

2018

MOUNTAIN ROSE HERBS

# SUSTAINABILITY REPORT



# Greetings

Since 1987, Mountain Rose Herbs has established itself as an herbal industry leader. As a values-driven company working to put **people, plants, and planet over profit**, we consider the environmental and societal impacts of our business decisions before the bottom line. We work every day to provide high-quality botanicals to our customers across the country, sowing seeds of sustainability throughout our business by supporting organic agriculture, zero waste practices, alternative commuting incentives, and our employee volunteerism program.

Transparency is key. Our seventh annual Sustainability Report shows that we have made great strides in tracking and measuring our sustainability efforts. Waste and energy use are monitored in all seven facilities throughout Eugene, Oregon, and water use is tracked at our main campus. We provide counsel to other businesses across the nation to share best practices. This year, we took an extra step and began giving regular tours to businesses, nonprofits, legislators, and government municipalities interested in our sustainable operation.

We accomplished a lot in 2018, including launching The Giving Project, funding four small-scale herbal projects; increasing our company's charitable giving; offsetting the unavoidable carbon emissions from our facilities and shipments; achieving Oregon Benefit Company status and setting goals for continuous improvement; and partnering with the Oregon Organic Coalition alongside other natural product companies to stand with one united voice to create policy change.

On our sustainability journey, we've identified opportunities to advance our mission. Future goals include setting science-based targets for energy and water conservation, reporting water use at all our facilities, and starting to track metrics throughout our supply chain. With shifts in the global recycling market, keeping waste out of the landfill is an ongoing challenge. Tackling the serious threats of climate change is a daunting task but one that we cannot shy away from in good conscience. Over the next two years we plan to expand employee trainings, enhance our organic land care practices, audit our packaging materials, formalize our mission statement to incorporate the positive social and environmental impacts of our business operations, and more.

With help from the Sustainable Food Trade Association, we will continue to improve our report and advocate for the things we hold dear. We are excited to share our progress with our customers, employees, and community members. As we thoroughly enjoy hard questions and constructive criticism, please do not hesitate to contact us with your thoughts. Here's to a vibrant and healthy future for all!

With Gratitude,  
**Mountain Rose Herbs**

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## 2018 Highlights

**Diverted** 95% of company waste.

**Generated** 28 MWh of renewable energy from our solar panels.

**Certified** 100% of our teas as organic for the first time ever!

**Contributed** \$36,000 in fair trade premiums to help our farm partners improve social, economic, and environmental conditions on their farms and in their communities.

**Celebrated** first year as an Oregon Benefit Company and generated/published our first Benefit Report.

**Opened** first commercial-scale organic botanical processing facility in our Eugene, Oregon community, enhancing our quality control capabilities, creating local jobs, and reducing greenhouse gas emissions from product transportation.

**Donated** 233 lbs. of food and 191 lbs. of clothing during our annual employee-led food and clothing drive.

**Sponsored** 13 Mountain Rose River Projects, removing 334 gallons of trash, clearing 10 cubic yards of invasive plants, and planting 701 trees and other native plants around Eugene, Oregon.

**Matched** employee contributions to environmental nonprofits—\$15,650 total.

**Offset** 1,000 metric tons of greenhouse gas emissions.

## 2018 Awards

**Philanthropy:** Mountain Rose Herbs ranked among the region's Top 10 Corporate Philanthropists (Medium Company Category) by the Portland Business Journal for exceptional service to the community.

**Retail:** The Mountain Rose Herbs Mercantile voted “#1 Gift Store in Eugene” in *The Register Guard's* Readers' Choice Awards.

**Beauty:** Our Classic Rose Facial Oil received Earth Day Beauty Award from Eluxe Magazine and Healing Lifestyles for exemplifying the best in clean, green beauty.

**Design:** Two American Health + Wellness Design Awards from Graphic Design USA for the redesign of our tea boxes and posters for our event, the Free Herbalism Project.

**Storytelling:** Our “How We Do Sustainability” video received Platinum and our “Protecting At-Risk Botanicals with Forest Farming & Responsible Wildcrafting” video received the Gold AVA Digital Awards.





# We offer high-quality organic & sustainable products.

**Certified organic processor/handler** through USDA accredited Oregon Tilth certification body.

**Rigorous quality control** lab testing conducted in-house and in third-party labs to ensure product integrity.

**Sustainable cultivation standards** prohibit synthetic fertilizers, pesticides, irradiation, and genetic engineering.

**Highest performance and certification status**, according to the Fair for Life standard, for sixth consecutive year.

## Sustainable Products

## 2018 Product Certification & Cultivation Overview

### Herbs & Spices:

(Including Seaweeds, Sprouting Seeds & Resins)

Certified organic	85%
Cultivated without chemicals	1%
Wildharvested	12%
Fair trade	7%
Non-GMO Project Verified	2%
Forest Grown Verified	0.5%

### Seasoning Blends:

Certified organic	100%
Fair trade ingredient(s)	33%

### Teas:

Certified organic	100%
Fair trade	24%
Fair trade ingredient(s)	10%

### Herbal Extracts:

Certified organic	65%
Forest Grown Verified	1%

### Essential Oils:

Certified organic	75%
Fair trade	4%

### Hydrosols:

Certified organic	100%
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### Bulk Ingredients:

(Including Carrier Oils, Salts, Clays & Butters)

Certified organic	66%
Organic ingredient(s)	1%
Fair trade	6%
Non-GMO Project Verified	13%

### Herbal Capsules:

Certified organic	90%
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**Wildharvest:** *verb* To ethically and sustainably harvest plants from the wild. Our wildharvesters sign an affidavit to ensure plants are correctly identified, and harvest is limited to a quantity that allows for or aids in sufficient regeneration of the native plant population.

**Did you know?** Certified organic means non-GMO. The USDA certified organic seal prohibits the use of GMOs, irradiation, and most synthetic fertilizers, herbicides, and pesticides.



## Supporting Family Farms

Near the snow-capped peaks and pristine glacial streams of Cascadia, a gravel road winds up an arid canyon to the small family farm where our certified organic milky oat tops are grown, harvested, and dried.

Tyler, a young father of two and Bay Area native, is the sole caretaker of these beloved herbs. Aside from the tractor he uses to plant, Tyler does everything by hand. The highest quality, he believes, comes from this very intimate contact with the plants.

“I’m a steward of the land,” he said. “Farming is a pretty serious responsibility—to take a piece of land and grow the soil. I want to enrich the land in a way that leaves it more fertile for future generations. I’ve never known anything other than organic agriculture and never want to do anything else.”

Our network of farms is diverse. Some of our organic herbs are tended by small family farmers like Tyler, but our most popular offerings (like our organic North American nettle leaf) require larger-scale agriculture and weeding crews that top 100. While our herbs are grown worldwide, roughly 75% of our US-grown herbs take root in the soils of our Pacific Northwest bioregion. By supporting local growers, we minimize our impact on the planet and contribute to local economies.

A photograph of two men in a vast lavender field. The man on the left is standing and looking towards the other man. The man on the right is wearing a straw hat and is bent over, examining the lavender plants. The field is filled with rows of purple flowers, and the background shows rolling hills under a clear sky.

We focus on  
responsible sourcing &  
quality—so you don't have to.



## **Responsible Sourcing & Quality Control**

We work closely with the organic farmers and wildharvesters who grow and collect our herbs and spices. These partnerships extend to the suppliers of our essential oils, soaps, candles, carrier oils, butters, and the other ingredients we offer.

In 2018, team members visited many of our farmers and wildharvesters, both within the states and abroad. We traveled to Alaska, California, New Mexico, Oregon, Pennsylvania, Utah, Albania, Bulgaria, Canada, France, Italy, and Tunisia. We offset carbon emissions associated with all that travel through NativeEnergy's renewable energy projects.

Steven, our Director of Quality, is a talented herbalist and teacher highly involved in the herbal industry. He serves as an elected trustee to the board of the American Herbal Products Association and serves on United Plant Savers' Board of Directors.

## **Sustainable Packaging**

We are committed to using sustainable packaging in our product and shipping materials. We strive to provide our customers with post-consumer waste packaging that is either easily recycled/composted at home or that can be reused to minimize its environmental impact. We created an Environmentally Preferable Packaging Policy to document and guide our practices. In 2018, we faced challenges related to sourcing easily recyclable, food-grade packaging, which spurred us to tackle these obstacles head-on and led us to set ambitious goals.

## Shipped By Hand in the US

Our customer orders are hand-filled and hand-packed with care daily. Thanks to our warehouse and shipping crew, we continue to upgrade our shipping materials and order fulfillment practices to ensure our eco-friendly goodies reach customers safely while also preserving botanical quality and freshness. In 2018, we began to phase out our recycled-content bubble wrap and void-fill plastic pillows in favor of easily recyclable and compostable paper.

**Product Goals:** In 2019, we will research and evaluate a vendor code of conduct and vendor survey. We will also initiate a packaging audit of both product and shipping packaging materials. In 2020, we will conduct a lifecycle analysis of our top-selling herbs.

### Other highlights

**We collect** packing peanuts, block styrofoam, bubble wrap, and filler paper from incoming packages to reuse or donate.

**We pack** and ship using materials and boxes made from recycled content.

**We protect** our customers' precious cargo with 100% recycled content, biodegradable void-fill paper.

**We use** water-adhesive tape which can be recycled.

**We offer** our customers the option of declining brochures and other printed materials in their orders.



# We care about reducing our impact on the environment.

## Energy Usage

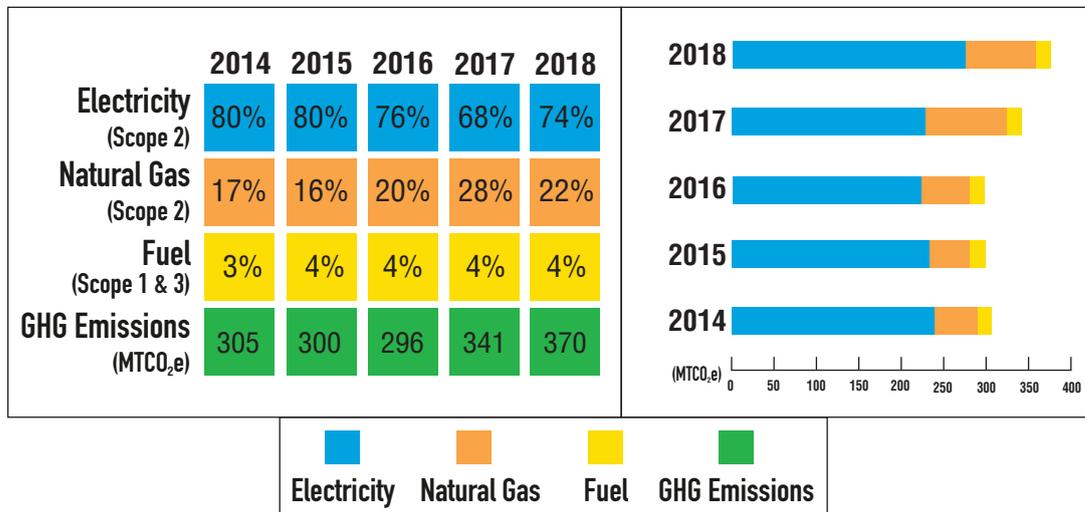
We are proud to support renewable energy by maintaining our fleet of electric and biodiesel company vehicles and offsetting our carbon emissions through development projects with NativeEnergy and our local utility's Greenpower program.

Since 2013, our Facilities Manager, Mike, has used the EPA Energy Star Portfolio Manager to help us track energy, water, and greenhouse gas (GHG) emissions. The updated 2018 Energy Star Portfolio Manager standards still rank all our buildings as Energy Star compliant.



## Energy Usage

We calculated our energy usage in electricity, natural gas, and fuels such as gasoline and biodiesel for company-owned vehicles and employee vehicles used for business trips. From this, we estimated the GHG emissions associated with our annual operations.



According to the EPA, Scope 1 GHG emissions are direct emissions from sources owned by the company (fleet fuel consumption). Scope 2 GHG emissions are indirect emissions from sources owned or controlled by the company (purchased electricity and natural gas). Scope 3 GHG emissions refer to those not owned or directly controlled by the company (employee travel). We don't currently request GHG data from our suppliers.





In 2018, with the addition of our milling facility, we saw an increase in electricity use companywide. Our natural gas use decreased in four of our seven facilities and our fuel consumption decreased slightly by 136 gallons. Since opening the mill in late July, we've milled over 135,000 lbs. of product this year. That's 276 pallets that we didn't have to ship out-of-state. In 2019, we expect to process more of our products locally, and we will see impressive GHG emission savings from keeping trucks off the road.

Also in 2018, we expanded our partnership with NativeEnergy to offset carbon emissions beyond electrical, natural gas, employee travel, waste, and outgoing truck deliveries. For the first time ever, we offset 45% of emissions associated with transporting product from the farm to our warehouse with a goal of offsetting 100% in 2019. In total, we offset 1,000 metric tons of unavoidable carbon emissions and funded the Big Smile Wind Farm at Dempsey Ridge in Oklahoma.

## Solar Array

We recognize that most of our GHG emissions come from operating lights and electronics in our main facility. In 2015, we constructed a 100-panel, 25kWh solar array and electrical vehicle charging station. Throughout 2018, our solar array generated over 28 MWh of power for our facility, which is 6.4% of the energy used to power that building.

## Other highlights

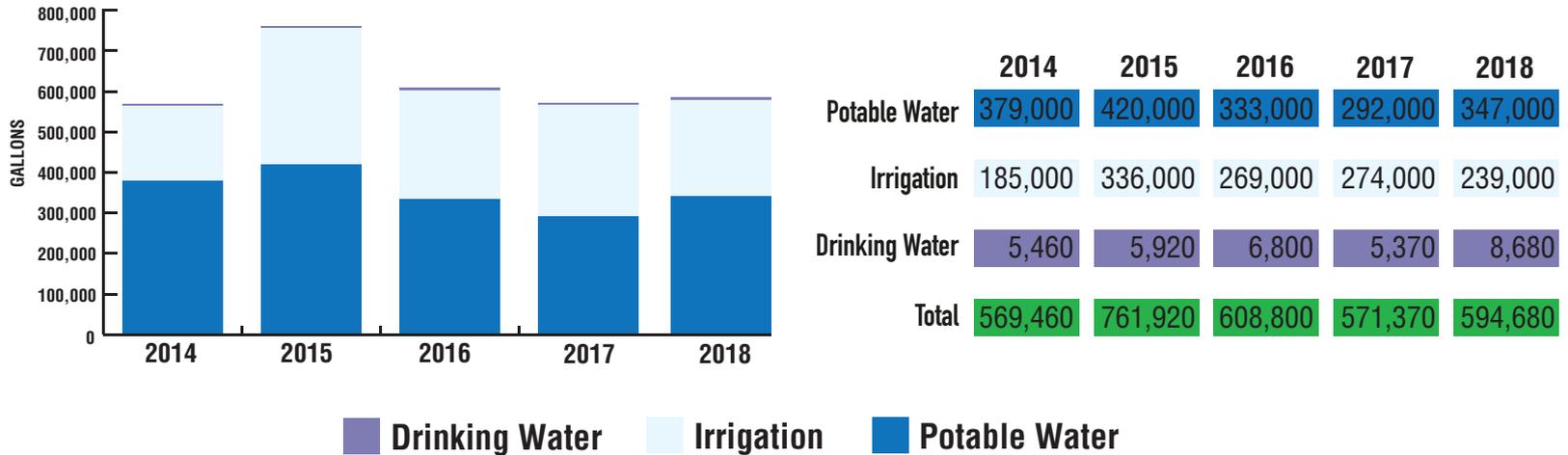
**We utilized** solar panels at the Mountain Rose Herbs Mercantile to harness renewable energy for our retail space.

**We hired** the Cascadian Courier Collective bike service to distribute our promotional posters, reducing our carbon footprint.

**We converted** 12 of our physical servers to virtualized servers, resulting in an annual cost savings of nearly \$50,000 and an annual reduction of 56.1 metric tons of GHG emissions (that's the equivalent carbon sequestration of growing 928 seedlings for 10 years).

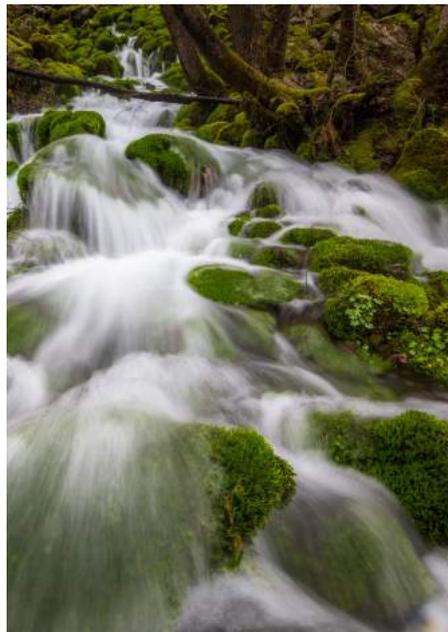
## Water Usage

To determine water usage in production and operations, we gathered all water bills for 2018 from our main facility. Data wasn't available for our additional buildings because we share meters with other building tenants.



In 2018, we saw water consumption increase in all categories except irrigation. We can attribute the increase use of potable water and five-gallon jugs of bottled drinking water to more employees. We saw a 22% increase in staff at our headquarters and added eight new positions at our new mill. Another contributing factor was a change to our hygienic procedure, requiring staff to perform additional hand washings during shifts and to extend the area washed up to their elbows.

We continue to improve our water conservation practices indoors with low-flow toilets, waterless urinals, faucet aerators, and by regularly inspecting and fixing leaks. Outside, we use a satellite-controlled irrigation system; our landscaper turns off superfluous sections of irrigation; and we cultivate native and drought-tolerant plants. At this time, we haven't set formal goals related to water conservation.



## **Climate Change**

Climate change presents an undeniable challenge for food security and access to fresh water as the human population grows. Mountain Rose Herbs recognizes the power businesses have to impact water quality and its availability for people, plants, and the planet. We are committed to organic farming practices that keep toxins off our land and out of our waterways. We also support organizations and government agencies working to protect our groundwater supply and riparian corridors, as well as those that address the causes and effects of climate change, including the Center for Biological Diversity, Center for Sustainable Economy, Climate Collaborative, and ELAW.



We work every day to  
preserve our planet through  
organic agriculture.



## Climate Change

We live in a closed system and only get one home planet. We need immediate, urgent action to limit global warming to 1.5°C above pre-industrial levels. Individuals, businesses, NGOs, and even countries cannot drawdown emissions alone. Together, we must rise to the challenge.

As a member of the Sustainable Food Trade Association, we agree that “organic farming systems can assist in finding climate solutions. A recent study in Agricultural Systems shows that on a per area basis, organic systems use less energy and emit fewer greenhouse gases than conventional systems when crop rotations are long and diversified.”

In 2018, we created a case study with Climate Collaborative titled, “Engaging in Policy to Mitigate Climate Change,” to help other companies mobilize in the political arena. The case study illustrates our journey that formally began in 2016 when Shawn, our Owner and Vice President, saw the opportunity to work on policy issues aligned with the values of Mountain Rose Herbs and many others in the growing organic industry.

We assembled 15 businesses and nonprofits to leverage influence with our legislators. The group identified core priorities, namely: pollinator and plant protection, regulating pesticides and herbicides, and educating policymakers on the positive impacts of organic agriculture in the face of climate change. We hired a political lobbyist, Jonathan Manton, who advocates on our behalf at all levels of government. Learn more about Jonathan’s role and our efforts to create positive political change in the new Governance and Advocacy section of this report.

## Facility & Campus Design

In 2018, after many years of preparation, Mountain Rose Herbs opened our very own milling facility. We now operate in seven buildings with a total of 146,700 sq. ft. in Eugene, Oregon, including a retail store, the Mountain Rose Herbs Mercantile. Our main facility was built to LEED (Leadership in Energy & Environmental Design) standards before the certification existed.

To share our sustainability best practices, we opened our doors and started giving regular monthly tours of our campus to like-minded businesses, nonprofit partners, legislators, and university students. From zero waste micro-sorting practices to Salmon-Safe certified landscaping projects, we love leading by example, and we always learn something in the process. In 2018, we led 14 sustainability-focused tours, not including regulatory and vendor tours.

### Other highlights

**We conserve** power by opting for Energy Star-rated appliances and office equipment in our operations.

**We clean** with non-toxic Perasan-A, a peracetic acid-based, all-purpose sanitizer with highly effective antimicrobial properties.

**We maintain** and improve our facilities using recycled or reclaimed materials whenever possible, in accordance with our zero waste policy.





A close-up photograph of a salmon swimming in water. The water is dark blue and rippled. A piece of dark, crumpled plastic pollution is floating near the salmon's head. The salmon's body is visible, showing its scales and fins. The text is overlaid in white, bold, sans-serif font.

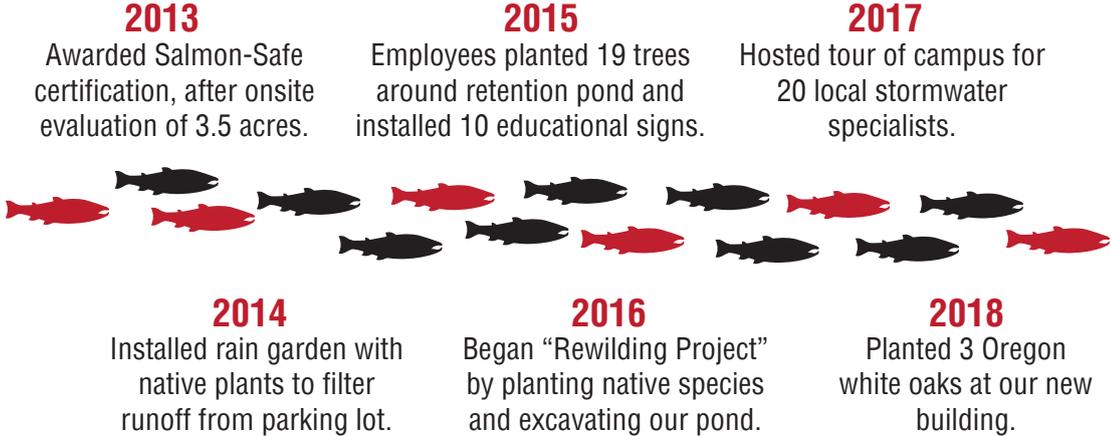
We strive to keep  
our beautiful rivers free of  
pollution and full of salmon.



## Salmon-Safe Landscape

Since receiving our Salmon-Safe certification in 2013, we have implemented a five-year action plan to conserve water, restore riparian habitat, limit fertilizer use, and improve our stormwater treatment system. We are proud to be the first business in Eugene, Oregon to gain this certification. Throughout 2018, we worked closely with our landscaper and the nonprofit Long Tom Watershed Council to maintain our beautiful campus.

## Salmon-Safe Project Timeline



## Facility & Campus Goals

In 2019, we will renew our Salmon-Safe certification and continue to make improvements to our landscaping to lessen the impact of our activities on our immediate environment. We will also conduct an impact assessment for a potential grey water or rain water harvesting system.

## Zero Waste

At Mountain Rose Herbs, our unwavering commitment to environmental stewardship dictates how we think about our waste management plan. We strive to cut all waste by rethinking and redesigning our operational procedures to create a more dynamic approach to product design, resource recovery, and recycling. This path helps sustain our bond with the natural world and create jobs.

Our priority is to make sure we only use what we need, and that's why we adopted our zero waste policy in 2007. Consistent employee education helps us achieve our zero waste goals. We have staff trainings, instructional signage, and we are always looking for creative new ways to divert waste from the landfill.

We use a green printer to reduce our environmental impact. Our catalog is printed on FSC-certified 100% post-consumer waste paper using a chlorine-free and low-VOC process.

## Resources Saved from Printing Our Catalog



**703** trees  
2 American football fields



**69,401** lbs. of waste  
3 garbage trucks



**678,344** gal. US of water  
1 Olympic swimming pool



**584** MMBTU  
energy consumption of 7 households per year



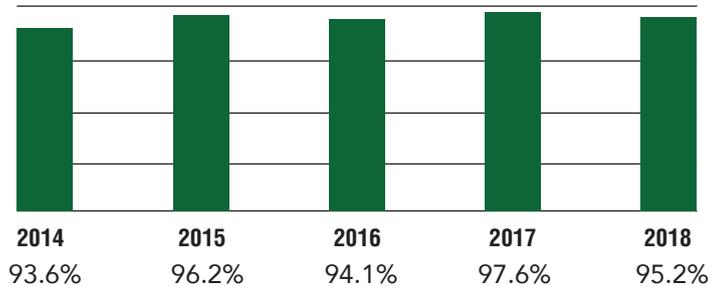
- 
- A decorative graphic of a leaf with serrated edges, partially visible on the left side of the slide.
- ▶ **In 2018, we kept over 95% of our waste out of the landfill.**
  - ▶ **337,746 lbs. of material were recycled or composted.**
  - ▶ **That's the equivalent weight of 11.5 school buses!**

## Zero Waste

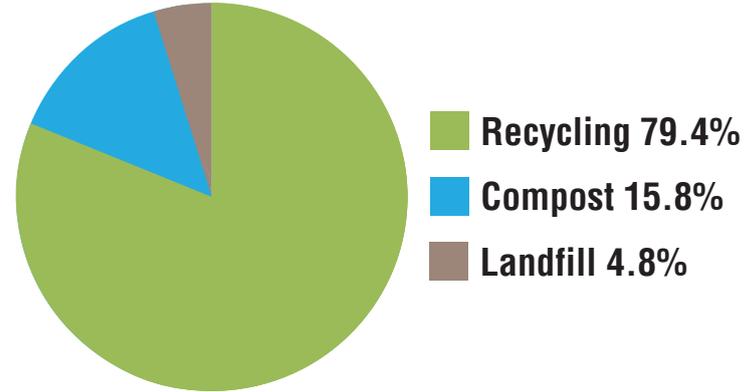
In 2016, Mountain Rose Herbs became the first company in Oregon to achieve a TRUE Zero Waste Facility certification. We completed a scorecard, peer review, and an on-site audit with a third party and qualified at the highest level—**platinum!**

In 2018, changes in the international recycling market caused challenges for us in recycling certain kinds of plastic. We saw a slight dip in our diversion rate as a result.

## Diversion Rate



**What is a waste diversion rate?** This is the percentage of waste materials that gets donated, reused, composted, or recycled. It's what we keep out of the landfill.



<b>Recycling</b>	<b>281,532 lbs.</b>	<b>79.4%</b>
Paper & Special Materials	137,167 lbs.	38.7%
Community Partnerships	127,264 lbs.	35.9%
Comingled Recycling	16,236 lbs.	4.6%
Repurposed Materials	865 lbs.	0.2%
<b>Compost</b>	<b>56,214 lbs.</b>	<b>15.8%</b>
Wood & Scrap Herbs		
<b>Landfill</b>	<b>17,146 lbs.</b>	<b>4.8%</b>
<b>Total</b>	<b>354,892 lbs.</b>	<b>100%</b>

**Zero Waste Goals:** In 2019, we will produce one full-size catalog and a smaller booklet instead of two full-size, 90-page catalogs. We will also evaluate the materials we include in our shipments to reduce paper waste.

### **Other highlights**

**We collected** 545 lbs. of recyclables in our March and October electronic waste recycling drives.

**We gathered** nitrile gloves, hair/beard nets, Tyvek, mylar, and to-go containers to recycle through TerraCycle's Zero Waste boxes.

**We switched** to tablets for batch record processing in production, resulting in an incredible paper savings—around 500 pages per day!

**We expanded** outreach and updated language about our zero waste policy in our vendor Terms & Conditions.



A close-up photograph of two women embracing warmly. The woman on the left has reddish-brown hair and is wearing a green t-shirt; she has blue and white face paint on her cheek and is smiling broadly. The woman on the right has grey hair and is wearing a dark, textured sweater; she is also smiling and has her hands clasped over the other woman's shoulder. The background is blurred, suggesting an outdoor event.

We support our  
employees & our community.

## Employee Well-being

Mountain Rose Herbs takes every measure to ensure a welcoming, safe, and enjoyable work environment for employees by providing competitive benefits, including up to 40% off employee purchases and a tuition reimbursement program that allows employees to further their herbal education. In 2018, we invested \$146,582 in training and career development.

We offer a generous 401(k) plan with matching funds provided by Mountain Rose Herbs. In 2018, we contributed \$100,290 to employee 401(k) plans. That's an increase of more than \$16,200 compared to 2017, indicating more employees are thinking about their retirement and financial well-being!

## Safety & Ergonomics

Employee safety and satisfaction are paramount at Mountain Rose Herbs. In 2018, our mill staff received specialized safety training and personal protective equipment (PPE). Our Occupational Safety and Health Manager, Rick, earned a Travel Safety Officer certification from International SOS and continues to share his ergonomic knowledge throughout the company.

## Our Team

Recruitment and retention play a critical role in our operations. Throughout 2018, Mountain Rose Herbs employed 255 hardworking individuals. Our human resources staff expanded outreach to underserved communities for employment and candidate searches. For current staff, we clarified our open door policy and created a raise/wage matrix.

**Employee Well-being Goals:** In 2019, we will complete a pay equity audit and create a tracking system to monitor ongoing compliance; we will roll out diversity and sexual harassment training for all managers. In 2020, we will hold regular diversity and sexual harassment trainings for all employees.

### Other highlights

**We held** 16 sustainability trainings for new hires and other staff (compared to 12 trainings last year).

**We dedicated** a “learning center” computer and mobile desk for on-the-floor training.

**We held** our second annual Mountain Rose Herbs employee cookoff.

**We conducted** extensive air quality testing at our extract production facility.

## Green Team

Mountain Rose Herbs' Green Team is an employee-led committee that promotes environmentally sound and socially conscious operating practices such as reducing waste, conserving energy and water, encouraging the use of alternative transportation, and informing and motivating co-workers about workplace giving and volunteer opportunities. Green Team members founded the Stewardship Program, an employee-driven initiative created to pick up trash in our neighborhood and the adjacent wetlands ecosystem.

Throughout 2018, 21 staff members served on the Green Team from 14 departments across all levels of the organization. We hosted guest presentations from two local environmental nonprofits, Cascadia Wildlands and Oregon Wild. Mountain Rose Herbs was also featured in the book, *Green Wisdom: A Guide for Anyone to Start, Engage, and Energize a Sustainability Team* by Nikki Pava. We love sharing our Green Team wisdom and inspiring others!



## Alternative Commute Program

Mountain Rose Herbs offers a robust and comprehensive alternative commuting program, paying substantial cash incentives to all employees who carpool with fellow employees, ride the bus, bicycle, or walk to work. In 2018, we celebrated Earth Day and offered free bike tune-ups for all employees.

We pay staff members who carpool or ride the bus \$0.15 per mile and \$0.25 per mile for those who bike or walk. Every year, we award the employee who logs the most miles in each category an additional \$250. Employees have access to a covered and locked bike garage, carpool buddy sign-up, indoor lockers, showers, and a bicycle repair kit. Last year, we renewed our Bicycle Friendly Business designation and went from Bronze to Silver! In 2018, Mountain Rose Herbs incentivized alternative modes of transportation and paid our employees an additional \$13,500!

To reduce CO<sub>2</sub> emissions and elevate healthy living through movement, Mountain Rose Herbs employees participated in the local Business Commute Challenge. Fifty-eight employees carpooled, walked, bussed, or cycled to work, logging 211 roundtrips during a rainy week in May. Overall, 2,714 employees from different businesses contributed to the 95,225 vehicle miles saved and 97,213 lbs. of CO<sub>2</sub> reduced during the weeklong challenge!

*We are so lucky to have a company like Mountain Rose Herbs in our community. Not only does their financial support help further our mission of habitat restoration and youth education in the Middle Fork Willamette watershed, but their staff volunteer time makes a huge difference as well. Last year we took a dozen Mountain Rose Herbs employees out on the river to help restore sensitive turtle habitat. We had such a great day sharing stories and learning about the river they are helping to protect. It means so much to us that we have support from every level of the company!*

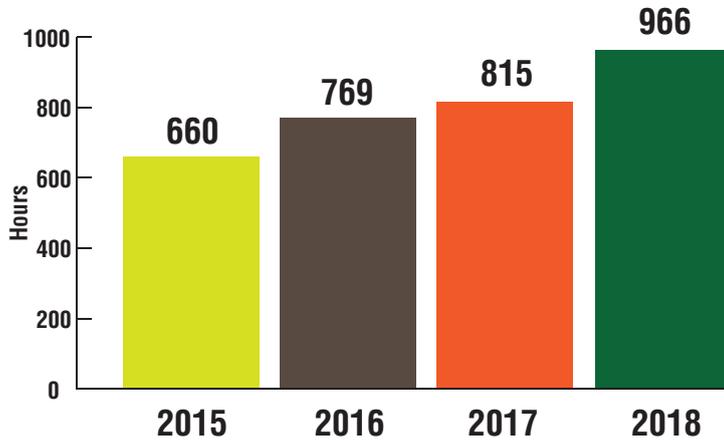
**Gale Darling, Community Engagement Coordinator, Middle Fork Willamette Watershed Council**

## Employee Volunteerism

We encourage employees to give back to our local community. Through the Paid Time for Community Involvement Program, employees are paid up to 24 hours every year for volunteering with any Oregon nonprofit organization of their choice.

Every year since 2015, employee volunteerism has increased. In 2018, Mountain Rose Herbs employees volunteered 966 hours!

## Employee Volunteer Hours





## Mountain Rose River Project

The Mountain Rose River Project is a grassroots action group coordinated and funded entirely by our company. Each year, employees manage restoration projects through our Paid Time for Community Involvement Program. We also partner with numerous state, federal, and nonprofit agencies focusing on protecting riparian ecosystems, stream health, and fish habitat.

In 2018, we coordinated 13 volunteer projects! Two of these projects were especially engaging to employees. On a windy day in May, we made our way to the Oregon coast with the Portland Audubon Society and Surfrider Foundation. Using shovels, screens, and buckets, 20 Mountain Rose Herbs volunteers removed 20 lbs. of microplastics and 50 lbs. of trash. In June, 14 volunteers loaded into rafts and boats. With the help of the Middle Fork Willamette Watershed Council and the Oregon Parks and Recreation Department, we floated to a small island ravaged by invasive plants and removed 10 cubic yards of Scotch broom and Himalayan blackberry.

### 2018 Mountain Rose River Project by the Numbers:

**495** community volunteers engaged

**2,099** volunteer hours logged

**334** gallons of trash removed

**10** cubic yards of invasive plants removed

**701** trees and native plants planted/mulched (2.5x what we planted last year!)

## Herbal Education

Mountain Rose Herbs funds and organizes the Free Herbalism Project twice a year. This lecture series features renowned herbalists from across the country. Not only do we offer free access to the lectures, we also serve free organic tea and provide live music for attendees to enjoy. All funds raised from merchandise sales at the event are donated to a free herbal clinic or nonprofit.

In 2018, two Free Herbalism Projects helped educate around 600 people and raise \$1,560 for United Plant Savers. Since its inception in 2013, the Free Herbalism Project has educated over 4,400 attendees and raised over \$9,000 for various nonprofits.

Staying true to our mission of giving back and inspiring herbal education, we gave herbalism students, herb schools, and nonprofit partners discounted pricing, which collectively saved them nearly \$320,000. In total, over 15,000 individual herbal student orders were placed in 2018!

**Herbal Education Goals:** In 2019, we will open the Mercantile Annex to host events and educational demos for community members.

### Other highlights

**We presented** Susan Leopold, Executive Director of United Plant Savers, with AHPA's "Herbal Insight" award at Expo West.

**We launched** Last Saturday Demos at the Mercantile. The first one in March taught attendees about DIY aroma sprays.





## Charitable Giving

Supporting our community through financial contributions, in-kind donations, and volunteer hours is a core part of our company culture. We work directly with local and national nonprofit organizations through charitable giving, event sponsorships, matching gifts, conservation work, and plant-related projects. In 2018, we worked closely with 58 nonprofit partners and donated to another 100 nonprofits.

## EarthShare Oregon

Mountain Rose Herbs is an EarthShare Oregon business partner offering employees an easy way to contribute to 100+ environmental nonprofits. Through workplace giving, employees make tax-deductible contributions directly from their paychecks. In 2018, 43 employees participated in EarthShare Oregon. Once again, we matched employee contributions, which motivated 14 employees to sign up for the first time and 11 employees to increase their giving. In total, employees and Mountain Rose Herbs contributed \$15,650!

**When we started matching employee donations in 2016, employee contributions tripled!**

2014	\$4,062	31
2015	\$4,328	35
2016	\$14,483	43
2017	\$14,283	41
2018	\$15,650	43



## Charitable Giving

In 2018, we donated more than **\$376,000 in cash sponsorships** and nearly **\$33,000 of in-kind support** to nonprofits, free clinics, and herbal schools across the US. This was a huge jump compared to \$237,000 in cash contributions in 2017.

## Mercantile Coins for a Cause

This program encourages customers to carry their purchases in reusable bags, give back to our local community, and disseminate information on behalf of local nonprofits partners. Customers who either bring their own bag or decline one of our bags are offered a token worth five cents. They can choose from one of three nonprofits to donate to and drop their token in the corresponding wooden box. We rotate these featured nonprofits every few months to refresh awareness of the many charitable organizations in our region. In 2018, this program raised over \$1,100 for 9 different nonprofits.

**Charitable Giving Goals:** Donate 1% of annual sales to nonprofit partners and community organizers.

### Other highlights

**We donated** 191 lbs. of clothes and 233 lbs. of food during the annual employee-led food and clothing drive.

**We adopted** five native seed plots in the Friends of Buford Park's Native Plant Nursery, including plots of yarrow, nettle, trillium, and self heal. And we adopted trillium (an at-risk herb) through United Plant Savers' program.

**We created** a flyer that explains how customer purchases make a difference and breaks down our contributions to environmental causes, employee well-being, herbal education and outreach, and community and civic engagement, which totaled 1.8 million dollars in 2017.





## **Giving Project**

In 2018, we launched the Mountain Rose Herbs Giving Project. We were inspired by nearly 500 plant-based projects from across the US. While we wished we could have funded them all, we ultimately selected four recipients. Our winners blew us away with their passion for herbalism, commitment to protecting the planet, and desire to cultivate community. We were thrilled to award each of them with a \$4,000 grant!

## 2018 Grant Recipients

**Apothcamper: A Free Mobile Herb Clinic** provides free herbal services to underserved populations, specifically to people who are experiencing homelessness in and around Ann Arbor, Michigan. In the winter, the clinic travels to established warming centers throughout the area. Their services include first aid, helping with colds and flus, building immune function, and chronic health concerns. They also focus on preventive health care by educating people on self-care and supply resources.

**Charlotte Herbal Accessibility Project** works to provide equal and affordable access to herbal medicine in Charlotte, North Carolina. Through education on regenerative farming, harvesting medicinal herbs, and remedy-making, the project puts herbal medicine into the community's own hands. This project offers the knowledge and resources for community members to sustain themselves in the future. To increase access, the project occupies a central garden and multiple community garden plots around town and also travels to neighborhoods to distribute herbal preparations.

**Herbal Medics** works with Navajo communities by providing free herbal clinics throughout the Navajo Nation while also creating a permaculture-based healing garden for the Sheep Springs chapter. The focus is self-sustainable nutrition and medicine, including a community healing nervine garden to help with the depression and high suicide rate among young adults there. They offer numerous free herbal clinics in various locations, free classes on nutrition, and work together in the healing garden. While there, Herbal Medic students also get the opportunity to learn from Navajo elders and teachers.

**Lemon Balm: A Healing Permaculture Garden** was created for community members to heal and nourish their bodies while restoring Chicago's urban soils. The site is a part of the larger North Lawndale community initiative of the Greening of 16th Street to help provide food, safety, and business opportunities to community members. Lemon Balm will host a variety of classes led by guest instructors. Workshops include: nourishing medicinal plant identification for every season, herbal product classes, foraging for female hormonal health, and perennial plant-foraged cooking classes.



## **Governance & Advocacy**

### **Oregon Benefit Company**

As a values-based company committed to transparency and accountability, we think that businesses can and should create good in the world. In 2018, we took another step towards formalizing our sustainable business practices by becoming an Oregon Benefit Company.

***Providing high-quality organic products, environmental stewardship, and caring for our community are all core aspects of our mission. It's about taking responsibility for our impact and creating positive change.***

**Shawn, Owner, Vice President, and Mountain Rose Herbs' Benefit Governor.**

Mountain Rose Herbs completed B Lab's Impact Assessment and received a score of 84.8 out of 200 available points, an above average score! This will serve as our baseline year, and we will measure our performance against our initial score in future assessments.

One part of the required self-assessment is to set continuous improvement goals and publicly report progress towards achieving these goals. We landed on some ambitious goals for the next two years, which include expanding employee trainings, enhancing our organic land care practices, auditing our packaging materials, and more! Learn about our Oregon Benefit Company status and view our Benefit Report on our website.

## Advocacy

We recognize that to create lasting change, we must reject the outdated take-make-waste business model and create both internal and public policies that ensure the future of our planet will be healthy and vibrant. Shawn began engaging more with Oregon Organic Coalition to energize the organic and natural products industry and get a seat at the table. We enlisted the help of Jonathan Manton of Sawnee Services, a public interest political consulting and lobbying company, to help navigate the world of policy advocacy.

Shawn and Jonathan have created an informal coalition of businesses and nonprofits who have met with Governor Kate Brown and numerous other elected officials to share legislative priorities.





*The decisions made in the legislature have an enormous impact on businesses and on our environment. In working with MRH, I can help advocate for running a business the right way—keeping the planet healthy, preserving plants, giving back to the community, and taking care of our employees and farmers. We need to stand up for the protection of organic farming, biodiversity, clean water, and a good quality of life. We have a chance to add a lot of value to the policy-making processes in Oregon and farther afield, telling a story that unites people and bridges political divides.*

**Jonathan Manton, Sawnee Services**

#### **Other highlights**

**Steven, Director of Quality**, attended a Day on the Hill in Washington D.C. in June with the American Herbal Products Association and the Council for Responsible Nutrition.

**Shawn and Oregon Organic Coalition** members presented to the Oregon House Economic Development and Trade Committee and advocated on behalf of the organic and natural products industry.

**Mountain Rose Herbs** hired a neutral third-party to survey 145 organic businesses in Lane County (44% responded) to collect employment data (estimated 30,000+ workers in the organic sector in Oregon).

# Thank You

Mountain Rose Herbs is committed to sustainable business practices, organic agriculture, social equality, and inspiring other businesses to put people, plants, and planet over profit. We have staff currently sitting on the board of directors or serving on committees for these organizations: American Herbal Products Association, Cascadia Wildlands, Friends of Trees, Native Plant Society of Oregon, Oregon Organic Coalition, Sustainable Food Trade Association, United Plant Savers, and the Willamette Valley Sustainable Foods Alliance. We encourage anyone with an interest in herbal products or the natural food industry to check out these wonderful nonprofits!

Thank you to the extraordinary staff at Mountain Rose Herbs, our vendors, and our customers who have helped make us an herbs, health, and harmony company since 1987.

For more information about Mountain Rose Herbs' sustainability programs visit [www.mountainroseherbs.com](http://www.mountainroseherbs.com) or contact Alyssa Bascue, Director of Sustainability, [sustainability@mountainroseherbs.com](mailto:sustainability@mountainroseherbs.com).



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