



**NATURE
SUPPLY CO™**

IMPACT REPORT - 2021



MISSION AND VISION

With a mission to improve the health of our planet and reconnect back to nature, Nature Supply Co is a brand that is driven by giving back to the earth. Our eco-conscious apparel and goods are sustainably produced and ethically sourced. We're a company that is Climate Neutral Certified, we are proud members of 1% For the Planet, and we regenerate soil by partnering with The Carbon Underground. Additionally, we revegetate areas to increase critical pollinator habitat, and as a community, clean up the planet with trash pick up events held annually.



OUR SUSTAINABLE METHODS

- We have measured, reduced, and offset our entire carbon footprint and are officially Climate Neutral Certified.
- Every decision from sourcing to packaging is made with the planet in mind.
- All of our products are manufactured in anti-sweatshop environments where workers are paid fair wages.
- Our organic line meets the Global Organic Textile Standards and is made out of cotton grown without any harmful chemicals or pesticides.
- Our non-organic apparel manufacturer recycles or re-purposes all of their waste and they use solar energy to power their buildings.
- Every item is made to order to prevent overstock and waste.
- We strive for recyclable, reusable, or biodegradable packaging options wherever possible and are constantly updating our processes.

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Our ultimate goal is simple: to be a responsible company that not only makes eco-friendly products but also a company that spreads the word about the importance of Mother Nature.

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CLIMATE NEUTRAL CERTIFIED



We are proud to have zeroed out our entire carbon footprint by becoming Climate Neutral Certified in 2020 and were recertified in 2021.



What does it mean to be Climate Neutral Certified? To become officially certified, we have set goals to reduce our carbon footprint (such as sourcing more locally-grown organic cotton, minimizing our waste from faulty items through recycling and upcycling, etc.) and to offset any remaining carbon emissions by purchasing carbon offsets.

1% FOR THE PLANET MEMBER

One Percent for the Planet is an international organization whose members contribute at least one percent of their annual sales to environmental causes. Their mission is to "build, support and activate an alliance of businesses financially committed to creating a healthy planet.



As an official member of 1% for the Planet, we donate a minimum of one percent of our top line revenue (which on average equates to more than 10% of profits) to approved environmental non-profit organizations such as The Carbon Underground. We are required to provide documentation every year to maintain this status. We're serious about our mission to make a difference.

OUR THREE FOCUS AREAS OF IMPACT

1. REGENERATIVE AGRICULTURE

2. PLANTING FOR POLLINATORS

3. TRASH CLEAN UP



IMPACT AREA #1: REGENERATIVE AGRICULTURE

By partnering with The Carbon Underground, we can help save our soils.

Improving the health of our planet and reconnecting back to nature is at the heart of our mission. For every item sold, we regenerate one square foot of degraded soil through our partnership with The Carbon Underground.

Why is soil so important?

Soil is the single most multi-faceted environmental solution.

By healing soils, we can:

- Restore water systems - reducing both flood and drought.
- Increase nutrient density in our food - leading to healthier humans.
- Require fewer toxic inputs - protecting farmers and our oceans.
- It is the only place for our excess atmospheric carbon to safely return.

**For every item sold,
we regenerate one
square foot of
degraded soil.**



IMPACT AREA #2: PLANTING FOR POLLINATORS

By partnering with The Bee and Butterfly Habitat Fund, we can help save our disappearing pollinators.



The Bee & Butterfly Habitat Fund establishes high quality pollinator habitat to ensure honey bee and monarch butterfly populations thrive. They work with landowners, conservationists, scientists and beekeepers to build healthy and sustainable pollinator habitat with maximum benefits. Their solution precisely targets pollinators' needs by engineering projects that provide appropriate bloom diversity, density and duration to optimize forage potential.

**We have planted
24 acres of wildflowers to
support our
disappearing pollinators.**



IMPACT AREA #3: TRASH CLEAN UP

Litter can travel far and wide: from the side of the road, a forest trail, and even from a landfill. Less litter in forested areas, rivers, and oceans benefits both animals and humans. Litter can affect the environment for hundreds of years. By cleaning up trash, we are making the planet a safer place for all animals and humans to thrive.

Our first annual Dash For Trash event was held April 18th-25th, 2021. It was a virtual event where we invited hundreds of people from around the world to connect with those around them, be a part of a team and do good for our planet by picking up trash. We encouraged participants to weigh their collected trash and submit their numbers, along with any photos, to our website.



**1,170 pounds of trash was
cleaned up through this event!**



OUR OVERALL IMPACT IN 2021

- BY THE NUMBERS



We restored over
3,000 sq ft
of degraded soil.



We planted
24 acres
of wildflowers.



We cleaned up
1,170 lbs
of trash.



Our apparel & goods
can be found at
800+ retailers
worldwide.



We supported over
200 brand
ambassadors to
expand our reach.



Over **15,000 digital**
education guides
were downloaded!



HOPE FOR A BETTER FUTURE - TOGETHER



Pictured Above: Lindsey Huber, Founder and CEO

As a company, we recognize the size of our impact on people and the planet. Together, as a community, we can shape the future that we want to see for future generations. As we grow as a company, so will our donations and community work towards building that future.

We look forward to making an impact in 2022!

Sincerely,
Lindsey Huber
Founder and CEO
Nature Supply Co