



Bright Future Report

OUR SOCIAL & ENVIRONMENTAL
RESPONSIBILITY IN 2021

A Bright Future is Rooted in Healthy Food

At the root of the term “responsibility” lies the essence of what it means: the ability to respond. We got our start as a company by responding to the need for foods that nourish our bodies and food systems that can sustain us for generations to come. That fueled our devotion to sourcing the best ingredients we could find, which are not only nourishing and sustainable but also delicious and high-quality.

As Nutiva has grown, so too has our capacity to respond to the iceberg of issues of which food is merely the tip peeking out above the water. Perhaps a better metaphor is this: if food is the surface of soil visible from our usual vantage point, just beneath it lies a vast and complex

ecosystem that deserves our attention.

Food represents a vibrant matrix of intersections, from culinary to cultural, personal to political, economic to ecological. So to be in the business of food is to be faced with a myriad of global challenges including climate change, environmental destruction, gender inequality, racial injustice, and more.

But food also offers insight into the transformative possibilities of regenerative solutions. We choose to respond to the multidimensional demands of the present with hope and action in service of the bright future we know is possible. We hope our stories of striving towards that future inspire you to join us.



Our Evolution

We like to learn from nature both in our approach to environmental stewardship and our development as a business. Nutiva's most visible metamorphosis last year was the redesign of our brand identity.

Just as earth's systems move through cycles of change, so too are we moved to grow and adapt over time. By composting our old brand identity, we harnessed the rich nutrients of our long-held values and transformed our look into a more vibrant version of the same Nutiva

you've grown to trust over the years.

Our new brand identity represents a shift in how we show up visually, but the way we show up through our actions is quite consistent with our history of activism. You may notice that our updated packaging features a fresh way of communicating our impact efforts, but underpinning it all is the same mission we've always had: *to revolutionize the way the world eats.*





Joining Forces

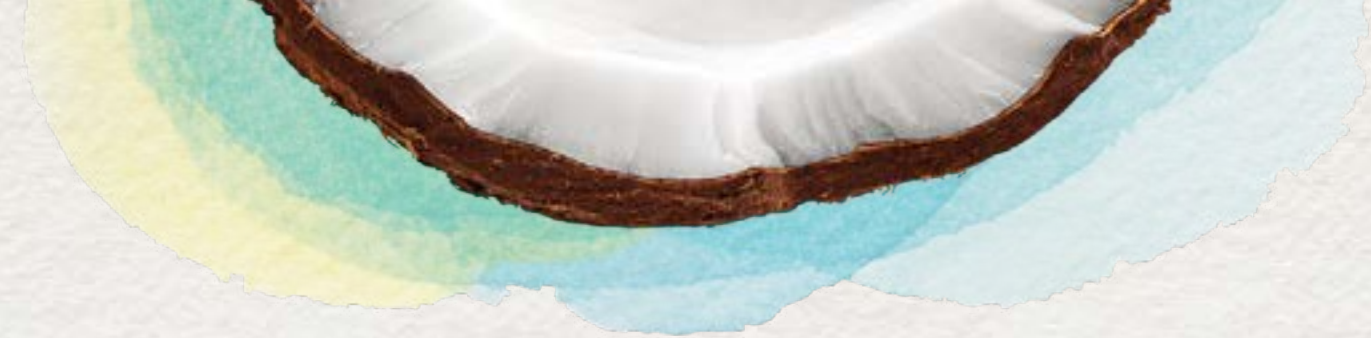
Another big transformation took place in 2021 when we welcomed Coconut Secret into our family of sustainable foods. As a long-standing leader in the organic plant-based food space, Coconut Secret was a natural fit given its coconut-based products and deep-seated values.

The brand has made itself a trusted household pantry staple for health-conscious consumers with its iconic Coconut Aminos. Made with only two ingredients, organic coconut tree sap and mineral-rich sea salt, Coconut Aminos is a first-of-its-kind

soy-free, low-sodium substitute for soy sauce.

Coconut Secret's alignment with Nutiva is clear: both source coconut ingredients from certified organic, fair trade farms in the Philippines and care deeply about the quality of our products and the lives of the people who produce them.

By joining forces, the synergies between our companies give us strength in striving for a brighter future through ethical sourcing and regenerative farming.

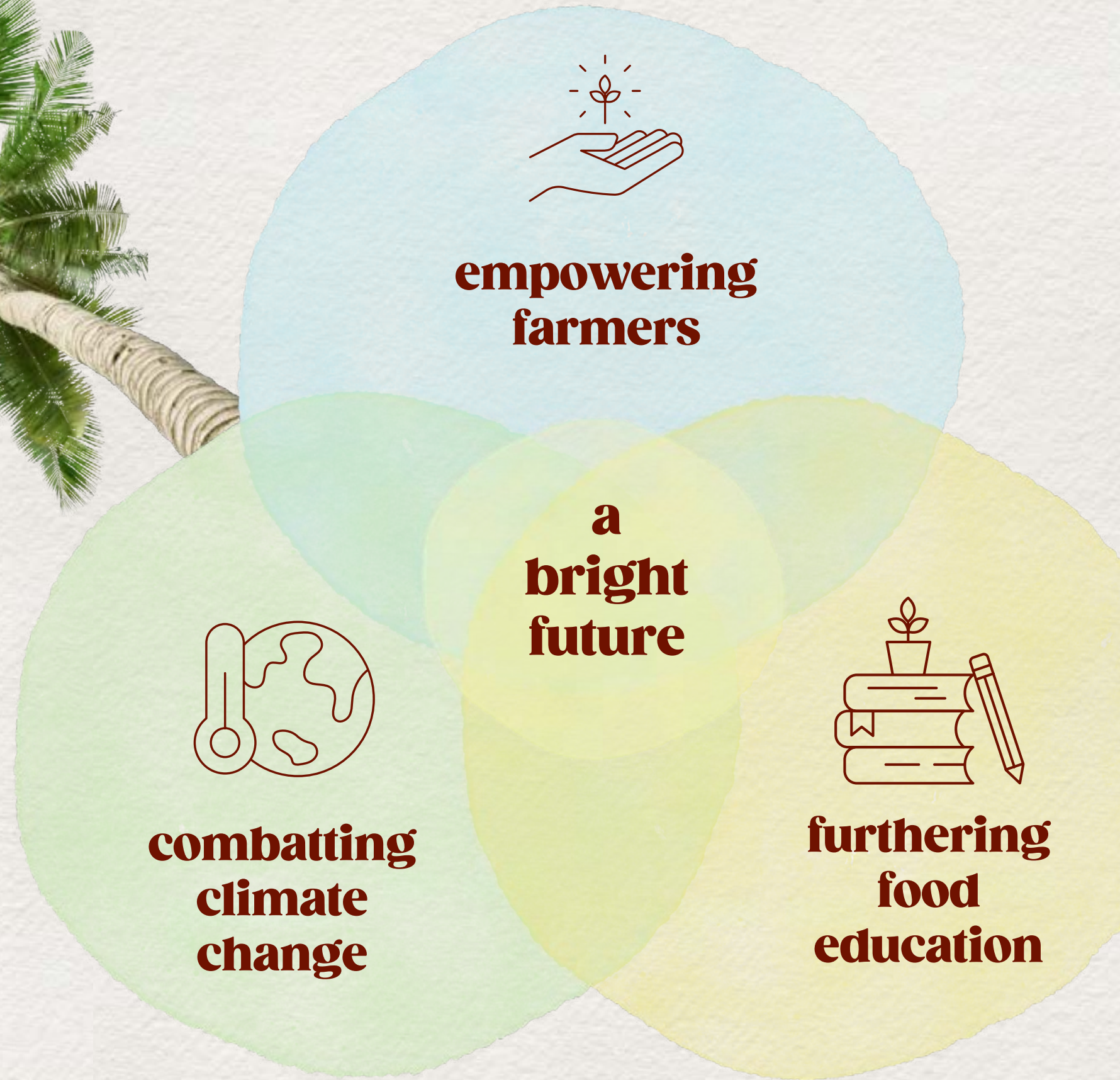




Pillars of Change

We believe that a bright future for all is rooted in healthy food. To bring this bright future to life, every Nutiva product purchased nourishes the people and ecosystems that grew it. By choosing Nutiva, you support organizations, co-ops and groups within and beyond our international supply networks along these three pillars of change:

- Empowering Farmers
- Combatting Climate Change
- Furthering Food Education





Empowering Farmers

Farmers are foundational to food systems. Every single food you eat can be traced back to a farmer who invested their care and labor into growing it. Your wellness and that of the farmers behind your food are inextricably linked. That's why Nutiva builds strong, long-lasting relationships with our farming communities and develops programs with our ingredient suppliers that positively contribute to their success.

This past year we helped brighten the future for families of the coconut farming communities we source from. Isle de Coco Foundation, our partners on the ground in the Philippines, identified the need for solar-powered lighting giv-

en that many farming families do not have access to electricity. So in honor of National Coconut Day, we donated solar lighting kits to 300 families which are especially helpful for children to be able to do schoolwork during evenings after the sun sets.

We have also continued our partnership with avocado farmers in Ethiopia where we're providing regenerative agriculture education to help promote soil carbon sequestration and biodiversity as well as a nursery training program with the goal of creating economic independence for female farmers. [Learn more about our initiatives in Ethiopia here.](#)



Combatting Climate Change

As a pioneer of the organic plant-based food industry, Nutiva has been fighting climate change since our inception. The ingredient we started with was hemp, which can capture up to 6 metrics tons of CO2 per acre according to researchers at the University of Cambridge. This means hemp might be an even better carbon sink than forests.

As we've diversified our portfolio of nourishing foods, we've made sure to keep supporting biodiversity across all the ecosystems in which they're grown. By sourcing exclusively organic and non-GMO ingredients, Nutiva and Coconut Secret avoid conventional farming approaches like monocrop-

ping, tilling, and synthetic fertilizer and pesticide use which degrade soil and release greenhouse gases. Instead we apply regenerative farming techniques which harness the power of nature's innate technology to capture atmospheric carbon while reducing our reliance on fossil fuels—all while replenishing soil health.

Learn more about how we fight climate change with food by [reading our blog article here.](#)



Furthering Food Education

The first step to creating positive change is understanding why it's needed. If we are to revolutionize the way the world eats, we need a strong community of educated eaters making informed choices about the foods they consume.

That's why we strive to generate and amplify educational content that opens eyes to both the startling harms of conventional food systems and to the bright future that's possible when we band together to choose food that heals.

Last year we continued opening our own eyes to the ways that marginalized communities are disproportionately affected by industrial food systems that prioritize profit over people and planet. We put our J.E.D.I. values into action by partnering with Dr. Qadira Huff, founder of Sprouting Wellness, to produce a webinar series about food equity and racial (in)justice in the food system.

[Check out our blog article here](#) to find out more about what we learned.





Justice, Equity, Diversity & Inclusion

2021 was a big year in deepening our dedication to the principles of justice, equity, diversity and inclusion. As a mission-driven company which holds community and progress at our core, we have long had the foundation upon which these principles rest. So when OSC2 launched its JEDI Collaborative initiative to more deeply embed justice, equity, diversity and inclusion into the natural products industry, Nutiva immediately stepped up to the plate as a key sponsor and dove headfirst into evaluating our own JEDI practices.

We are proud to share that we completed our \$100,000 commitment to the JEDI Collaborative which helped kick start their efforts. Meanwhile, our internal JEDI Task Force has been meeting regularly to coordinate company-wide initiatives to engage our team members with programming and education. The next page illustrates our calendar of JEDI-related activities that took place throughout the year.

Take a look at [our case study featured on the JEDI Collaborative website here.](#)

YEAR IN REVIEW: SOCIAL & ENVIRONMENTAL INITIATIVES

JAN

- Observed Martin Luther King Jr. Day as a day off to do community service
- Hosted food equity and racial justice webinar series with Dr. Qadira Huff

FEB

- Launched A Greater Good campaign
- Observed Black History Month by highlighting food justice organizations

MAR

- Supported the #StopAsianHate movement by donating to Asian Pacific Environmental Network
- Observed World Wildlife Day, International Women's Day and World Water Day

APR

- Celebrated Earth Month and Earth Day with a Plant-Based Pledge challenge & giveaway
- Honored Ramadan with internal day-long fast

MAY

- Honored Asian American History Month by highlighting Dr. Dayrit, aka "Dr. Coconut"
- Observed Cinco de Mayo, World Fair Trade Day, and National Endangered Species Day

JUN

- Celebrated Coconut Day with donation of solar lighting kits to farmers in the Philippines
- Honored Pride Month with donation to queer food justice collective, Mariposas Rebeldes

JUL

- Debuted new Ethiopian Organic Avocado Oil
- Launched Avo-Conscious Day campaign about regenerative farming & ethical sourcing

AUG

- Raised funds for COVID relief in honor of India's Independence Day with Vegan Ghee cook-off
- Honored Women's Equality Day by spotlighting female farmer empowerment program

SEPT

- Observed Palm Done Right Month with giveaway in partnership with Denver Zoo's Adopt an Animal conservation program

OCT

- Commemorated Indigenous People's day by donating to Native American Rights Fund
- Observed Fair Trade & Non-GMO Months

NOV

- Debuted new Nutiva brand identity
- Commemorated Diwali and World Kindness Day

DEC

- Contributed over \$10,000 to local community for the holiday season through Adopt-A-Family program



Partners

Enabling Justice, Equity, Diversity & Inclusion

As a founding member of J.E.D.I., Nutiva has made clear and actionable commitments to integrate and uphold principles of justice, equity, diversity, and inclusion throughout Nutiva and with everyone that our company and our products connect with.



Advocating for the Environment

Nutiva works collaboratively with industry partners to take bold action to reverse climate change through advocacy, education, and commitments.



Supporting Sustainable Agriculture

We were proud to support of the 30th Annual (and 1st Virtual) Pasa Sustainable Agriculture Conference in 2020 with over 1,300 attendees including farmers, food system professionals, and supporters of sustainable agriculture.



Maintaining Waste Free Facilities

Our headquarters are certified by the U.S. Zero Waste Business Council meeting rigorous standards for waste management and diverting at least 90% of all material waste generated onsite from landfill.



Evolving the Coconut Industry

Nutiva is a founding member of CCA and working to challenge misinformation about plant-based saturated fats, misclassification of coconut as an allergen and to stand against the use of animal labor in harvesting coconuts.





Certifications

Every Nutiva product is **USDA Certified Organic**. The organic process not only ensures that all ingredients are grown without the use of pesticides, fertilizers, GMOs or ionizing radiation. It also promotes greater soil fertility, biodiversity.

Nutiva was founded with a non-GMO policy and every product we sell is verified. We continue to strongly support **The Non-GMO Project** in preserving and growing the world's non-GMO food supply and educating consumers.

Fair trade improves the livelihood of smallholder farmers and safeguards human rights at all stages of production. We work closely with fair trade organizations to empower farming communities by ensuring safe working conditions, fair pay and needed resources.

Preserving animal habitats and rain forests is a big part of our commitment to biodiversity. We partner with **Palm Done Right** to ensure that farmers are empowered, communities thrive and the environment and its inhabitants aren't threatened by our food production.

We also support **Vegan Action's** efforts to eliminate animal suffering, reduce environmental impacts, and improve human health through a vegan diet.

Most of our products are certified kosher by **Orthodox Union** (Union of Orthodox Jewish Congregations of America). Please refer to product packaging for details.





Our Values



innovation

We courageously challenge the status quo with fresh thinking and innovative products



well-being

We promote healthy lifestyles and support a community of inclusion



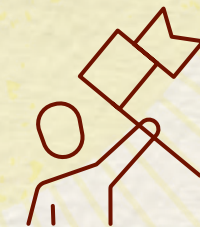
impact

We strive to make a positive impact in consumers' lives, in our supply networks and in the world



community

We respect and honor everyone—our people, our consumers, our local and global partners and our planet



tenacity

We have the grit and dogged determination it takes to revolutionize the way the world eats



Together We Can Build a Bright Future

Our vision of a bright future shines brilliantly and guides our actions today towards a better tomorrow. Nutiva honors the responsibility of caring for the ecosystems and communities connected to our corner of the food system as an opportunity to build a legacy of positive impact.

We have a lot of work ahead of us, but by rooting our hope in the regenerative power of

healthy food we can approach it with fervor rather than overwhelm. Through ecological stewardship and social justice, we're creating positive feedback loops of reciprocally regenerative systems: the more we take care of the planet and people, the more they take care of us.

Thank you for joining us on this journey of building a bright future together.

