



Social Impact Report

2022

Contents

3 - Intro

4 - Company Culture

6 - Core Values

7 - Inclusivity

9 - Sustainability

14 - Community

17 - Customers

18 - Goals for 2022






Introduction

Welcome to our second annual Impact report.

In this report, we will outline our impact as a company on our community, our customers, and our planet, as we carry out 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 while sharing our strategic impact plan for 2023.



Our Company Culture

Creating a fun, collaborative and inclusive environment our goal. Creating connections between different departments makes our Herband family that much stronger! Below are different ways we engage our Herbafam:

- Summer Music Night event with live music, food trucks, games and more.
- Prize draws throughout the year
- Team dinners
- Annual year end party and other holiday events such as our Halloween costume contest
- Skills-based training
- Team bonding activities
- Food truck lunches in the summer

Looking ahead: Mission 500

We have developed our Mission 500 company goals as a 5 year plan with the ultimate goal of growing our company to 500 employees by 2028.

Company Culture Goals for 2023:

- Create internal apprenticeship and mentorship program
- Professional training for employees and leaders
- Life skill training
- Career path counselling for long-term employees
- Become one of Canada's Top 100 Employers
- Scholarship and education loan program

Our Company Culture

Certified



®

Corporation

The B Corp™ certification is given to businesses that meet a high standard in verified performance, accountability and transparency in all matters of business, such as governance, employee benefit, supply chain management, environmental and societal impact and more! B Corps™ are companies dedicated to using business as a way to create viable and substantial change for all of us and our planet.

Herbaland at its core is a business that strives to improve the wellbeing of our planet and all the people on it. We want to create healthy and happy communities around the world, using our business as a force for good. Our core values of inclusivity, community and sustainability have guided all our actions as an organization and helped us create positive impact in our local and global community.

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.**



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



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



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 - the list goes on.



Diverse Team & Female leadership

As a Canadian Aboriginal and Minority Supplier Council (CAMSC) certified minority and diversity owned company, we are very proud that our diverse team members come from over 20 different countries across the globe. Herbaland is also 50% women-founded and owned and throughout the company we are proud to have many women and minority led teams. 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!

Inclusivity

Supporting Organizations that Care

To become a business of change, we need the help of other organizations that specialize in providing help, care and activism for those who need it. That's why Herbaland has partnered with organizations such as YWCA, Richmond Cares Richmond Gives, Canucks Autism Network, and more. We love supporting great organizations such as these, and want to continue finding new ways to help them accomplish their goals and provide a voice and representation for marginalized communities.

Truth and Reconciliation Donation

On September 30th 2022, the Canadian National Day of Truth and Reconciliation, we donated 100% of our online Canadian sales to the Mikinakoos Children's Fund, a charity created to address the quality of life imbalance in remote northwestern Ontario communities by improving access to food, clothing and basic amenities. We honor and mourn with all the Indigenous communities affected by their tragic and painful history. In total, Herbaland raised \$2700 for the Mikinakoos Children's Fund.

Sustainability

Compostable Packaging

In 2022, we went through a rebrand and launched all of our products in new compostable packaging! Through this change, we will eliminate the use of over 300,000 plastic bottles, or 10 tons of plastic per year. Made from sugarcane, wood pulp, cassava and beets, our compostable packaging breaks down into organic matter when properly composted.

IMPACT

Diverting 300,000 plastic bottles, or 10 tons of plastic, from ending up in landfills



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 offer our customers sustainable alternatives for products that are traditionally not eco-friendly.

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

Increase in energy and resource efficiencies, as well as a decrease in waste and cross-contamination

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, 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 2022 we sold our gummies in 40 different zero waste stores across Canada.

Sustainability

Tree-Planting **1 pouch = 1 tree**

In partnership with veritree, Herbaland has committed to planting 2.5 million trees by 2025. We know that businesses have the ability to take transformative action for our planet. Our verified trees will sequester carbon, increase biodiversity, bring economic growth to our tree planting communities, and more! In 2022, we planted 350k trees in different parts of the world including Madagascar, Kenya, British Columbia, and New Brunswick

IMPACT

Environmental benefits like carbon sequestration, biodiversity & ecosystem restoration, and social benefits such as economic growth for tree planting communities.

E-Bike Collaboration

In collaboration with Mobi by Shaw Go, Vancouver's bike sharing provider, we have released e-bikes designed by Herbaland. Our goal is to promote a more eco-friendly way of transport while reducing transport emissions, the single largest source of GHG emissions in our region.

IMPACT

Reduction in gas powered transportation and GHG emissions.

The Great Shoreline Clean-Up

To keep our own backyard clean, Herbaland has joined Ocean Wise's Great Shoreline Clean Up. To support our local environment and community, we've volunteered to clean Gary Point Park, a popular spot a part of Richmond's shoreline. With our first clean-up complete, we have collected over 25lbs of garbage!

IMPACT

Keeping shoreline habitats and waterways clean and pollutant-free, creating a healthier environment.

Sustainability

Climate Smart Certified

In order to minimize carbon emissions, we analyzed our business operations to find out how much carbon we produce, as well as how to mitigate it. Working Radicale, we've devised a strategy to decrease our carbon output in 3 categories: Heat, Transportation and Waste.

IMPACT

Smarter business operating practices leading to energy efficiencies and carbon output reduction.

Collaboration with Other Sustainable Brands

We know that to beat climate change, we need to do it together. This is why we actively work with other like-minded brands, like Zazubean, veritree, Vegan Supply, Save da Sea and more, creating meaningful campaigns and ways to promote sustainable living!

IMPACT

Our customers feel encouraged to live more sustainably and value it at their core.

Environmental Protection Organization Sponsorships

Herbaland has given support to organizations that have sustainability expertise in areas we don't. We're proud to sponsor groups such as Fur Bearers, UBC Sustainability, Animal Justice Conference and more! Our goal is to support those that have the tools to create change.

IMPACT

To protect and heal our planet through the empowerment of organizations that specialize in environmental initiatives.

Sustainable Development Goals

How we plan to accomplish our five SDG:



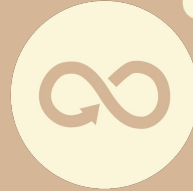
Good Health and well-being

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.



Sustainable cities and communities

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.



Responsible consumption and production

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.



Climate action

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.



Life on land

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.

Community

2021 Overview

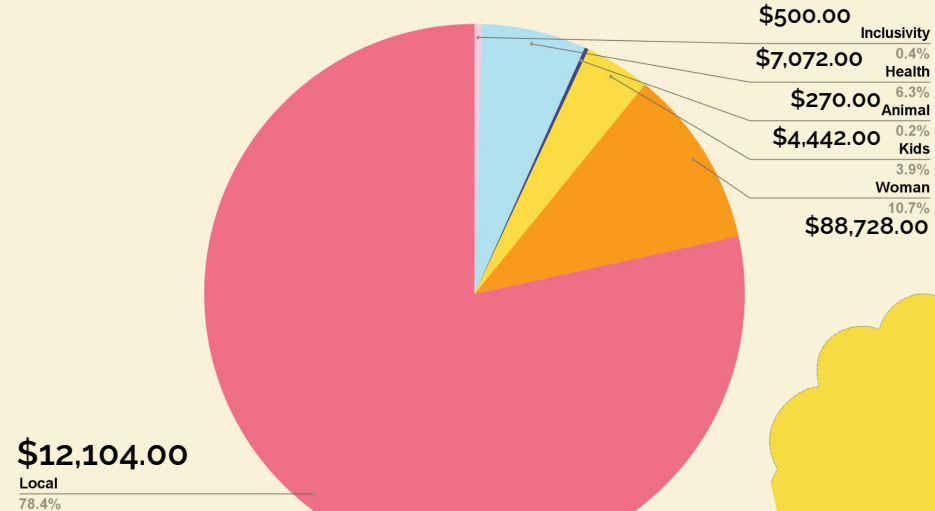
Prioritizing our community is at the core of everything that we do.

In 2022, we worked with a variety of community partners and charities.

We donated over **\$130,000**

to different types of organizations such as charities, community partners, local clubs & businesses, and many others. We always want to give back to those who have given Herbaland so much - and those that need support

Percentage of monetary and product donations to different charitable campaigns



Charity Focus / Donation Amount



Community

2022 Campaigns

Mikinakoos

Mikinakoos Children's Fund is a charity created to address the quality of life imbalance in remote northwestern Ontario communities by improving access to food, clothing and basic amenities. On September 30th, we donated 100% of our online sales to the Mikinakoos Children's Fund and will be providing them with gummy vitamins to distribute to the communities they support.

Canucks Autism Network (CAN)

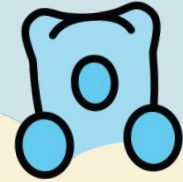
In 2022, we donated \$11,000 altogether to the Canucks Autism Network through supporting their main fundraising events of the year, their Autism Awareness game and Pro Am tournament.

Kindness Goes Global Campaign

In our Kindness Goes Global Campaign, we donated \$6600 to support an indigenous community in Brazil by improving their sewing equipment, renovating their sewing facilities, teaching them how to sew, and setting up a program to purchase merchandise from them in 2023.

Mamas for Mamas

We currently provide one of our office facilities to Mamas for Mamas, a charity that supports mothers and children in Vancouver. In 2022, we also donated \$51,103 worth of product and \$3000 in cash to support Mamas for Mamas.



YWCA

In 2022, we donated \$27,675 of product to YWCA's Crabtree Corner, a facility located in Vancouver's Downtown Eastside that helps women, children and families who are marginalized.

Community

2022 & Ongoing Campaigns

North Shore Rescue (NSR)

Herbaland has committed to donating \$50,000 to support the NSR on their mission to give back to their community and provide crucial life-saving. This donation will go toward new rescue equipment, latest communications technology, and gummies to fuel the rescuers!

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. In 2022, we ramped it up and offered 5 students from across BC a \$5000 scholarship for academic achievement and alignment with Herbaland's values.

Supporting Those in Vulnerable Situations

We recognize the inequalities and disparities that happen in our society everyday. We want to assist those who face such hardships, which is why we've worked with organizations such as Crabtree Corner, where we donated essential vitamins to marginalized women, children and families. We've also supported other organizations with similar missions, such as The Shoebox Project, Atira Women's Shelter, Backpack Buddies, and Richmond Cares, Richmond Gives.

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

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 2023

Planting 2.5 Million Trees by 2025

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. In 2022, we planted 350k trees, and this year we aim to more than double that amount and plant over 750k trees. 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 program.

Charity Commitment

In 2022, we worked with 25 charitable organizations, giving away over \$130,000 worth of product and monetary donations. In 2023 we are making a commitment to work with at least 2 charities per month while making sure to grow our overall donation amount,

Goals for 2023

Electric Vehicle (EV) Charger Office Installation

To encourage the use of electric vehicles, and to support those who are driving EVs already, 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.

Implement Smarter Operation Processes to Reduce Greenhouse Gases (GHG)

In 2022, Herbaland measured the amount of GHG emissions created during business operations. Working with Radicle, we were able to see where we doing well and where we were struggling in terms of GHG emissions. Together, we devised an GHG reduction strategy, that will help us minimize our GHG emissions. To learn more about Herbalands strategy to reduce GHG emissions, please see the next page.

Goals for 2023

Strategies for Decreasing our Manufacturing Carbon Footprint

| Category | Strategy |
|-----------------------|--|
| Heat | <ul style="list-style-type: none">• Ensure bay doors in warehouses are closed when not in use• Conduct a FortisBC commercial energy assessment• Replace natural gas heating in warehouse with electric/propane heaters |
| Transportation | <ul style="list-style-type: none">• Provide more EV charging stations(s)• Reduce business travel through use of video conferencing• Purchase/lease hybrid/electric vehicles |
| Waste | <ul style="list-style-type: none">• Increase waste diversion from landfill through improved signage and other internal evaluation of waste• Ensure waste pick-ups are made for full loads only |





Thank You!



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

