plant-based ingredients from suppliers who align with our values of sustainability and inclusivity. All of our ingredients are certified vegan, gluten free, non-GMO, kosher, and halal as we strive to provide inclusive products for people with diverse dietary restrictions.

IMPACT

Our gummies are created with carefully-selected ingredients to support the health of our people and planet

Zero-Waste Stores



We stock our gummies at bulk at zero-waste stores, where customers can bring their own containers to store Herband gummies. We support many Canadian refilleries including Kregers Krates, Purple Carrot, The Soap Dispensary & Kitchen Staples, and the Refillery Market.

IMPACT

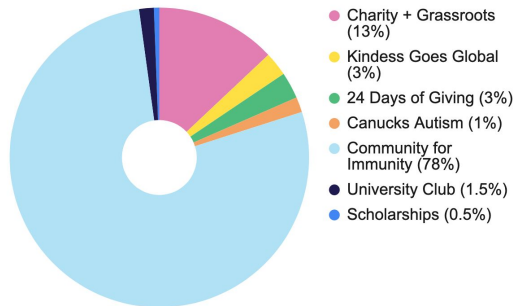
In 2021 we sold our gummies in 40 different zero waste stores across Canada.

Community

Our community is at the core of everything that we do.

In 2021, we gave almost \$515,000 of product and monetary donations to various grassroots and charitable organizations across Canada. We also made sure to get involved in the action ourselves, and spent over 200 hours volunteering.

Percentage of monetary and product donations to different charitable campaigns



Community for Immunity Campaign

In our 2021 Community for Immunity campaign, we donated almost 20,000 bottles of immune boosting gummies valuing over \$400,000 to frontline workers across Canada. This was our biggest charitable campaign of the year, accounting for 78.2% of our donations

Kindness Goes Global Campaign

In our Kindness Goes Global Campaign, we matched our customer's donations of \$6,700 to donate \$13,400 to a Brazilian daycare that supports underprivileged families that don't have access to basic needs. Our donation was used to provide food, build a new roof for the facility, fund school supplies and medicine and helped the daycare to pay their staff.

Truth and Reconciliation Campaign

On September 30th, the Canadian National Day of Truth and Reconciliation, we donated our sales revenues to the Indian Residential School Survivors Society.

Community

24 Days of Giving

In our 24 Days of Giving campaign, we volunteered with 6 different local charities and grassroots organizations and featured them on our platforms. We were able to donate \$14,664 of product to these charities, which included the Abbotsford Food Bank, Mamas for Mamas, and Backpack buddies.

Herbaland Scholarship

In 2021, we created a scholarship program where we awarded three students in the Richmond school district with \$1000 each for their university tuition.

Charity + Grassroots Campaigns

Our Charity and Grassroots campaigns support local organizations by allowing them access to safe nutrition through Herbaland product donations.

Mamas for Mamas

We currently provide one of our office facilities to Mamas for Mamas, a charity that supports mothers and children in Vancouver. We have also donated \$3,000 and over \$5,000 of supplements to mamas and families in need through their network.

Canucks Autism Network

We donated \$8,500 to the Canucks Autism Network through a campaign for Autism Awareness Day where we donated a percentage of our sales.

We believe it's both a gift and a responsibility to make a difference in our local and global community.

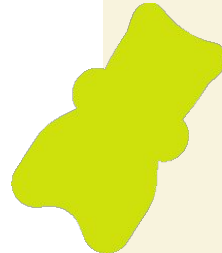
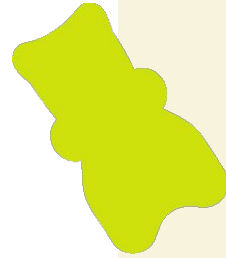
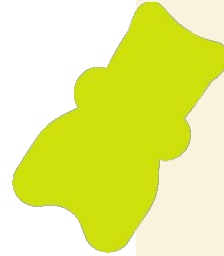
In 2021, our community involvement accounted for 11% of our yearly revenue. We continue to prioritize our community as we work to increase that number to 15% for 2022

Customers

Health and wellness education

Our goal is to provide premium and effective gummy vitamins that are accessible for everyone. We have a wide range of gummies vitamins and supplements that are certified to meet most dietary restrictions and are available at a reasonable price point.

Herbaland provides health and wellness education through a variety of platforms including social media, blog posts, and emails. We educate people on why, when, and how they should take specific vitamins and supplements. We provide in-depth nutritional information so our customers know exactly what they're taking and its purpose.



Customer interaction

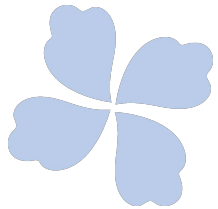
We use our various customer touchpoints to educate and inspire customers to take action on social and environmental issues. We believe it is our responsibility to take specific actions to make the world a better place, starting in our community. In addition to our local initiatives, we strive to make environmentally conscious decisions such as using compostable packaging and a climate positive option on orders so our customers can find supplements that are good for them and the planet.

Goals for 2022

Setting United Nations Sustainable Development Goals (SDG)

We plan on implementing the United Nations SDGs into our business practices as we believe these overarching goals address many of the challenges we all face as a global community. So far we have selected 5 SDG goals to focus on for 2022. We will strive to be able to contribute to the following goals:

- Good Health and Well Being
- Sustainable Cities and Communities
- Climate Action
- Responsible Consumption and Production
- Life on Land



Goals for 2022

How we plan to accomplish our five SDG in 2022:



Continuing to create fun, earth-friendly, nutritious gummies that are certified vegan, non-GMO, gluten-free and low sugar. Promoting a healthy lifestyle is rooted deep into Herbalands beliefs as a business, and we will continue to do so in 2022.



Increasing our support for our local and global communities by working with more charities in 2022, through volunteering, fundraising and donating. We are committing to working with at least one charity per month this year.



Continuing to use pectin over gelatin in our gummy production, allowing our customers to consume more responsibly. Using our eco-forming technology for our production which leads to less waste and an increase in energy efficiency.



Switching our packaging to our pouches made from 100% compostable materials, to reduce our environmental impact. Partnering with eco-friendly organizations such as Veritree and One Step Closer to empower a collective action against climate change.



Partnering with Veritree, to bring nature-based solutions to our business and consumers. In 2022, we're committing to planting 500,000 trees, to revitalize local environments, ecosystems and communities.



Goals for 2022

New Packaging Made from 100% Compostable Plant-Based Materials

This April, we plan on launching our rebrand, which includes our brand new packaging that is made from 100% compostable plant-based materials such as wood pulp, beets, cassava, and sugarcane. Our pouches also take up around 90% less space than our pouches, greatly reducing transportation pollution. Since our new pouches are made from 100% compostable plant-based materials, they can be composted in a variety of ways such as home compost bins, home compost machines, bokashi bins, worm farms and community gardens. Herbalands new packaging has the potential to divert over 60,000 plastic bottles or 2 tons of plastics from landfills per year.

Herbaland Community Scholarship

Last year, we worked with the Richmond School District to award 3 students \$1,000 each. For 2022, we are aiming to donate \$1000 to 5 different students while also making the scholarship more accessible and opening up applications to students from all over British Columbia.

Goals for 2022

Planting 500,000 Trees in partnership with Veritree

Herbaland is partnering with Veritree to become not just a sustainable business, but also a restorative one. Veritree is a reforestation platform that directly connects nature-based solutions, namely tree planting, to businesses and customers. We want to continue being at the forefront of sustainability, so we are committing to planting 500,000 trees in 2022. Not only are we as a business doing our part to fight climate change, but this partnership with Veritree empowers our customers to help our planet as well. We've made it easy for customers to plant a tree, whether that's from purchasing one of our products, donation, or using our rewards programs points system!

Charity Commitment

In 2021, we worked with 9 charitable organizations, giving away almost \$515,000 worth of product and monetary donations. This year we are making a commitment to work with at least 1 charity per month, and donate an even greater amount of product and monetary value than last year.

Goals for 2022

Sponsoring 100 E-Bikes in Partnership with Vancouver Bike Share

This Summer, we have exciting news to share with our local community. Herbaland is partnering with Vancouver Bike Share to release 100 new Herbaland branded E-Bikes that will be available all over Vancouver via their rideshare program. We always want to encourage the use of gas vehicle alternatives, and E-Bikes are a fun step in the right direction!

Electric Vehicle (EV) Charger Office Installation

To encourage the use of electric vehicles, Herbaland plans on installing EV charging stations at our offices. The production and use of gasoline is a strong contributor to air pollution, and switching to electric vehicles is a great way reduce our carbon footprint.



Thank you!

For more information, feel free to
contact us at service@herbaland.ca

