

HerbaLand

Herbaland Commits to Planting 2.5 million Verified Trees by 2025 in Partnership with veritree

Earth Day campaign to scale verified sustainability efforts through reforestation

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VANCOUVER, BRITISH COLUMBIA – April 18, 2022 – **Herbaland**, Canada’s largest earth-friendly and nutritious gummy manufacturer, officially announces its partnership with **veritree**, a data-driven, restorative platform that connects nature-based solutions with mission-driven companies. As part of the **10 Million Verified Tree Challenge**, Herbaland has committed to plant 500,000 trees in 2022, with a total of 2.5 million trees planted by 2025.

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. This means integrating restoration at the heart of our products by planting a tree for every pouch sold, putting our customers at the center of our efforts.

“Seeing our home province of BC affected by climate change through record breaking fires, floods, and heat waves, we knew we had to get involved” says Aisha Yang, Herbaland’s Co-Founder and Director “Making a difference has been our top priority since our humble beginnings, and now we can create global change through our veritree partnership.”

Designed to empower brands with a vehicle for real, measurable impact, the 10 Million Verified Tree Challenge will leverage veritree’s technology to monitor, manage, verify and track the regenerative impacts of tree planting projects, leading to greater transparency at each step of the reforestation process. This collaboration will support the restoration of valuable ecosystems worldwide while supporting ecological growth in our tree planting communities. Our tree planting projects in Madagascar will focus on restoring the coastal mangrove population, providing habitats for thousands of species. The rich biodiversity and highly productive nature of mangrove forests provide a source of livelihood opportunities for coastal communities.

To Herbaland, Earth Day is more than just a day, it's every day. This year’s Earth Day theme - investing in the planet - resonates deeply with the mission of our community. That’s why we are joining the veritree community of businesses, planting organizations, and consumers who believe in the transformative power of verified restoration projects to create real, long-lasting and meaningful impact. Let’s work together to restore our planet!

To learn more about the Herbaland x veritree partnership, check out Herbaland’s website: <https://www.herbaland.ca/pages/veritree>



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About Herbaland

Herbaland is Canada's largest gummy manufacturer based in Richmond, BC. We make fun, earth-friendly, and nutritious gummy snacks and vitamins that everyone can enjoy! All our gummies are vegan, gluten-free, non-gmo and zero to low sugar. We've recently rebranded and launched our brand new packaging that is made from 100% compostable plant-based materials. Our vision is to create healthier, happier communities around the world!

Herbaland's story starts in 2009, after our founders Aisha and Musharaf had their third child. Their young family's health and happiness were everything to them, so they came up with the idea of making the most tasty, sustainable and nutritious gummy vitamins in the world. Combining Musharaf's nutraceutical and engineering background with Aisha's marketing experience - along with a healthy dose of passion and drive - the two created Herbaland and their very first products: gummy vitamins for kids! Since then, Herbaland has grown exponentially, with over 40 products in 40 countries!

