




mountain rose herbs
2024 BENEFIT REPORT

01 | THIS IS WHAT WE'RE DOING OREGON BENEFIT COMPANY

In 2018, Mountain Rose Herbs became an Oregon Benefit Company, a legal corporate status which states our company must provide a “general public benefit”—a positive impact on society and the environment through our business decisions and operations. In compliance with Oregon state law, we amended our bylaws and selected B Lab’s Impact Assessment tool as a third-party standard by which to gauge our impact as objectively as possible.

B-LAB IMPACT ASSESSMENT

In 2024, Mountain Rose Herbs earned a score of 142.3 out of 200 points on the B-Lab assessment, a 29 point increase from last year’s score and a substantial increase from our baseline year. The major increase was due to a re-evaluation of our programs and policies that have a positive impact on the environment and society. We publish our annual Benefit Report in conjunction with our Impact Report, which details how we are creating positive changes through ethical business decisions.



BENEFIT REPORT

In 2024, we increased the transparency of our impact metrics for our customers by adding a sustainability rating meter to the product description to help improve transparency of the supply chain. We partnered with a local organic farm to offer employee discounts for Community Supported Agriculture (CSA) shares, increasing access to healthy, organic food. In order to offset our carbon footprint, we organized company-wide events that support local nonprofits and environmental stewardship efforts, such as planting trees, shrubs, and native plants. Additionally, we relocated all production departments to a single location for increased efficiency. We added a new employee engagement survey and another employee party to enhance positive interaction and sense of community amongst staff. We reinstated the quarterly newsletter to increase companywide communication and engagement. We increased the number of annual supervisor training courses from 4 to 6. We partnered with a local indigenous organization to provide cultural sensitivity training to our management team. We also diversified our corporate giving and engaged more deeply with underrecognized communities. In June of 2024, our Free Herbalism Project event celebrated the diversity of culture in the herbalist community and the value of ancestral wisdom.

Transitioning into 2025, we are proud to announce that we have signed on to the Purpose Pledge initiative. This is a group of sustainable companies dedicated to working collaboratively to encourage and hold each other accountable on our journey to do it better. Through that work and with the support of that community, we hope to better define climate goals, including science-

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OREGON BENEFIT COMPANY (CONTINUED)

based, measurable targets. We plan to increase our entry wage once again. In order to reduce the impact of our supply chain, we will shift to more domestic sources, strengthen our relationships with local farmers, support the development of sustainable wild harvesting practices, and transition to regenerative agriculture. We are also currently defining our procurement, purchasing, and packaging policies to incorporate more visibility in our supply chains and encourage healthy relationships between people, our planet, and plants. We plan on increasing outreach to zero waste community partners by re-establishing and strengthening current relationships with local recycling and reuse organizations. We are also collaborating with these groups to establish new connections and find more efficient ways of diverting waste from landfills and incineration. We will be increasing the 401K match to 6% to encourage our staff to invest in their future and security in retirement. We will raise awareness of some of the unique challenges faced by BIPOC farmers by sponsoring several screenings of "Farming While Black". We will be evaluating current performance-based reviews for all employees. We are actively working on finding a material replacement for our current herb pouch that is recyclable and contains PCR content collected from domestic waste streams. We are planning to increase the green space on our industrial campus to help remediate storm runoff and enhance the well-being of employees and guests. As we move forward with intensifying our sustainability program (in which the whole company is considered part of the Green Team), we will implement hands on recycling training for all employees.



FUTURE GOALS INCLUDE

Reduce our company's water usage by installing on-site rainwater harvesting systems.

Update our facilities to include more employee amenities, such as better bike storage, recreation equipment, and free on-site outdoor gear rental.

Pay a portion of the healthcare premiums for employee families.

Conduct formal performance feedback and career development.