



**plant
people®**

2020 Climate Impact Report

A Year of Growth

The past year has left us with gratitude for our health, support systems and community like you.

Now, we move into the new year, energized more than ever to continue building with purpose and passion, intention and impact.

Only a few years ago, we started Plant People as a humble endeavor to bring our friends and family the highest quality plants, to which few had access. We never could have dreamed that only a few years later we would have a vibrant business, a talented team who has served tens of thousands of customers and planted hundreds of thousands of trees.



Gabe and Hudson at Lower Rio Grande Valley Tree Planting Project with American Forests (12,000 trees planted).

2020 was a marker of maturity for Plant People; we weathered the pandemic turbulence as a team, stepped into our namesake as 'Plant People,' became USDA organic certified, B Corp certified, Climate Neutral certified and created new products that were met with rave reviews.

The following report celebrates all these 2020's efforts. Once again, thank you for your continued support - to us, to our collective community and our planet.

Onward and Upward!

A handwritten signature in black ink, appearing to read 'Gabe Kennedy'.

GABE KENNEDY
CO-FOUNDER

A handwritten signature in black ink, appearing to read 'Hudson Gaines-Ross'.

HUDSON GAINES-ROSS
CO-FOUNDER & CEO

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2020 Impact

Making a difference. It's in our nature.®



TOTAL HISTORICAL IMPACT	
Trees	CO2 Emissions
151,093	31,477

2020 Certifications



We are proud to join a global community committed to using business as a force of good.

Becoming a B corporation requires a 360° audit to ensure our business practices meet the highest standards of social and environmental performance, accountability and transparency.



The standard earned by companies that measure, offset and reduce all of their carbon and greenhouse emissions. Currently we are in the late stages of data collection with certification from 2020 results expected in Spring 2021.

An aerial photograph of a dense forest, showing the intricate patterns of tree canopies. The entire image is covered with a semi-transparent green filter. Centered on this background is the title "Impact: The Trees" in a large, white, sans-serif font.

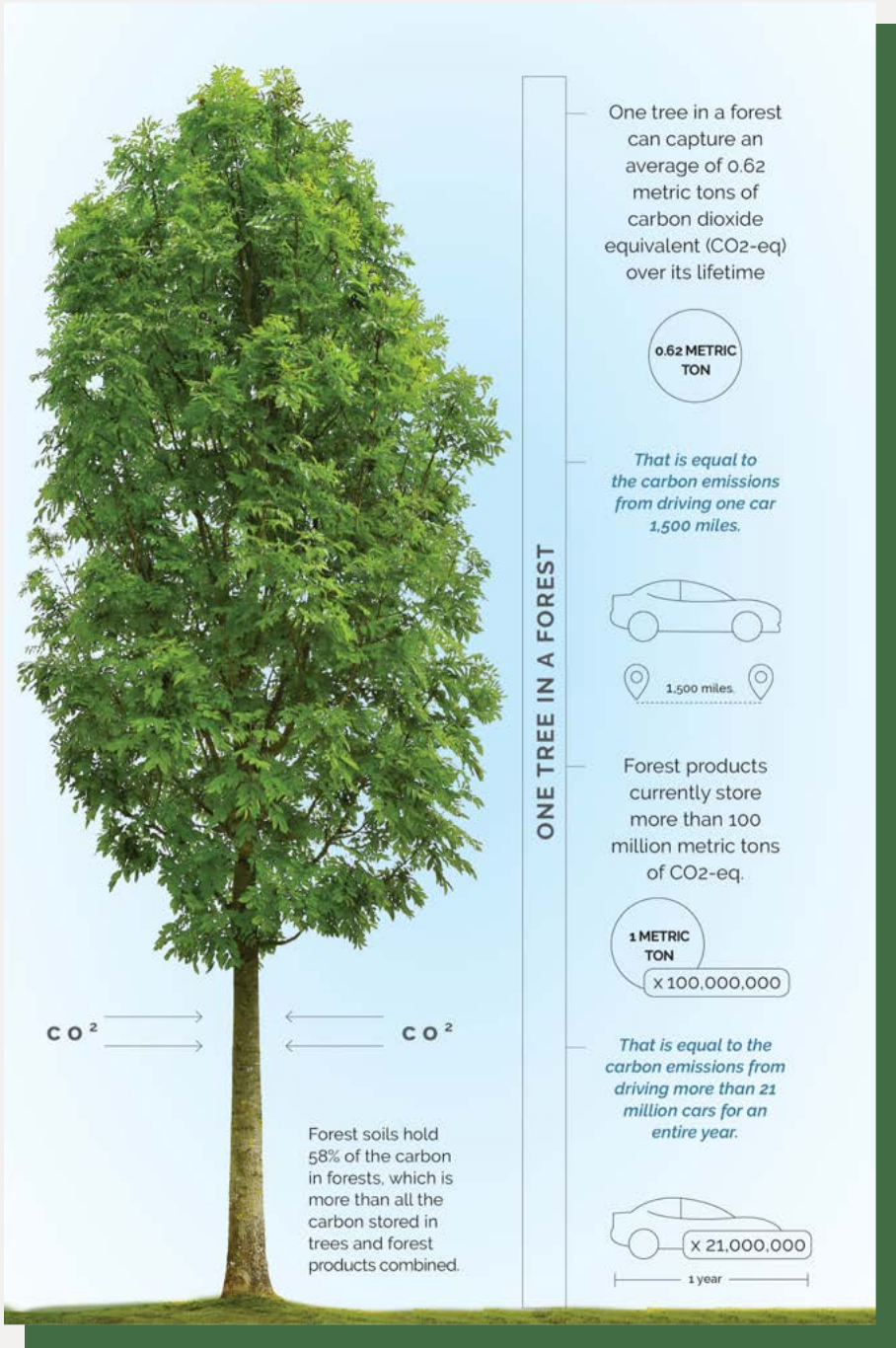
Impact: The Trees

THE TREES

Why Trees?

Forests are the best nature-based solution to climate change. Annually in the United States, forests and forest products capture and store almost 15 percent of the country’s carbon emissions from burning fossil fuels.

They have the potential to capture nearly 2 times as much as they do today if we plant more trees, use climate-smart practices to manage our forests and take other actions.*



CLIMATE

From shade in urban areas to habitat in forests, trees are an essential pillar of our global climate. Trees capture 15% of the US carbon emissions with the ability to capture up to 30% with more trees planted.

WATER

Trees act as both a sponge and filter for our water. In fact, 55% of drinkable water in the US originates from forests.

SOCIAL EQUITY

Much like shelter, sewage and water, trees are necessary for humans health and wealth. The inequitable distribution of trees amplifies social inequity.

WILDLIFE

Restoring trees means restoring habitat and enhancing biodiversity. In fact, 55% of land dwelling species rely on forests.

Impact Partner: American Forests



AMERICAN FORESTS

American Forests is – and has been for nearly 145 years – the leader in creating healthy and resilient forests across the country so people and wildlife thrive.

American Forests creates healthy and resilient forests, from cities to wilderness, that deliver essential benefits for climate, people, water and wildlife.

We advance our mission through forestry innovation, place-based partnerships to plant and restore forests, and movement building.



Images from American Forests



American Forest Projects





Project Highlight: The Northern Rockies

CUSTER-GALLATIN NATIONAL FOREST & FLATHEAD NATIONAL FOREST

Plant People works with American Forests in the high elevation areas of Idaho, Montana and Wyoming to restore crucial forests that are being destroyed from wildfires, blister rust fungus and other threats. With over 55 million acres of combined forest land, this vital ecosystem is in danger.

We focus our efforts on planting White Bark Pines, which are disappearing at an alarming rate. In Montana, 90% of the White Bark Pines have vanished.



Images from American Forests

WHY?

Economy: In Montana alone, outdoor recreation is responsible for 7.1 billion dollars of income. Forests employ tens of thousands of workers, from forest service, to guides, to logging.

Water: Most of the Rockies' water supply originates in mountain forests, storing and filtering water as they act like snow fences creating snow drifts that slowly release water in warmer months.

Habitat: Forests are home to the most charismatic wildlife. From the Lynx to wolverines to goats and bears, the White Bark Pines grow where few other trees can, creating habitat in otherwise barren mountain slopes.

Climate: Forests sequester incredible amounts of carbon by storing it in the roots and wood for thousands of years. The White Bark Pine can live to be over 1,000 years old.



Project Highlight: Appalachian Mountains, Laurel Fork

Priority: Wildlife, Climate

Location: George Washington and Jefferson National Forests, Virginia

The Red Spruce forest in Virginia's Laurel Fork region is home to rare wildlife like flying squirrels and fishers, a small predator in the weasel family. Red Spruce trees are also especially effective at capturing and storing carbon in the soil. This project will plant 17,500 Red Spruce in the Laurel Fork forest, which was hard-hit by clear cut logging and widespread forest fires in the late 1800s and early 1900s.



Images from American Forests

Impact Partner: Trees for the Future



Trees for the Future's mission is to end hunger and poverty by training farmers to regenerate their land.

How? It starts with trees. Through their 4-year training program, called the Forest Garden Approach, farmers plant thousands of trees that protect and bring nutrients back to the soil. This helps farmers grow a variety of fruits and vegetables. Forest Garden farmers gain increases in income and access to food, even in the first year, all while improving the environment.



71,000 Trees
Planted To-Date



1,100,500 Metric Tons
of CO₂ Sequestered*



26,250 Pounds of
Organic Produce*



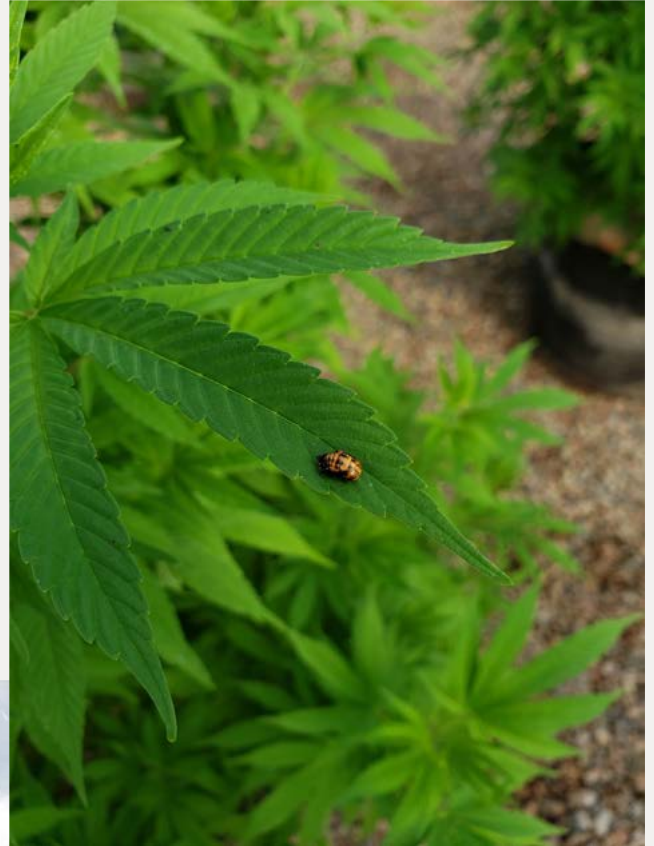
1,127,125 Feet of
Land Restored*

Impact: Regenerative Practices



Philosophy

Regenerative practices are our approach to rebuilding, celebrating and supporting the spectrum of both nature and people. Like all natural cycles, we endeavor to give back for everything we take, to our community and our planet. Whether that be through our regenerative agricultural practices, packaging or planting trees; we aim to build a better future for our planet.



The Agriculture Problem

The world's biodiversity, fertile soil and ingenious seeds are quickly going extinct – at the current rate, in 50 years there will not be enough arable topsoil to feed ourselves. Destructive modern agriculture has left the land barren and void of nutrients and life endangering public health, food supply, nutrition and climate resilience. The solution? Regenerate the 22 billion acres of cultivated farm, pasture and forest land.

How Does It Work?

Regenerative agriculture revitalizes the soil and environment with low input practices that includes permaculture practices that include low and no tillage, cover cops, crop rotation, composting, pasture cropping and grazing. This healthy soil is more resilient, captures more water, holds more nutrients and leads to more productive farming and healthier communities and environments.



Why Regenerative Agriculture?

REVERSE CLIMATE CHANGE: increase soil carbon stocks, capturing water, building climate resilient soils

NUTRIENT DENSITY: biodiverse soil means nutrient dense plants

FOOD SUPPLY: with more extreme weather yields on organic farms are significantly higher than conventional.

FEED THE WORLD: Small farmers already feed the world with less than a quarter of all farmland.

REVITALIZE LOCAL ECONOMIES: Family farming represents an opportunity to boost local economies

DECREASE GHG EMISSIONS: A new food system could be a key driver of solutions to climate change. The current industrial food system is responsible for 44 to 57% of all global greenhouse gas emissions.

REVERSE CLIMATE CHANGE: Emissions reduction alone is simply inadequate. Luckily, the science says that we can actually reverse climate change by increasing soil carbon stocks.

IMPROVE YIELDS: In cases of extreme weather and climate change, yields on organic farms are significantly higher than conventional farms.

CREATE DROUGHT-RESISTANT SOIL: The addition of organic matter to the soil increases the water holding capacity of the soil. Regenerative organic agriculture builds soil organic matter.

PRESERVE TRADITIONAL KNOWLEDGE: Understanding indigenous farming systems reveals important ecological clues for the development of regenerative organic agricultural systems.

NURTURE BIODIVERSITY: Biodiversity is fundamental to agricultural production and food security, as well as a valuable ingredient of environmental conservation.

RESTORE GRASSLANDS: One third of the earth's surface is grasslands, 70% of which have been degraded. We can restore them using holistic planned grazing.

IMPROVE NUTRITION: Nutritionists now increasingly insist on the need for more diverse agro-ecosystems, in order to ensure a more diversified nutrient output of the farming systems.

Proudly USDA Organic

Organic Builds Healthy Communities from the Soil to the Economy

What is Organic? Organic puts people and planet over profit by using processes to grow food and fibers without synthetic pesticides or fertilizers that degrade the environment. USDA organic is backed by federal law and it traceable from the farm to the store.

Organic is a Solution to Climate Change

Climate smart farming solutions create more resilient agriculture from our extreme weather patterns. These holistic farming systems are uniquely positioned to create more resilient food systems and security for future generations. Organic farming builds healthy soil, more nutrient dense crops, sequesters more carbon and protects water.*

Organic



Provides higher levels of vitamins, nutrients, + antioxidants



Raises animals with low stress + preventative health care practices



Conserves + protects water



Enhances ecosystem services



Builds healthy soils



Protects wildlife, bees + butterflies

Did you know...

*Soil on organic farms stores 14 times more carbon than conventional farms**

Not Organic

3,000+ artificial flavors, colors, + preservatives

GMOS

Synthetic pesticides + fertilizers

550k+ synthetic livestock drugs

Monoculture

Grain-based diets

Confined animals

Antibiotics + hormones

Hemp + Climate

Hemp plants can grow as tall as 13 feet in 100 days – this rapid growth provides a great deal of potential to sequester carbon. In fact, hemp plants can absorb more carbon dioxide per hectare than any commercial or forest crop and can even be grown on poor-quality soils with very little water.*

FUN FACT: *Hemp has over 8,000 industrial uses and can be used to create products like rope and cloth, but hemp products can also be used to create non-toxic and biodegradable plastic. This is great news for our oceans and landfills where most of the worlds plastic ends up.*



7 Acres of Hemp Biomass

62 Metric Tons of Co2 Emissions Captured

This is equivalent to greenhouse gas emissions avoided by:



3

Garbage trucks of waste recycled instead of landfilled



21.1

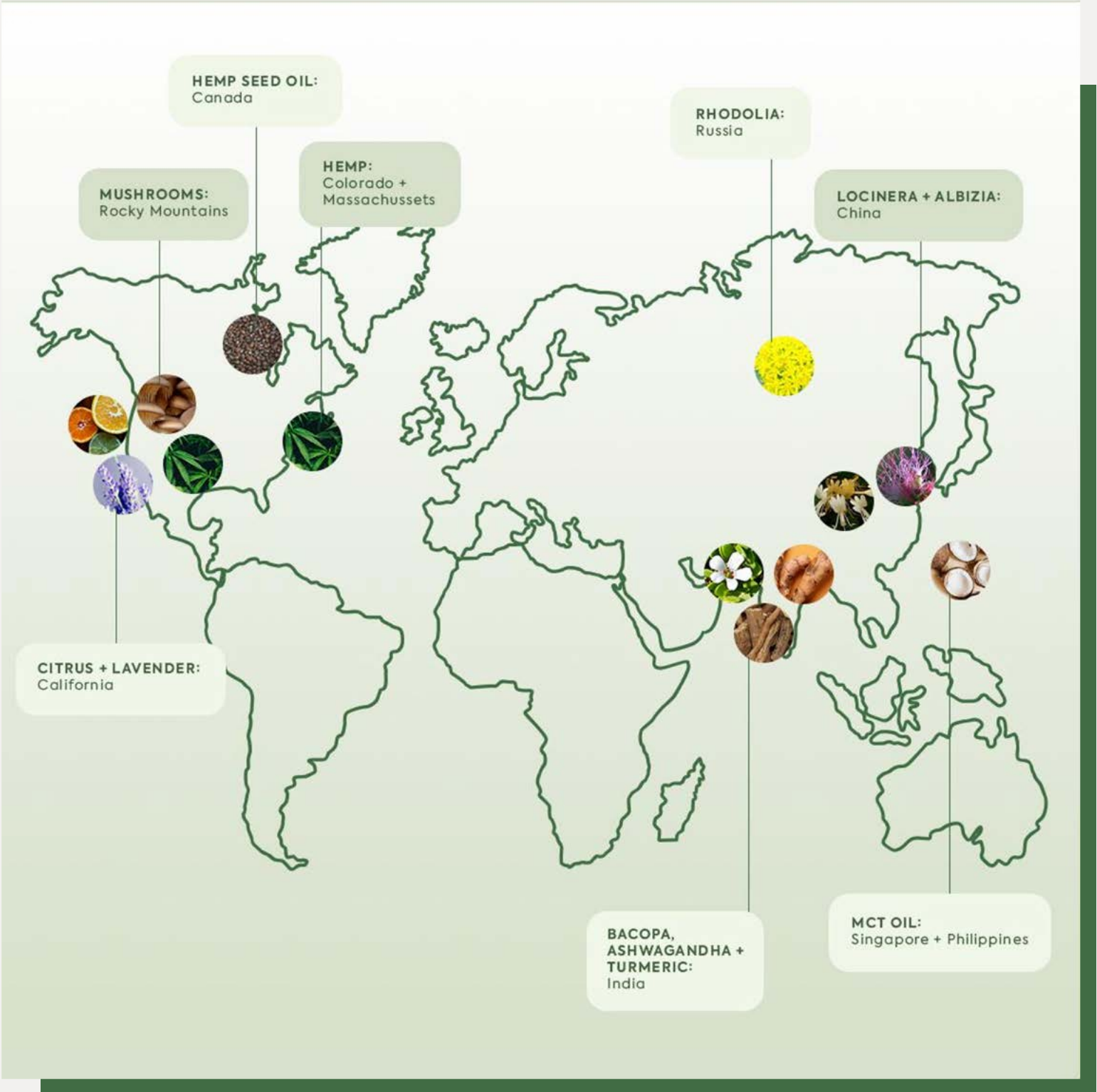
Tons of waste recycled instead of landfilled



2,638

Trash bags of waste recycled instead of landfilled

Our Sustainable Botanical Sourcing



Accountability

In all of our business practices, we strive to make low to no-impact decisions, from sourcing to packaging to shipping. We've partnered with 3rd party certifiers to keep us accountable to these goals.

Certified



Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.*



**CLIMATE
NEUTRAL**

Climate Neutral Certified businesses achieve zero net carbon emissions for all of the carbon it creates while making and delivering its products or services for a year. There are 3 primary measures:

1. Direct emissions that come from controlled facilities; i.e. the natural gas we use to heat the office.
2. Indirect emissions, which is mostly purchased electricity.
3. Indirect emissions from supply chain.



For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. BBB sets standards for ethical business behavior and monitors compliance.

Supply Chain + Packaging



GLASS: 84.30%

PAPER: 10.66%

ALUMINUM: 3.14%

PLASTIC: 0.89%

DIGITAL SALES MATERIALS



SHIPPING

All packages are shipped with carbon offsets through UPS for expedited shipments or with USPS, which is generally one of the greenest methods to ship because there are no special or extra routes.

We can't wait to see what we
accomplish in 2021!

Thank You!