

Chickapea®

Good with every bite®

2021 Corporate Social Responsibility Impact Report



When I started Chickapea I wasn't really thinking about CSR as part of the brand's identity; I saw starting a business as a great opportunity to make the kind of positive impact I've always wanted to make. I wanted Chickapea to reflect my own values and I wanted to be sure that whatever I put into the world was good for the world in every way.

At Chickapea, we see Corporate Social Responsibility as exactly that: our responsibility and the responsibility of every corporation to consider people and planet alongside profit. I sincerely hope there will be a day when strong CSR policies are not an option but a must. We have a responsibility to the generations that follow us to respect and honor our planet and to contribute positively to the evolution of humanity.

– Shelby Taylor

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About Us

About Us

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Our Mission, Values and Principles

We strive to empower consumers to feel better, while also working to inspire and energize them to do good in the world.

Our mission is to create good for the world through nutritious, organic meal options and impactful social contributions.

Our vision is to inspire good with every bite!

Our guiding principles include:

1. We will be the healthiest choice
2. We will protect our children's planet
3. We will deliver simple solutions
4. We will seek better
5. We will put people first
6. We will make nutrition accessible

We Are a Certified B Corporation!

A B Corporation is a business that meets the highest standards of social and environmental performance, public transparency, and legal accountability when it comes to balancing profit and purpose.

B Corps are really important as they work to promote a healthier environment and stronger communities, they strive to reduce inequality and lower the levels of poverty, and they work to create more dignifying and purposeful jobs of high quality.

These aspects are very crucial to our company and we are so grateful to be a part of a community of businesses that are working to uphold a global movement that places business as a force for good!

Certified

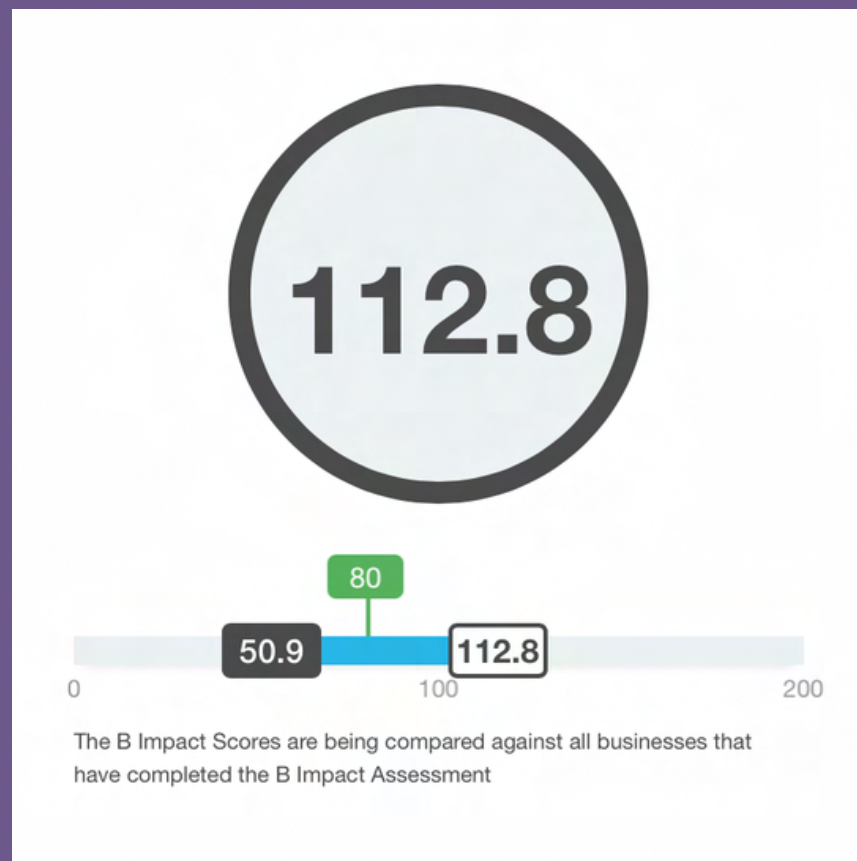


Corporation

Check out the next slide for more information on our B Corp scores!

To become a certified B Corp, a company must score a minimum of 80 points on the B Impact Assessment, which assesses day-to-day operations of a given company.

We are happy to announce our score of **112.8**



this is 32.8 points higher than the required score, and 61.9 points higher than the score of an ordinary business

Impact Area Scores



Chickapea ranks in the **TOP 10%** of all B Corps worldwide!

Watch our website for our B Corp reassessment score coming in late 2021! We are working to improve everyday.

Who Else is Keeping Us in Check?



Annual audit with Ecocert



Annual renewal through WFCF



Annual renewal through GFCO



Certified Kosher through COR
Kashruth Council



VegeCert through COR



Certified through WBENC and
WEConnect International

Chickpeas.

Lentils.

That's it.

Chickapea pasta is made only from organic chickpeas and lentils, both of which are members of the pulse family.

Pulses are dried seeds of peas, edible beans, lentils and chickpeas, which are very high in protein and fibre, and low in fat.

Health benefits of eating pulses include:

1. Super nutritious and filled with probiotics
2. High protein power, with 23 grams of protein per 3.5 oz
3. Full of fibre, with 11 grams of fibre per serving--high cholesterol is a risk factor for heart disease and fibre helps lower cholesterol
4. Good source of iron which helps in the formation of red blood cells



THAT'S ALL GOOD...BUT IS THE PASTA ANY GOOD?



D Deborah L. Verified Buyer
★★★★★

"Great texture and taste. This is so delicious and the fact that it's good for you makes it even better. the variety pack was a smart way to try out different shapes of pasta."

A Alyx W. Verified Buyer
★★★★★

"This product will forever be a staple in my diet!"

J Jan S. Verified Buyer
★★★★★

"We simply love this pasta. Tasty, firm, high in protein."

J Jenny S. Verified Buyer
★★★★★

"This pasta has saved me when cooking for 3 other people who eat and crave grains in our house!! It tastes just like regular pasta, the texture is pretty much identical, and it's healthy, which is my favourite part!!"


N Nicole D. Verified Buyer
★★★★★

"This has become my favourite brand of chickpea pasta. Great healthy substitute and tastes great."


If the reviews don't convince you, our Chickapea community totally will!

My family and I can love pasta again thanks to your ingenuity! 😊

Jun 30, 2021

 **Vicki Lucas**
Commented on Ad Post by Chickapea Pasta "Pasta you can feel good about eating! 23g of protein, 11g ... Jul 9, 2020

This pasta is amazing! I decided to give it a try because it's vegan and high protein, but I'll continue to use it because it's so good! I mean REALLY GOOD!!! I did a vegan alfredo sauce with spinach, mushrooms and sun-dried tomatoes, and got rave reviews! Thanks for a truly outstanding vegan product!

 **happyhealthybre**

This organic chickpea pasta is life changing! Vegan, gluten free and packed with nutrition from simple ingredients. I've been going back to the basics and just topping it with Classico spicy red pepper sauce or butter but it would be great in any pasta dish as the difference in taste and texture from traditional pasta is very subtle in my opinion. I also noticed that this company is a certified B Corporation. I didn't know what that meant so I looked it up and found out that this label badge is awarded to any business that is voluntarily meeting higher standards for transparency, accountability and performance, which I thought was really cool 🤔🌍


4d

Liked by **marissa.magliaro** and 16 others

5 AGO

 Add a comment... Post

 We love them! Only pasta I give my kids. Thank you for a clean pasta 👍


Jun 23, 2021



 **mella_cooks**


mella_cooks I'm not gluten free but... 23 g of protein had me curious. This pasta *actually* tastes like pasta. I'm not even a whole wheat pasta girl normally; real deal pasta or nothing. That said, when you want to make tweaks to your lifestyle, increase protein and fiber for example, or if you are in fact following a GF diet, what can I say? This stuff is actually good. I made a really rich rosé to toss this pasta with, figuring if the sauce stood out on its own, maybe the pasta would be less noticeably chickpea and lentils. Truth be told, it's actually just good stuff.

[@chickapeapasta](#) - I'm sold (and I'm a tough sell when it comes to my pasta!).

Liked by **savedbybagels** and 40 others

JULY 4

 Add a comment... Post

And if both our reviews and customers can't convince you, then you leave us no other option than to brag!



Chickapea was a NEXTY Finalist this year (2021) for 'Best New Pantry Foods'

Chickapea was the winner of the 2021 Mindful Award for 'Pasta Product of the Year'



2021
REPORT ON BUSINESS
CANADA'S TOP GROWING COMPANIES

Chickapea has been in the top 100 of The Globe and Mail's list of Canada's Top Growing Companies for two years running (2020 and 2021)!

And then brag some more with the help of our friends at KeHe!



Chickapea received the KeHe Summer Show 2021 'On Trend Diversity Award' for our +Greens spirals



Chickapea lasagna was a KeHe 'On Trend Award' winner for the 2021 Holiday Show

What's The Same, What's Different, and What's Coming

We created more pasta shapes, including lasagne!



We have a few things up our sleeve but it is important to us to always stay aligned with our core goals and values. Stay tuned, or better yet, drop us a line and let us know what you'd like to see!



In 2019, we discontinued our dairy line to align better with our plant-based values

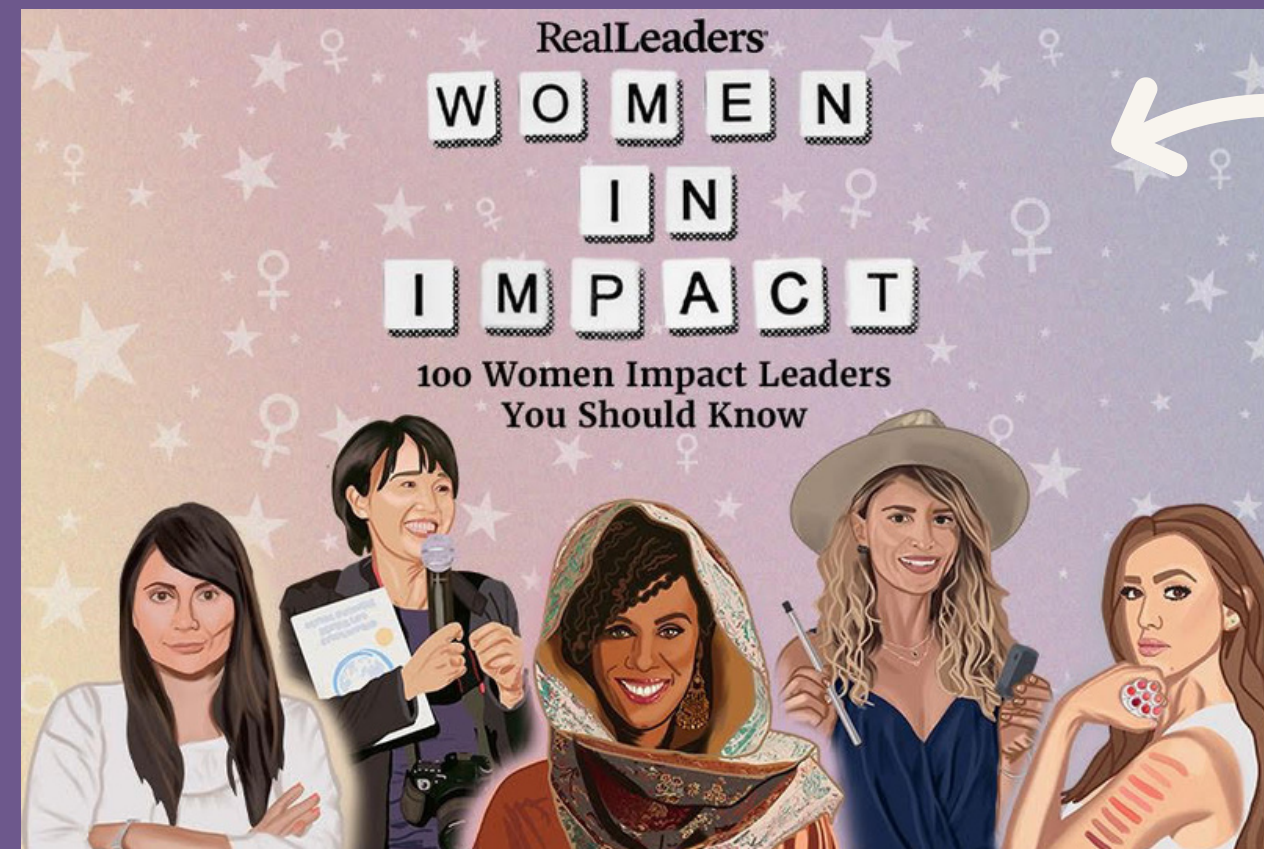
We launched our +Greens line in 2021



No Glass Ceiling at Chickapea!

While we're pretty sure this is a part of what makes us a dynamic, strong, and caring company, we acknowledge that we can always do better. That is why we are always working to invite more voices into our group of Chickapeas, with the intention that the team will always be growing to become more diverse, more inclusive, and more dynamic and representative of all the of voices in our community and beyond.

85% of Chickapea employees are women
80% of Chickapea executives are women
50% of our board is comprised of women
Over **50%** of Chickapea is women-owned



Shelby Taylor, CEO of Chickapea, is featured here! Click on the image for the full list of changemakers.

Governance

Chickapea was founded on the principles of protecting our planet and the people on it, and as a company, we never want to stray from these core principles that make Chickapea what it is. However, as a company grows, money is always asking to be king, which can cause a company to easily lose sight of those core, founding values that built it in the first place. Being very aware of this, we at Chickapea have been sure to build in some firm commitments into our corporate governance to help us stand strong in our convictions, both today and tomorrow.

Some of these commitments include:

1

Amending our articles of incorporation to adopt B Corp's legal amendment to lock in our mission to formally consider stakeholders, including the environment, in our decision making.

2

Making sure our board and staff are made up of people that represent both our values and the stakeholder populations we aim to serve.

3

Incorporating practices and policies that speak to our mission and goals, help us achieve them, and ensure oversight.

4

Checking in regularly with all stakeholders to make sure we are hitting our marks and staying true to our values.

Our Chickapea Community

Our Chickapea Community Contents

- Our customers are seriously the best
- We love to keep in touch with our Chickapea community
- Social media impressions
- We have the best team and we just want them to feel the love

Our Customers Are Seriously The Best!



Primary consumer

Health conscious millennial women aged 25-34
Busy mothers aged 28-45



Secondary consumer

Athletes
People with food intolerances & diet-related diseases
Health-minded seniors



Quality, plant-based protein for vegan, vegetarians & those looking to reduce animal consumption



Convenient & familiar health food for busy lives



Excellent option for people with food intolerances & allergies



Nutrient-dense comfort food, delicious & nutritious

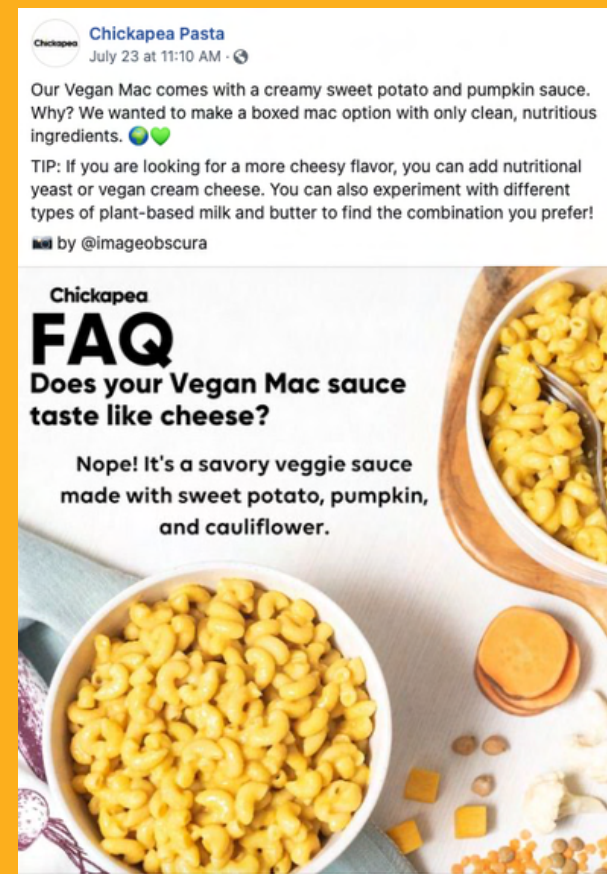


Great for picky eaters, everyone loves pasta!



Simple, wholesome ingredients make for a simple decision

We Love to Keep in Touch With Our Chickapea Community!



We post Frequently Asked Questions (FAQs) and tips on Instagram and Facebook to keep our consumers engaged with and educated about our company and product



We love to repost the delicious recipes that our dedicated community members make on Facebook and Instagram



We're beginning to get the hang of TikTok and we are so excited to get to connect with new community members there

hey! click on the images for a direct link to the corresponding post!



**Chickapea achieves
1 million+**

impressions per month

We have an audience of 21,000 highly-engaged parents, plant-based eaters, and health-conscious consumers who share meal inspiration and recipe ideas!

The best part is that we have more and more Chickapeas joining us everyday!



**WE HAVE THE
BEST TEAM, AND
WE JUST WANT
THEM TO FEEL THE
LOVE!**



PAID VOLUNTEER HOURS

including group projects
and your charity of choice

WORK FROM HOME

flexible schedules

TEAM SOCIALS

We all work hard, but we think it's important to play hard too. We provide many opportunities for our team to connect and have fun at work and outside of work.

**HEALTH
BENEFITS**

FREE PASTA

HALF DAY FRIDAYS

friday afternoons
in the summer are
paid off

100%

of employees are **VERY SATISFIED** with their job at Chickapea and **VERY ENGAGED** with their job and the company overall!



Farms for Change

Farms for Change Contents

- The program
- Our financial commitment
- More on Community Food Centres Canada (CFCC)
- Tracking our impact with CFCC
- Experience The New Farm
- This program really matters to us
- Who does this program impact...and how?
- Let's talk about regenerative agriculture!
- Regenerative farming practices
- Comparing agricultural practices

The Farms for Change Program

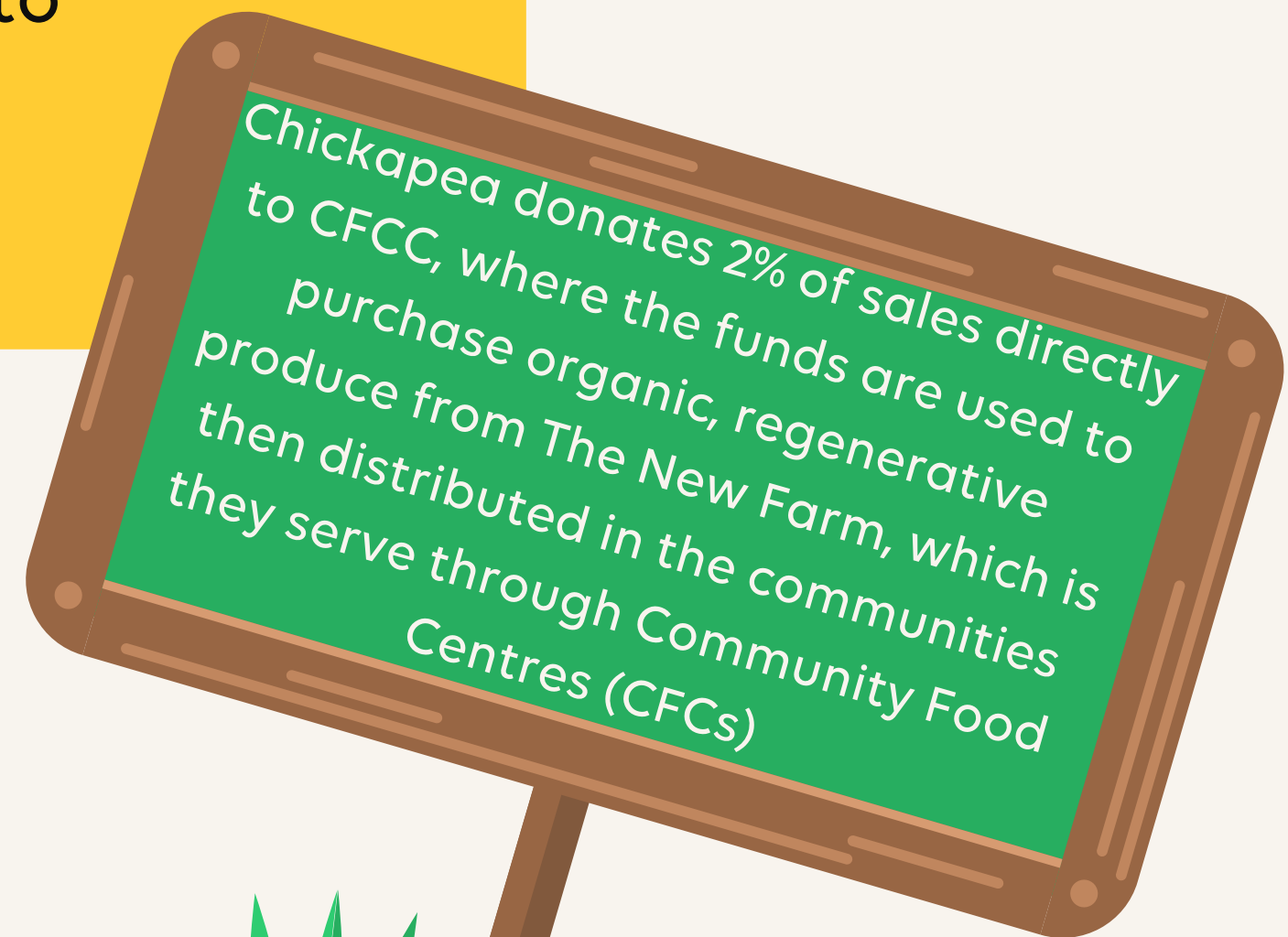
is intended to provide regenerative, organic produce to

low-income communities

Watch the
impact here!



We at Chickapea have formed an exciting new partnership with Community Food Centres Canada (CFCC), an organization with a mission to build health, belonging, and social justice through the power of food, and The New Farm, a local farm which practices regenerative, organic farming.



Chickapea has committed to a minimum donation of \$10,000 a month to CFCC so they are able to continue buying regenerative produce from The New Farm. Chickapea also sponsors the Farms for Change annual event for \$12,000

Our minimum donation to Farms for Change for 2021 is

\$132,000

More On Community Food Centres Canada (CFCC)

There are 13 CFCs across Canada, which are working with 178 communities total.

There were more than 4000 program sessions offered last year.

92% of involved people say they now have better access to healthy food.



Tracking Our Impact With CFCC

Harmony CFC

Produce packs are distributed as grocery supplements along with a hot meal; produce is also incorporated into meals



households per week
(150 at Harmony CFC and 150 at SRCHC head office)

The Local CFC

Produce packs and meals are distributed. This distribution is also extended to other local agencies



households per week

Hamilton CFC

Produce is handed out for free through Good Food Markets and in the Market Greens Program. Any extra produce is used in community meals.



households per week

Scadding Court CFC

The fresh produce is used to make salads as part of the daily senior's lunch program. Any remaining produce is added to weekly food boxes, which are delivered throughout the community.



120 lunches are delivered to isolated seniors and community members daily

150 food boxes are delivered once per week



Harmony CFC

"The donation of fresh produce grown at The New Farm has given us a wonderful boost in quality to our prepared meals as well as allowing us to stretch our weekly meal budget. Being able to also distribute packs of beautiful and nutrient-dense vegetables as an extra grocery supplement to meal participants has been very well received. Participants look forward to the bonus produce each week to create even more meals for themselves and their families throughout the week. We are so grateful and excited about this opportunity to access fresh and lovingly grown produce thanks to this donation and collaboration between Chickapea Pasta, The New Farm, and CFCC."

- Kathleen Ko, Health Promoter at Community Food Center Development

The Local CFC

"Because of the funding for this program we have been able to get out bagged greens to all of our produce box recipients, and all of the organizations we work with, including food banks and shelters."

- Jenn Parsons, Market Manager

"We've been doing an average of about 380 meals on each salad Friday so far. Serving them with a variety of sides and house-made dressings. I haven't heard too much feedback about the salad meals, but all the volunteers and people we've distributed the greens to (me included) think they are fantastic, and you can't get a much healthier thing to serve people, so it lines up nicely with our good food policy."

- Mike, Chef at the Center

Hamilton CFC

"We've had such great feedback!"

- Krista, Manager

"I love the baby kale and I get it every time it is offered! I didn't know what it was at first but I think it's so delicious and I put it on my sandwiches and in my salads. If it wasn't for this program, I would never have tried it. It's my favourite vegetable now!"

- CFC Participant

Scadding Court CFC

"This donation has had a huge impact supporting our food initiatives throughout the community. It has allowed us to add fresh produce to weekly food boxes and add a healthier component to our daily lunches. Every Friday, we prepare a "BIG" salad (using produce from this grant) which also includes chick peas, boiled eggs and tuna. The "BIG" salad is intended to provide more than just a lunch on Fridays, it is also intended to provide enough food for our seniors that they have extra throughout the weekend."

Experience The New Farm

The New Farm, a certified organic farm, is soon to be the first farm in Canada to be certified regenerative organic! The farm is under the ownership and operation of Brent Preston and Gillian Flies, each of whom has an admirable commitment to sustainability that can be seen on the farm.



Click on the phone for a sneak peek of
The New Farm!

This program is so important to us as it addresses the huge problem that is food insecurity, but it also allows us at Chickapea, and our supportive community members, to be a part of the climate solution as we support The New Farm and the regenerative agriculture they practice.

Many of the largest problems in this world can be traced back to food, and most of the time, what is directly connected to those problems is the climate crisis itself.

Not only are we helping to provide organic, nutritious food to those that don't normally have access, but we are also mitigating climate change in order to assure that we will all continue to have access to this food indefinitely, before the lifetime of our soil comes to an end.

**THIS
PROGRAM
REALLY
MATTERS
TO US!**



Who Does This Program Impact... and How?

Not only does this program address food insecurity by providing nutritious, organic produce to those who don't normally have access, but it also impacts each and every one of us by contributing to a regenerative farming practice that can reverse our current climate crisis!



**THIS PROGRAM
IMPACTS
EVERYBODY!**

Let's Talk About Regenerative Agriculture!

Regenerative farming uses tried and tested practices to pull carbon out of the atmosphere and store it in the soil, where it belongs.

Cover Crop

Leguminous plants, such as clover and flax, which are not harvested, but are planted to feed the soil by pulling atmospheric nitrogen from the air into the soil.

Livestock

Livestock are moved from field to field to graze, adding more organic matter to the soil through urine and feces, and aiding in the breakdown of cover crops to generate new, healthier topsoil.

No Tilling

Tarps are laid over fields to rid them of cover crop and weeds without disrupting the community of microorganisms beneath the soil. Tilling breaks up this community, releases carbon, and damages the soil's ability to retain water.

Regenerative farming practices

are continuing to change agriculture and the world everyday! These practices will not only allow for the agriculture industry to continue before conventional practices kill the soil, but they also allow for:



1

Harvested crops to have a higher nutritional value

2

Farms to start their crop a month early

3

The soil to sequester carbon

4

The soil to absorb and retain more water, reducing flooding risk and increasing yields

Comparing Agricultural Practices

Conventional Agriculture

COMPETES WITH NATURE

PRACTICES HARM THE SOIL
AND ENVIRONMENT

FOCUSES ON CREATING AN
ABUNDANCE OF ONE THING
(MONOCULTURE)

Regenerative Agriculture

WORKS WITH NATURE

PRACTICES PROTECT THE
SOIL AND THE ENVIRONMENT

FOCUSES ON CREATING AN
ABUNDANCE OF RELATIONSHIPS
BETWEEN THINGS (DIVERSITY)



Taking it Further

Taking it Further

Contents

- Our programs and commitment are really getting noticed
- Our planet is really important to us
- Our suppliers
- Giveback is crucial for Chickapea
- CAREtrade

Our Programs and Commitment are Really Getting Noticed!

"The Real Leaders Impact Award honours the top impact companies applying capitalism for greater profit and greater good. (...) These companies have a new vision of what the world should look like and who should benefit. They show what business can achieve when we align positive growth with social impact."

- Real Leaders (2021)



Click on the image to learn more!

Our Planet is Really Important to Us!



Our products are organic and non-GMO and we practice transparent responsible sourcing.

We work to reduce waste by choosing responsible packaging and donating extra pasta to food banks.



We source our ingredients close to our manufacturing to reduce our carbon footprint.

In 2022,

we are going to be spending more time actively monitoring our emissions and environmental impact... stay tuned!

**BY ONLY CHOOSING ORGANIC,
WE ARE HELPING TO:**

eliminate soil and water contamination,
preserve local wildlife, including
honeybees, and conserve biodiversity.

This also means keeping artificial food
additives, irradiation, GMOs, synthetic
pesticides, herbicides, or fertilizers out of our
bodies!

**BY FOCUSING ON PLANT-
BASED PROTEINS, WE ARE
HELPING TO:**

reduce greenhouse gas
emissions, conserve our fresh
water stores, reduce
deforestation and clean our
air.

WE CHOOSE ENVIRONMENTALLY-FRIENDLY PACKAGING

Chickapea products are packaged in recyclable boxes using
recycled materials!

As we grow we will strive for even greener options, as we are always keeping the
environment in mind when considering the packaging of Chickapea!

Our Suppliers

We choose suppliers who share our values and beliefs and put them into practice. The people helping us get Chickapea on your table are top notch! We're pretty picky and luckily so are they. When we start looking for a supplier, we need to know they are like us; committed to the same values and goals



They get a code of conduct where we ask them if they feel the same as us



They have third party certifications like B Corp, Organic, Non-GMO, GFSI Standards, Kosher, Women-Owned, Leeds Certified, and the list goes on and on



They choose wisely by picking ingredients from suppliers and farms that are good to the earth and their communities



They are run by people who represent the same groups and values; they are diverse, committed, generous, and true to their words



Most of them like really, really good food...just like us!

Give Back is Crucial for Chickapea

Seriously... it's been built in since the beginning!



From July 2018 to September 2020, Chickapea donated 3 cents from the sale of every package of Chickapea to WE Charity's School Nutrition Program in Los Rios, Ecuador.



Each year, Chickapea donates several hundred pounds of pasta to food banks across North America.



Upside enables companies to give back by donating equity to charity. The process is simple: donate options or warrants, and when you have a liquidity event, that donation converts to cash for the charities you support.

Chickapea is part of Kehe's CAREtrade Initiative



About

The Kehe CAREtrade initiative works to identify and promote specific brands that combine both commercial success and the drive to make our world a better place

Purpose

The purpose of this initiative is to highlight mission-based brands to the public, as consumers are now seeking innovation and integrity within the companies they choose to buy from, allowing them to have a deeper connection with the products they purchase.

**THANK YOU
FOR YOUR
ATTENTION
AND
SUPPORT!**

and hey... feel free to join us on social if you haven't already!



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