




mountain rose herbs
2025 BENEFIT REPORT

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2025 Benefit Report

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 2025, Mountain Rose Herbs earned a score of 162.3 out of 200 points on the B Lab assessment, a 20-point increase from last year’s score, and a substantial increase from our baseline year. We publish our assessment score annually to show transparent details of how we are creating positive changes through ethical business decisions.



Purpose Pledge

Initiated by Dr. Bronner’s, LIFT Economy, and One Step Closer (OSC), the Purpose Pledge is a bold redefinition of corporate responsibility that places sustainability, fairness, and long-term value creation at the heart of business operations.

In 2025, Mountain Rose Herbs became a pilot company in The Purpose Pledge. Our sustainability initiatives and purpose driven ethics are now being benchmarked as a transparent model for other companies to follow.

Through the ten commitments, Purpose Pledge companies aim to cultivate right relationships, uphold mutual accountability, and advance the transition to authentic stakeholder economics. Our participation in Purpose Pledge directly supports our goals as an Oregon Benefit Company.

Employee Wellness

In 2025, we accomplished our goals of:

- Increasing our 401(k) match to 6% to encourage staff to invest in their future retirement security. Increasing our entry wage from \$17 to \$18 an hour.
- Implementing paid monthly hands-on sustainability and recycling training for employees. The training is designed to be engaging and empower our staff to be an integral part of our zero-waste commitment.
- Replacing an unused gravel parking area with a native plant garden, walking paths, and resting areas. This gave our employees a nice place to spend their breaks and helped promote biofiltration and reduce parking lot runoff.
- Contributing 20% toward employee purchases of Community Supported Agriculture (CSA) shares from a local farm.

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Carbon Footprint

To reduce our carbon footprint, we have started shifting to more domestic product sourcing. We now carry over 70 domestic herbs and spices. We continue to strengthen our relationships with domestic farms by making consistent visits and watching for opportunities for increased collaboration. In 2025, we visited seven of our domestic farm partners:

Catspring Yaupon, TX

Golden State Herbs, CA

Methow, WA

Oshala Farm, OR

Purely Pumpkin, OR

Trout Lake Farm, WA

The Oregon Hophouse, OR

In addition, a replacement for our current herb pouch remains at the top of our list of goals. We are in the final stage of testing a single-layer recyclable plastic pouch made from 30% post-consumer recycled material.

Climate Goals

In 2025, we strived to better define climate goals and gain an understanding of our carbon footprint. As a part of the Purpose Pledge Climate Action Commitment, we have been working to take verified climate action by gathering data to better understand our impact and take measurable steps to reduce Greenhouse Gas (GHG) emissions.

Sustainable Cultivation & Harvesting

We continue to support the development of sustainable wild harvesting practices. In 2025, we sponsored the first ever Wild Stewards training on the West Coast. The training brought wild harvesters together in Southern Oregon's Applegate Valley to learn ethical and sustainable wildcrafting practices.

We also now carry some of our very first FairWild Certified offerings. FairWild is a third-party standard that verifies wild-harvested plants are legally, sustainably, and ethically collected.

We have been growing our list of Regenerative Organic Certified offerings and attended the "Together We ROC" event in San Juan Capistrano, CA in support of the Regenerative Organic Alliance.

Zero Waste

We are strengthening our zero-waste program by increasing outreach to TRUE (our Zero Waste Certifier), and our community recycle and reuse partners.

- **TRUE Zero Waste**

We attended a zero-waste workshop in Seattle that highlighted innovative ways to divert waste and facilitated networking with other zero waste companies. We are in the process of re-certifying our new production areas and are proud to report that we have improved many of our policies and procedures since our initial certification in 2016.

- **BRING Recycling**

We have reestablished a long-standing relationship with BRING Recycling and are working together to find new avenues for recycling and reuse. We regularly meet with BRING to discuss evolving recycling laws and to review and assess recycling service providers and related organizations. We also donate used office furniture and construction materials to BRING as inventory for their reuse store.

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Education & Advocacy

Education and advocacy are core expressions of Mountain Rose Herbs' commitment to people, plants, and the planet. Informed communities drive meaningful, lasting change. Education shows up through accessible herbal learning and transparent sourcing stories. We work to deepen the understanding of organic agriculture, ethical wild harvesting, and environmental protection. We actively support policies, partnerships, and grassroots efforts that protect biodiversity, promote fair and equitable supply chains, and strengthen local and global communities.

We raised awareness of the unique challenges faced by BIPOC farmers by adding the book *Farming While Black* by Leah Penniman to our catalog and sponsoring two screenings of the film, inspired by the book. One screening was shown at the EcoFarm conference in Pacific Grove, CA and one online screening was featured on Earth Day as a part of our Free Herbalism Project.

In 2025, Mountain Rose Herbs' leadership team participated in an Indigenous Peoples cultural awareness training and field day facilitated by Live Oak Consulting, a local organization.

Future Goals

Rooted in purpose and inspired by the impact we want to create, we are setting ambitious goals that look beyond today. We are always committed to growing a healthier planet, a more resilient business, and a thriving community for years to come.

- Reduce our company's water usage by installing on-site rainwater harvesting systems.
- Increase our FairWild, Fair Trade, and Regenerative Organic Certified offerings.
- Certify our company gardens as pollinator friendly.
- Conduct a 2026 waste audit.
- Reach 96% landfill diversion rate by 2030.
- Create a sustainable packaging policy.
- Develop an ethical sourcing policy.
- 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.
- Provide staff with regular, formal performance feedback and career development resources.
- Evaluate and enhance incentives for Alternative Commute Program.
- Increase paid time to volunteer from 24 to 40 hours annually.

As we reflect on the progress outlined in our 2025 Benefit Report, we are proud of the meaningful steps we've taken to support our employees, strengthen our supply chain, reduce our environmental footprint, and deepen our commitment to education, equity, and long-term stewardship. These efforts are made possible through continual learning, accountability, and collaboration across our community. Thank you for taking the time to join us on this journey and for sharing our vision of a business rooted in care for people, plants, and the planet. We look forward to continuing this work together in the years ahead.