

Wildway®

BUSINESS IMPACT REPORT

WE'RE ON A MISSION TO PROTECT
AND PRESERVE THE WILD.





I firmly believe that there is nothing more integral to the health of our society and planet than real, whole, sustainable food. It's why we don't use any lab-created ingredients or artificial sweeteners in our products. It's why we work to establish direct relationships with suppliers that are committed to sustainable farming and growing practices. It's why we constantly look for new ways to reduce our carbon footprint. And it's why we partner with organizations that have a mission to help keep the wild, wild. Food is an incredibly powerful avenue to create positive change, and so we've made it our mission to do just that. This impact report is an important piece of that mission to hold ourselves accountable to the commitments we've made to be better stewards of our planet.

Live wild.

Kyle Koehler



OUR IMPACT JOURNEY

We can't get rid of our packaging completely, but we can source it in an ethical way by prioritizing the environment. Researching and testing one form of packaging after another has been eye-opening for us. We're here to share the truth about recycled and compostable materials, and the pitfalls of the recycling industry overall that we have learned through trial and error. We strive every day to reveal and implement the best practices as they are revealed through our research, and we are currently using post-consumer recycled plastic for all of our packaging. **This year alone, we have given:**

**12,800 LBS OF PLASTIC GIVEN A SECOND LIFE
(THAT'S ~585,000 EMPTY WATER BOTTLES!)**



WHAT ARE SOME COMMON RECYCLING MYTHS AND HOW CAN WE DEBUNK THEM?

MYTH 1: IF A PACKAGE CLAIMS TO BE "RECYCLABLE" THEN IT'S ALWAYS GETTING RECYCLED.

FACT: Most food packages that claim to be "recycled" are the store-drop-off variety, meaning they can not simply be placed in your home recycle bin and must be taken to a retail store with a special recycle bin. Issues with collection bins, contamination, and lack of accountability render most of the plastics through this "value chain" to life in a landfill. The US has a less than 5% capacity as is for recycling plastic films, meaning the likelihood that these plastic packages actually get a second life is slim to none. Source: [Treehugger](#)

MYTH 2: A PACKAGE THAT SAYS ITS CERTIFIED COMPOSTABLE CAN BE THROWN INTO YOUR HOME COMPOST TO DECOMPOSE NATURALLY.

FACT: If a package says it's "industrial compostable" then that means it must be transported to an industrial composting facility to be composted. Many cities and municipalities around the country don't have such facilities close by, meaning that if you don't ship it off to a specific facility you risk the package ending up in the landfill anyway. Source: [TwentyFiftyFork](#)

MYTH 1: DISSOLVABLE PLASTICS, LIKE THOSE IN LAUNDRY PODS, ARE BETTER FOR THE ENVIRONMENT.

FACT: Studies have shown that "dissolvable" plastics, like those used for laundry soap and dish detergents, don't actually dissolve 100% and can leave microplastic particles behind so small that they can make their way through your city's water filtration system and back into your drinking water. Source: [Forbes](#)

Wildway is Plastic Neutral Certified by rePurpose Global, one of the first in our industry to achieve a Neutral Plastic Footprint. **This year, we have helped to reclaim:**

25,750 LBS OF PLASTIC FROM LANDFILLS*

**THAT'S THE SAME WEIGHT AS
A FREIGHTLINER SEMI-TRUCK**



*Per our Plastic-Neutral certification measure. Source: [Weight of Stuff](#)



**HERE'S HOW WILDWAY WENT
PLASTIC-NEUTRAL!**



**WE MEASURE OUR
PLASTIC FOOTPRINT.**



**WE REDUCE PLASTIC USE,
AND HAVE COMMITTED TO
EVEN FURTHER REDUCTIONS.**



**WE BALANCE OUR PLASTIC
FOOTPRINT BY FUNDING
ACTION THAT RECOVERS
JUST AS MUCH ADDITIONAL
PLASTIC AS IS BEING USED.**

Source: [Sustainable Products](#)

Producing nearly 2,000 TONS of CO₂, the Industry sector contributed to 23% of greenhouse gas emissions in 2019, making it the third leading contributor of emissions behind transportation and electricity. While emissions have decreased since the early 1900s, there's still a lot of progress to be made.

When you shop with us online and check the EcoCart box to offset carbon emissions at checkout, you are helping us REMOVE an equal amount of the CO₂ emissions created for us to ship your order. Just a few cents goes a long way in helping the environment! **This year, you have helped us offset:**

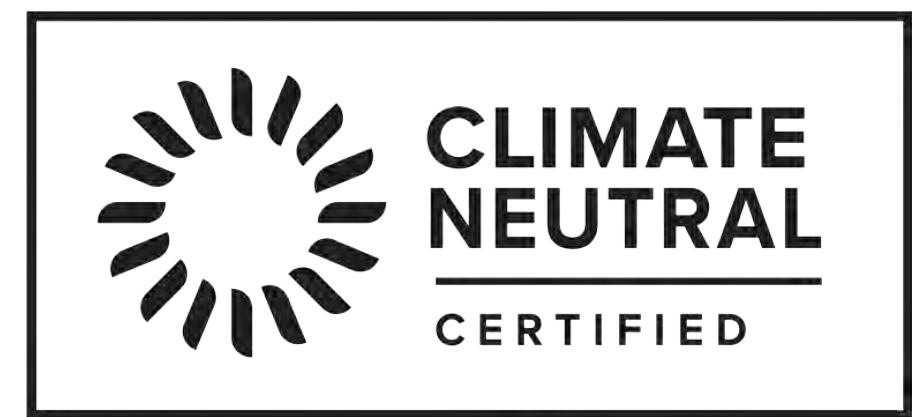
135,225 LBS OF CO₂*

THAT'S EQUIVALENT TO:

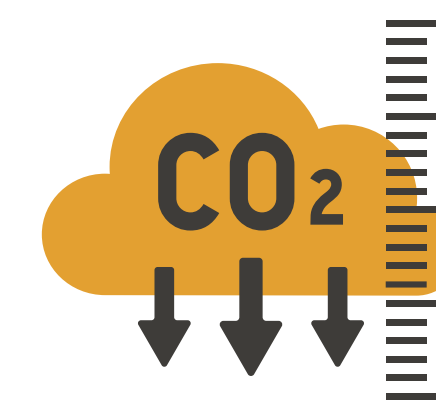
80,712
TREES SAVED
or
14 VEHICLES
TAKEN OFF
THE ROAD



*Per our Plastic-Neutral certification measure. Source: [EPA](#)



HERE'S HOW WILDWAY WENT CARBON NEUTRAL!



WE MEASURED EMISSIONS FOLLOWING CATEGORIES AND APPROACHES ESTABLISHED IN THE CLIMATE NEUTRAL STANDARDS. TOTAL EMISSIONS: 280 TCO₂E



WE INVESTED IN PROJECTS OUTSIDE OF OUR VALUE CHAIN TO COMPENSATE FOR ALL OF OUR MEASURED CARBON EMISSIONS.



WE ARE IMPLEMENTING A REDUCTION ACTION PLAN TO REDUCE EMISSIONS FROM WITHIN OUR OWN OPERATIONS AND SUPPLY CHAIN.



We care deeply about the environment and that's why we decided to donate money to a cause that actively works to improve and preserve it. We're proud to have joined forces with the Texas Parks and Wildlife Foundation (TPWF) to leave our incredible outdoor playground a little better than we found it.



In 2022, we've pledged thousands of dollars to support local parks by **GIVING BACK 10% OF ALL SEASONAL GRANOLA PROCEEDS.**



Wildway is proud to be a part of 1% For the Planet, an organization of businesses that donate 1% of their annual sales to environmental causes. By joining this group, we are actively participating in the effort to protect and restore our planet's ecosystems. Thanks to 1% For the Planet, we are taking concrete steps towards preserving our planet's environment and creating a more sustainable future.

GET TO KNOW THE TEXAS PARKS AND WILDLIFE FOUNDATION



The TPWF has been hard at work for over 30 years to conserve and protect Texas land. In that amount of time, they have successfully raised over \$215 million that is used to improve our beloved Texas land, protect the wildlife, and preserve natural resources.

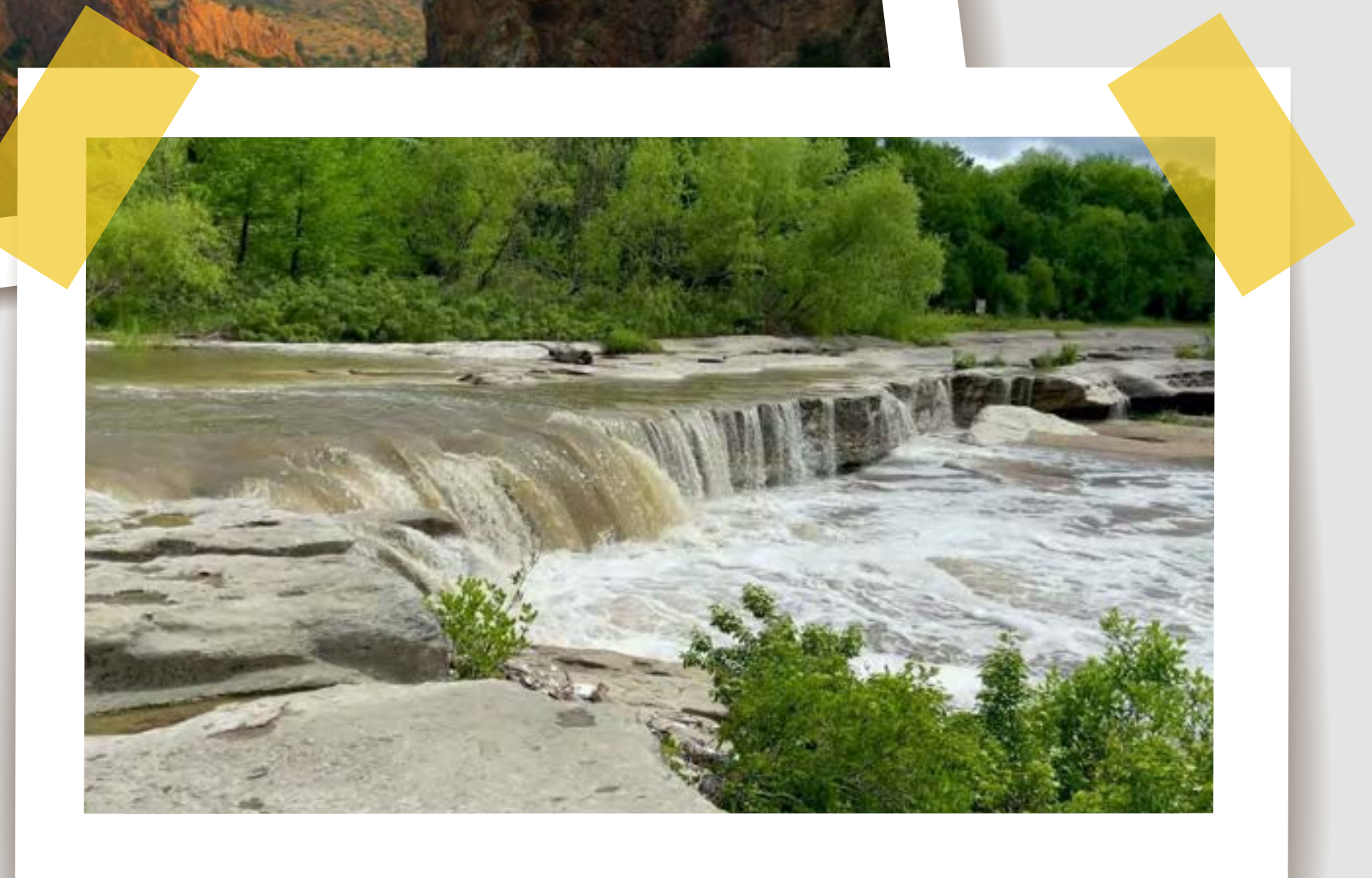
Currently, they are working to raise \$9 million to open the newest state park that North Texas has seen in over 25 years! The Palo Pinto Mountains State Park could potentially offer millions of Texans an additional opportunity to explore the outdoors like never before. Want to learn more about the incredible efforts made everyday by the TPWF?

Click the different initiatives below to learn more:

[STEWARD](#) | [CONSERVE](#) | [LEAD](#) | [ENGAGE](#)



**BIG BEND
STATE PARK**



**MCKINNEY FALLS
STATE PARK**

OUR FUTURE PLANS

The road to bettering the environment and reversing the impact of climate change is never ending, and it certainly doesn't happen overnight. We like to think that we are experts when it comes to making better for you breakfast and snacks, but we have lots to learn when it comes to running a business that is determined to minimize its impact and improve the environment. We believe in taking action and will do whatever it takes to be sure that Wildway does exactly what it was created to do: get people back to the wild. Because this is our first and foremost charge, protecting and preserving nature is paramount so that the great outdoors are accessible to us now and for future generations to come.



4 ACTIONS WE'RE TAKING TO BECOME MORE SUSTAINABLE



MEASURING OUR PLASTIC NEUTRAL IMPACT

As of April 1st, 2021, Wildway is Plastic Neutral! We teamed up with rePurpose Global, an organization that connects businesses to missions all over the world working to clean up plastic waste from the environment. We chose to directly partner with a mission in Gao, India that works to recover and properly recycle low plastic waste that would otherwise harm the environment. In the short time we've been working with rePurpose Global, we have helped to divert the equivalent of over 586,463 water bottles from oceans and landfills. We can't wait to report back on next year's progress!



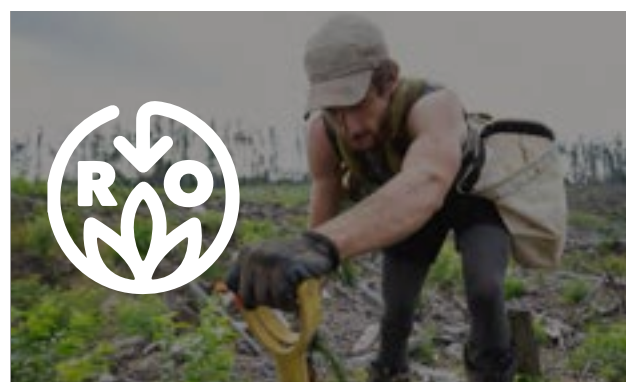
DONATING 1% FOR THE PLANET

This new initiative is pretty simple: Wildway would commit to donating 1% of total sales across all Wildway products to accredited nonprofits working to save the environment. Because we can't dedicate all of our time to slinging snacks, saving the environment, and enjoying time spent outdoors, we want to help support those who are diligently working to improve and preserve the Wild. Contributing 1% of sales may seem like a big deal but as Texans, we know we can go bigger.



BECOMING B-CORP CERTIFIED

Attaining a B Corp Certification is arguably one of the biggest sustainability feats a company can achieve. A B-Corp is the only certification that assesses a business' social and environmental impact comprehensively. The ways in which a business model impacts its customers and employees, community, and the environment are all crucial components to becoming B Corp Certified. It's more than just a certification, it's a greater commitment to the planet and a badge of honor. We're in the business of creating a better outdoors and leaving our world better than we found it.



PARTNERING WITH REGENERATIVE FARMS

Wildway is actively seeking out clean ingredients suppliers that have adopted regenerative agricultural principles and practices. Our regenerative farms are reversing climate change by rebuilding the soil's organic matter and restoring degraded biodiversity. They play an integral part in both drawing down carbon into the soil, and improving the water cycle.