



EST.

1996

**YERBA
MADRE™**

ORGANIC YERBA MATE

2023-2024 IMPACT REPORT

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ABOUT YERBA MADRE

Yerba Madre — formerly Guayakí Yerba Mate — is the nearly 30-year pioneer of regenerative yerba mate [yer-bah ma-tay] and the category leader in ready-to-drink mate beverages across North America. The name Yerba Madre, meaning “Mother Herb,” is a tribute to Mother Earth and the ancestral wisdom of the Indigenous communities who have cultivated yerba mate for generations – a reflection of the values the brand has championed since day one.

Headquartered in Sebastopol and Venice, California on the ancestral lands of the Coast Miwok, Southern Pomo, Tongva, and Chumash peoples, Yerba Madre sources organic, shade-grown yerba mate in direct partnership with 255 family farmers and Indigenous communities across Argentina, Brazil, and Paraguay. Using its Market Driven Regeneration™ model, every purchase helps conserve and restore the Atlantic Forest, support fair trade premiums, and build long-term economic resilience for grower communities.

Yerba Madre is proudly the first yerba mate to be Regenerative Organic Certified® (ROC™) and the first company in South America to achieve ROC™ Gold status, marking a dual milestone in regenerative agriculture and ethical sourcing. This achievement affirms the brand’s leadership in regenerative business – starting with its shade-grown yerba mate and setting a new global benchmark for soil health, biodiversity, and farmworker fairness. The ROC™ seal debuted on Yerba Madre packaging for Traditional Air Dried Loose Leaf and Mate Bags in May 2025.

As an original founding member of the B Corp community and a founding member of the Purpose Pledge, Yerba Madre is committed to ethical business practices across ten key pillars, including climate positivity, living wages, circularity, and inclusion. In 2024, Yerba Madre was named the Mindful Awards Company of the Year. Yerba Madre products are available in over 45,000 retail locations across the U.S. and Canada. To learn more, visit www.YerbaMadre.com.

ABOUT THIS REPORT

The scope of this report covers our fiscal years 2023 and 2024, equal to the calendar's years, with some forward-looking statements for 2025 and beyond. The content supplements the 2023 and 2024 Impact Highlights published in April 2024 and 2025, respectively.



A MESSAGE FROM OUR FOUNDERS

When we founded the company in 1996, our goal was bigger than building a company. We wanted to prove that business could be regenerative by design.

That belief took us deep into the Atlantic Forest in South America – to the yerba mate plant, and to the Indigenous communities whose wisdom taught us that regeneration is not just an ecological term, but a way of life.

From that vision, we created Market Driven Regeneration™, a model for delivering net positive impact across our operations.

So, as we share our new name with the world, we're also publishing our 2023-2024 Impact Report, not as a footnote, but as a promise. This is the work.



This work isn't new. It's the reason we're here. And it's the future we're still building, together.



Alex Pryor

Chris Mann

David Karr



Michael Newton

Steven Karr



A MESSAGE FROM OUR CEO

If you're lucky, there will be moments in your career when the mission and the momentum line up, and you know you're in the right place.

That's how it felt when I joined this company last spring. The team behind Guayaki had already spent decades doing the hard work: proving that regeneration isn't just possible, but powerful. That business can serve people and planet, not just profit. Nearly three decades in, the vision is only getting clearer as our plans get bolder.

Yerba Madre is the next chapter of that story. We started with a new name to honor the plant that has been our teacher. Yerba mate isn't just what we make. It's how we learned to make anything at all. Each harvest is a reminder that our growth is a result of putting stewardship ahead of scale: protecting biodiversity, honoring Indigenous knowledge, and understanding the Atlantic Forest not just as a resource but a relationship to be tended.

The impact updates we share in this year's report are the results of choices made at every level of the business, for almost three decades and the days to come.

We're growing from strong roots. Thank you for walking this path with us.

With love and purpose,

Ben Mand

OUR BUSINESS MODEL

From the beginning, our founders believed in doing business differently. Before B Corp and many of the third-party standards and certifications that exist today, they envisioned a business model that could drive impact and regeneration in the Atlantic Forest and beyond. Like us, the name has evolved over the years, and today it's what we call Market Driven Regeneration™.

Market Driven Regeneration™ is Yerba Madre's business model that aspires to create a net positive impact in the world throughout our operations and supply web. This starts with the preservation and regeneration of the land where our yerba mate grows by focusing on the positive environmental, cultural, and societal impacts of our business at its origin. Market Driven Regeneration™ influences the ingredients we source and products we make, distribute, and sell in order to have a positive impact on people and the planet throughout our business.

We believe the best outcomes are possible when institutions and individuals partner to find solutions together. By inviting people to share responsibility and connect as a part of our journey, we aim to increase the demand for products which we believe will further the regeneration of people and planet.

This vision is founded on the principles of regenerative agriculture, living systems design, and a view that our global challenges are shared. Market Driven Regeneration™ is a long-term aspiration and a collaborative journey which relies on the principle of interdependence between people and planet that guides all of our actions.



OUR CHARTER

Part of being a certified B Corporation reflects our commitment to consider the impact of our decisions on all of our stakeholders – known as stakeholder governance – which is also reflected in our company’s legal structure as a Social Purpose Corporation. In our company Articles of Incorporation, we have committed to pursue both environmental and social purposes, last updated and approved by our Board of Directors in 2023.

General Purpose:

“...[T]his corporation commits to take action to create a net positive impact on people and the planet through continual improvement of its business practices and operations, assessed against third-party standards as much as possible.

Specific Purposes:

- To passionately pursue our Market Driven Regeneration™ aspirational business model;
- To conserve and restore shade grown yerba mate sources and surrounding lands in the Atlantic Forest in South America;
- To inset and offset greenhouse gas emissions across our operations and supply web;
- To reduce intensity of materials impact in the creation of our products;
- To empower, create opportunities for, and improve the livelihoods of Indigenous and other communities that are historically underrepresented and/or marginalized;
- To enhance the well-being of our employees; and
- To steward the global regenerative business movement.

OUR CERTIFICATIONS

You've seen lots of logos on products in the grocery store, but what do they really mean? Third-party certifications follow a set of comprehensive standards that are audited and verified by an independent party, adding credibility to claims you can trust. Many certifications focus on ingredient sourcing and product manufacturing, but some address a business' broader operations. We have been a proud pioneer of certifications and believe that they are one part of the solution, and that outcomes – and importance to our brand fans – are what matter.

Certified



Corporation



Regenerative
Organic
Certified®



B Corp



Built to do better for all our stakeholders!

Yerba Madre (formerly Guayakí Yerba Mate) has been a certified B Corporation since 2007, one of the first cohorts of businesses to get certified. Certified B Corporations are considered leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Corp is unique in its ability to measure a company's entire social and environmental impact. This designation indicates that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. All of our business entities across the U.S., Canada, Brazil, Argentina, and Paraguay and across our products and distribution businesses are covered under our B Corp certification of our parent company, Guayakí Yerba Mate SPC.

We started our B Corp recertification – which happens every three years – in 2024 and as of the publishing of this report, are still awaiting our final verification. Our teams worked hard to improve our score from our last recertification in 2021 and we look forward to applying the new standards to our day-to-day business. Finally, we applied and were proud to be selected in 2024 as one of two dozen B Corps featured in a short documentary film series produced by BBC StoryWorks called [Common Good](#), which launched online in May 2025. Read more about B Corp certification [here](#) and check out our latest B Corp assessment [here](#) once available.

Regenerative Organic Certified®



Going a step beyond. Not just taking care of the land but healing soil and ecosystems with every sip.

In 2019, we participated in the first Regenerative Organic Certified® pilot program for yerba mate and achieved Gold level certification for our operation in Argentina, becoming the first Regenerative Organic Certified® yerba mate in the world and the first company in all of South America to receive Regenerative Organic Certified® Gold. This revolutionary new certification for food, textiles, and personal care ingredients uses the USDA Certified Organic standard as a baseline. From there, it adds important criteria and benchmarks that incorporate the three major pillars of regenerative organic agriculture into one certification, overseen by the nonprofit, Regenerative Organic Alliance. In 2023, our producers in Brazil achieved Gold level certification and in 2024, our producers in Paraguay also achieved Gold level certification, certifying the remaining portion of our yerba mate supply chain in South America, bringing us to 100% Regenerative Organic Certified® Gold.

Read more about Regenerative Organic Certified® [here](#).

USDA Organic



**It's simple math: Healthy environment
= Healthy Food = Healthy People.**

Since our very beginnings, we have been dedicated to the organic movement as a means to creating a positive environmental impact through our raw materials and ingredients. For over two decades, we have maintained organic certification as part of our sourcing policy, providing the assurance to our consumers that our products are produced according to standards set by the USDA National Organic Program. All Yerba Madre products are certified organic and contain the USDA Organic seal, and in 2024, 100% of our ingredients purchased (by weight) were certified organic. Read more about USDA Organic [here](#).

Fair for Life



**Fair prices for our growers and living
wages for our workers.**

In 2009, we certified the first fair trade yerba mate in the world and have followed the Fair for Life standard ever since. The vision of Fair for Life is “a world where trade, through ethical, fair, and respectful partnerships, is a driving force for positive and sustainable change benefiting people and their environment.” Fair trade means living wages for workers, fair prices for producers and an additional fair trade fund for investment in their communities. It's more than paying a higher price – it's about fostering deep, long-term partnerships, providing technical support, and recognizing growers as true partners.

All our operations in Brazil, Argentina, and Paraguay, as well as our U.S.-based products business, are fair trade certified according to the Fair for Life standard. In addition to our company Fair for Life certification, Yerba Madre sources 100% of our yerba mate as Fair for Life and additional fair trade ingredients certified under various standards, including brewed yerba mate, yerba mate extract, cane sugar, agave syrup, honey, and rooibos. In 2024, approximately 86% of our ingredients (by weight) were fair trade certified by Fair for Life or other fair trade standards.

Read more about Fair for Life [here](#).

KOSHER



Trusted Quality, Pure Ingredients, Ethical Standards.

All our products are certified Kosher by Kosher Supervision of America (KSA). Kosher certification signifies approval by a rabbinic agency that certified products adhere to Kosher dietary law requirements, with requirements that may include ingredient evaluation, as well as overseeing the final production. For many consumers, the Kosher symbol is a sign of quality, and including the Kosher symbol on our packaging informs consumers who keep Kosher that they may enjoy Yerba Madre products. Read more about KSA [here](#).

Throughout this report, we are referring to yerba mate sourced from the parts of our supply chain we own or manage directly. This includes both the raw, green leaf yerba mate and processed canchada that goes into our Traditional Air Dried Loose Leaf Mate and Mate Bags, as well as the brewed mate used in our ready-to-drink beverages.



OUR APPROACH

Impact is embedded in everything we do – it's in our DNA.

As a **Social Purpose Corporation**, our commitment to **people** and **planet** is written into our Articles of Incorporation, aka our legal charter. That means we're not just allowed to prioritize impact – we are required to.

We are a proud B Corp, part of a global movement using business as a force for good – not just simply profit. And in 2024, we doubled down by helping to shape and sign the **Purpose Pledge**, raising the bar for ourselves and the natural products industry. It's a promise to turn intention into action, center the well-being of all stakeholders – growers, suppliers, employees, customers, communities, the Earth, and each other – and drive tangible impact. We were one of the first 14 companies to commit to piloting the Purpose Pledge in 2025 by evaluating our baseline and gap analysis, participating in working groups, and helping to support implementation.

And because nobody knows our business like we do, we've built our own governance structures to keep us aligned. Our board-level **Regeneration Committee**, made up of leadership team and board members, makes sure **people** and **planet** stay at the center of every decision. If it doesn't serve our mission, it doesn't move forward.

And this year, we've launched our first-ever company-wide impact KPI as part of bonus compensation – a shared goal that connects every team and every role to our mission.

Yerba Madre is about getting more committed to creating real, measurable impact with every sip we brew and every decision we make. Because when we thrive, so should everyone else around us.



OUR PARTNERS



Impact and regeneration are part of a collaborative journey. We couldn't do it without our many partners to help us achieve our goals and accelerate impact beyond our company. We extend our deepest gratitude to every one of these organizations we worked with over 2023-2024.

YERBA MADRE AT A GLANCE

100%

Regenerative Organic Certified® Gold yerba mate equal to **960** tons harvested — that's the same as **480** average-sized cars worth of green leaf yerba mate.

17,306

Hectares (**42,000 acres** – the size of **396,400 basketball courts**) of Atlantic Forest under conservation or restoration through shade-grown yerba mate plots

26,118

Trees planted within our producers' farms and surrounding areas

201

Tree species observed within our producers' yerba mate plots, **14** of them considered endangered species

32

Species of mammals observed within our producers' yerba mate plots, ten of them considered endangered species

46

Water sources conserved within our yerba mate supply chain

18%

Of our yerba mate from Indigenous lands within the Atlantic Forest

255

Farmers and Indigenous communities' families received a fair price for their yerba mate

99

Yerba mate harvesters' families received a living wage

69

Workers in yerba mate processing facilities received a living wage

\$200,000

Given directly to communities and nonprofits in North and South America

A group of four friends (two men and two women) are standing on a rocky mountain peak, taking a selfie. They are all smiling and holding yellow cans of Yerba Mate. The background features a clear blue sky, distant mountains, and a faint rainbow. The text "PEOPLE + PLANET + YERBA MATE CULTURE" is arched over the group, and "YERBA MADRE" is at the bottom.

PEOPLE + PLANET + YERBA MATE CULTURE

YERBA MADRE

That's it. That's the magic.

Our business is designed to create real and lasting positive impact.

Where? On people and the planet.

How? By honoring and respecting the yerba mate plant, its communities, culture, and wisdom.

This isn't just a product, it's a purpose.

A man wearing a dark cap and a dark shirt is looking upwards with a slight smile, surrounded by dense green foliage. Sunlight filters through the leaves, creating a bokeh effect in the background.

BETTER FOR THE PLANET

We follow the wisdom of Mother Earth.

By sourcing shade-grown yerba mate and embracing **Regenerative Agriculture**, we walk in step with nature's rhythms — conserving and restoring forests, nourishing soil health, and helping biodiversity return where it once thrived. This isn't just how we grow ingredients — this is a promise to take care and give back to our planet.



REGENERATIVE AGRICULTURE

As a beverage company that uses real ingredients, everything starts with the land. The ways in which our yerba mate and other ingredients are grown shape the impact we have on the planet today as well as for future generations. That's why we've gone all-in on Regenerative Agriculture – a way of farming that doesn't just protect nature, but actively helps it thrive.

Think of it as farming that gives back – building up soil health, restoring ecosystems, and honoring the traditional and Indigenous wisdom that's been guiding growers for centuries. It's about working with nature, not against it.

For years, we've proudly sourced certified organic and fair trade ingredients. Now, with Regenerative Organic Certified® as part of our sourcing standards, we're going even deeper – validating and supporting our producer communities who are restoring their land and leading the way towards a healthier planet.

Our goal? Healthier soils. More carbon withdrawal. Stronger communities. And ingredients that do more than nourish—they help heal.

This is what regeneration looks like – from the ground up.



FROM THE FIRST REGENERATIVE ORGANIC CERTIFIED® YERBA MATE IN THE WORLD IN 2019, TO NOW 100% REGENERATIVE ORGANIC CERTIFIED® GOLD.

From Seed to Shelf

In 2023 and 2024, we set goals to increase the percentage of Regenerative Organic Certified® yerba mate in our supply chain – to at least 50% in 2023 and 100% in 2024. We're proud to report that we met both goals! Following our producers in Argentina, who were part of an exclusive group of companies who participated in the first Regenerative Organic Certified® pilot program back in 2019, our Brazil operations – representing the biggest group of producers in our supply chain – was certified in 2022. This brought the portion of Regenerative Organic Certified® yerba mate in our supply chain to more than 80%, surpassing our 2023 goal by more than 30%. In 2024, our Paraguay operations and longest-standing Indigenous community partners – the Aché Kue Tuvý – helped us reach our goal of 100% of Regenerative Organic Certified® Gold mate across our whole supply chain.

Through our yerba mate supply chain, we have more than 17,000 hectares (42,000 acres – the size of 396,400 basketball courts) of production area using regenerative agriculture practices – yielding 960 tons (960,000 kilograms, equivalent to 480 average sized cars) of Regenerative Organic Certified® green leaf yerba mate processed and used in our products.

In 2025 – six years since our first plot of mate was certified – we launched our first two Regenerative Organic Certified® products, starting with our Traditional Air Dried Loose Leaf Yerba Mate and Mate Bags.

This is yerba mate that gives more than it takes. Certified Gold. Grounded in community. Rooted in Regeneration.

In addition to our partnership with Regenerative Organic Alliance, we partner with other organizations and participate in key events, helping to spread the message and advance the regenerative agriculture and food movement, including: Climate Collaborative's Regenerative Community of Practice,

The Ecology Center, Food Tank's All Things Food, ReGen Brands, Fortune Impact Initiative, Naturally Network's Conscious CPG Summit, HowGood's REGEN House and Techonomy Climate: Driving Sustainable Innovation at Climate Week NYC, and at the Sustainable Food Summit.





FORESTS & BIODIVERSITY

You've heard of the Amazon, but have you heard of the Atlantic Forest? Yerba mate – our star ingredient – is a native species of holly tree from the Atlantic Forest in South America, one of the most vibrant and biodiverse ecosystems on the planet. It's not only home to 140 million people within three countries, but also home to some of the richest biodiversity. Sadly, it's also one of the most threatened ecosystems in the world. But there's still hope, and our business model was created to help shift it.

What sets our yerba mate apart? It's grown in the shade—literally. Our shade-grown production model nurtures yerba mate under the canopy of conserved forests or within thoughtfully restored agroforestry systems. It's a bold, regenerative approach that helps conserve and restore the Atlantic Forest.

Thanks to our deep-rooted relationships with family farmers and Indigenous communities in Argentina, Brazil, and Paraguay, we're not just sourcing yerba mate—we're helping conserve and restore its original ecosystem. And we're far from finished. Our commitment is to scale this impact by sourcing more shade-grown yerba mate as we grow as a company.

**THE FIRST SHADE-GROWN
PRODUCTION STANDARD FOR
YERBA MATE IN THE WORLD.**

Shade-grown yerba mate standard and verification program

At Yerba Madre, we don't just meet third-party standards – we raise the bar with our own. In 2022, we took a bold step and created our very own Shade-Grown Yerba Mate Standard. It's a living guide that captures what matters most in this unique system: forest cover and structure, biodiversity, and soil and water stewardship. Now, we're taking it to the next level.

Together with our partner [SCS Standards](#), we've been building our Shade-Grown Verification Program – a way to bring transparency, credibility, and recognition to the farmers and communities behind this powerful approach. Coming in 2025, we will be launching our new Shade-Grown seal, recognizing the valuable work of those producers that choose to grow yerba mate the right way.

But let's be clear: this isn't just about shade. It's also about biodiversity from soil to canopy. And particularly about honoring traditional knowledge, especially from farmers and Indigenous communities who have been growing yerba mate in harmony with the forest for generations. It's about backing those who are choosing to conserve forest patches and to shift from sun-grown methods to shade-grown systems, like the Zamolinski family in Misiones, Argentina. Get to know their inspirational story in the BBC StoryWorks *Common Good* Series [here](#)!

While conventional agriculture remains a leading driver of deforestation, biodiversity loss and greenhouse gas (GHG) emissions, shade-grown yerba mate flips the script. It makes agriculture part of the solution, instead of the problem. It actively supports carbon sequestration; mimics forests and attracts wildlife. These farms aren't just farms—they're forest

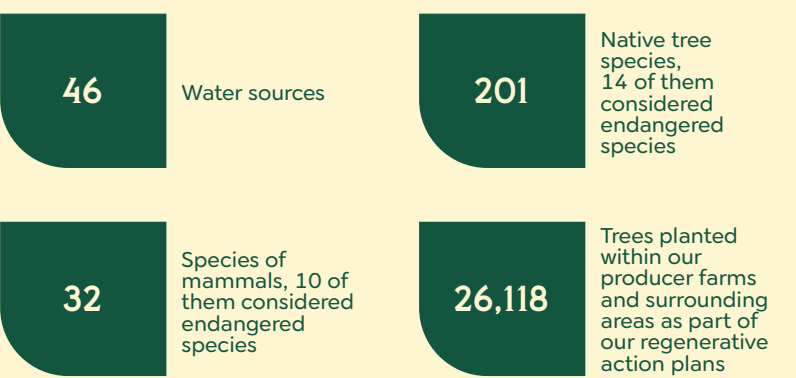
corridors, reconnecting fragmented landscapes across the Atlantic Forest.

And here's the exciting part: the world is starting to take notice.

Through shade-grown yerba mate systems, producers not only become forest stewards but also water guardians. Forty-six water resources are conserved within our yerba mate producing areas in the Atlantic Forest. Native trees present in shade-grown systems result in an efficient use of water, avoidance of water loss through run-off, and maintenance of moisture in soil, as well as conservation of existing water resources, such as rivers and streams, within the area. And we're not stopping at yerba mate – we are using tools like [HowGood](#) to determine the water footprint of all of our products and ingredients.

Fun fact: **17,305** hectares, over **42,000** acres—or the size of **396,400** basketball courts—of the Atlantic Forest were conserved and restored through our Shade-Grown Program in 2024!

Within these shade-grown yerba mate plots we are pleased to say, we've helped conserve:



Global recognition of shade-grown yerba mate

Shade-grown is kind of a big deal! We're happy to share the latest news: Shade-grown yerba mate systems in Brazil have been recently recognized as a [Globally Important Agricultural Heritage System \(GIAHS\)](#) by the [UN Food and Agriculture Organization \(FAO\)](#). This global recognition is a big win—not just for us, but for every farmer, every forest, and every species that calls the Atlantic Forest home.

We are proud to have been an early supporter of this proposal, together with 30 other organizations, including key partners like Rio de Areia Indigenous community – one of our growers – as well as our partners at [the Center for Development and Education of Traditional Yerba Mate Systems \(CEDErva\)](#) and other local organizations such as Traditional Yerba Mate Systems Observatory ([Observatório dos Sistemas Tradicionais da Erva-Mate](#)), Embrapa Florestas, National Federation for Family Agriculture Workers (FETRAF), and universities like [Universidade Estadual de Ponta Grossa \(UEPG\)](#).

[According to CEDErva](#), “this recognition is a historic milestone for family farming, agroecology and the appreciation of traditional knowledge from our territory. The [...] seal is granted to unique agricultural systems that combine sustainable practices, biodiversity conservation, food security, and cultural identity – all present in the ways of life associated with the cultivation of native yerba mate in the Araucaria Forest.”





Restoring Indigenous lands

Shade and agroforestry are at the heart of our work. But our initiatives go beyond yerba mate – these regenerative production practices help us reimagine how conservation and agricultural production can go hand in hand. We are honored to support farmers and Indigenous communities in their vital role of forest guardians. Through agroforestry, we're co-creating solutions that restore degraded land, enhance biodiversity, and nourish livelihoods.

In the past two years, we've helped restore 15 hectares (37 acres) of degraded land in the Aché Kue Tuvy community. Together with [WWF Paraguay](#) and local NGO [A Todo Pulmón](#) as part of the [Paraguay Más Jaguararé](#) program, we planted over 20,000 trees: yerba mate, fruit species, and other native trees that matter most to the community.

This is more than just planting trees. It's about bringing back the forest and the home of the largest feline in the Americas – the jaguar – while creating culturally relevant income streams for 100 families – and most of all, showing what's possible when local communities, NGOs, and businesses work together towards a shared mission.

Trinational Atlantic Forest Restoration Network

Yerba Madre is proud to be driving change as a key member [participating in the Trinational Atlantic Forest Restoration Network](#). This cross-border initiative brings together 41 organizations across Brazil, Argentina, and Paraguay with a shared mission: to restore more than one million hectares by 2030 in the Upper Paraná Atlantic Forest—the region where our yerba mate comes from.

To date, 20,525 hectares (50,700 acres) are already undergoing restoration and this effort has been noticed: the Trinational Atlantic Forest Pact has been [named one of the first 10 World Restoration Flagships by the United Nations](#) as part of the UN Decade on Ecosystem Restoration. This recognition brings much-needed attention, investment, and effort to restoring the Atlantic Forest with a long-term goal of restoring 15 million hectares by 2050.

We are the only company with boots on the ground in all three countries and are proud to be part of this global movement with regional impact. Bringing agricultural production and nature together, this network allows us to exchange knowledge on forest restoration and join efforts to scale the impact.



Growing partnerships and knowledge-sharing

Our partnerships also reach the U.S., working to conserve and restore forests and biodiversity, together with [TreePeople](#) in Los Angeles, [LandPaths](#) in Sonoma County, and through [Whole Foods Market Foundation](#).



CLIMATE

Wondering about our climate impact? We're glad you asked. Fighting the climate crisis is something we take seriously every day; across everything we do – from our operations to our supply chain. In nature, everything is interconnected. This is especially true when it comes to the climate. Because regenerative agriculture and shade-grown systems do more than just grow great yerba mate—they play a powerful role in addressing the climate crisis.

As the climate movement evolved and global standards took shape, we teamed up with the [Science-Based Targets initiative \(SBTi\)](#) and their Forest, Land and Agriculture (FLAG) Guidance to guide our efforts. We've recently reaffirmed our commitment to SBTi and setting a long-term target, by becoming a pilot member of the Purpose Pledge. Together with our partner, [Pure Strategies](#), we are building a comprehensive emissions reduction roadmap that aligns with the latest climate science and integrates FLAG-specific strategies across our value chain. This plan will outline key milestones, investment priorities, and actions to reduce our footprint—from sourcing practices and land use to supplier engagement and product innovation—ensuring we stay on track to meet our net zero goal.





Greenhouse gas emissions inventory

The adage “you can’t manage what you don’t measure” rings true especially when it comes to GHG emissions. Since 2021, we have been on a journey to improve accuracy and measurement of our enterprise-wide footprint and have teamed up with Persefoni’s carbon footprint software to improve our inventory data.

In 2023, we beat our internal goal to reduce Scopes 1 & 2 by 10%, with a total reduction of 19.5%. However, like most food and beverage companies, Scopes 1 & 2 represent a small part of our overall footprint (~10%) so in 2024 we expanded this goal to include all scopes. We’re currently finalizing our 2024 inventory and will soon begin checking progress against our expanded target.

Shade-grown yerba mate emissions factor

We’re not here to make vague claims – we’re here to measure, verify, and improve. That’s why we teamed up with Argentina’s [National Industrial Technology Institute \(INTI\)](#) to create something groundbreaking: a custom emissions factor for our unique yerba mate. This first-of-its-kind calculation gives us a more precise, science-backed insight into the measurable climate benefits of our regenerative, shade-grown practices.

Renewable energy and green transportation

Renewable energy and green transportation play a central role in our broader climate strategy. Our Sebastopol, California and Turvo, Brazil facilities have solar panels on-site that provide renewable energy. Our facility in Turvo, Brazil which includes processing, warehouse, office, and laboratory space, operated 100% under renewable energy in 2024, both from our installed solar panels as well as the local energy company. In total, we consumed 165.8 megawatt hours (MWh), produced 153.8 MWh of solar energy, using 105.6 MWh from our solar generation (readily available) and 60.2 MWh from the network. This means that our solar panels contributed to 64% of our energy needs and surplus solar energy has been directed to the local energy company as payback, contributing to a cleaner energy matrix in the region. When it comes to logistics – we’ve been registered as a [U.S. Environmental Protection Agency \(EPA\) SmartWay Shipper](#) since 2022. SmartWay is a cost-free, market-based collaboration designed to reduce carbon emissions in the freight transportation sector. In 2023, we deepened our commitment by moving from Way 2 to Way 3, meaning we provide more accurate data to better measure and improve our footprint. In 2024, product sampling at college campuses and events around the country was done through a fleet of Rivian R1T electric vehicles, as well as an electric General Motors BrightDrop EV600 cargo van through our partnership with [Promobile](#).





Collaborating for climate

In addition to our service providers, we also engaged in collaborations for climate – essential for creating large-scale change needed. We continued our annual leadership sponsorship and participation in the [Climate Collaborative](#) and donated product as one of the prizes as part of the [GENZERO climate action campaign](#) by ValuesCo and TIME Magazine that launched at COP23 and ran into early 2024.



WASTE & PACKAGING

As a consumer packaged goods company, we have a material impact on waste and packaging. Our products are served in aluminum cans and glass bottles, not plastic. Other major packaging and waste streams include cardboard cases, wood pallets, and flexible film used to protect product during transport and distribution. The majority of our primary and secondary packaging is either recyclable or compostable, or made of post-consumer recycled or plant-based material. However, we know there is more to do to increase industry recycling rates of our major materials aluminum, glass, cardboard, and flexible film to increase the use of recycled content, and to reduce the use of plastic film used in case wrap and pallet wrap.

According to The Recycling Partnership, U.S. residential recycling rates for aluminum cans, glass bottles, cardboard, and flexible film were 30%, 27%, 32%, and less than 1%, respectively.¹ The gap between what is recyclable and what actually gets recycled continues to be a critical challenge and opportunity in the transition to a circular economy. With new state-level Extended Producer Responsibility regulations coming into effect in 2025, consumer products companies like us are required to disclose packaging and pay fees that will help improve access, engagement, and processing, while incentivizing packaging recyclability and supporting end markets. But we can't do it alone – we need all hands-on deck from fellow brands, suppliers who innovate new materials with end-of-life in mind, materials recovery facilities, local governments, and consumers.

^[1] [State of Recycling in the U.S.](#) The Recycling Partnership. Accessed March 21, 2025. [Registration guidance](#)



Zero waste in facilities

We are working to achieve zero waste in 100% of our offices and warehouses. In 2023, we set a goal of achieving zero waste (defined as at least 90% diversion from landfill by weight) in at least 50% of our U.S. offices and warehouses and achieved this in more than 70% of reporting facilities. Right now, we are developing an ambitious roadmap to expand our goal to 100% zero waste in all facilities in the near-term. Some improvements implemented as part of that roadmap in the last years are: a composting collection system in 2023 in our Venice Office in compliance with new City of Los Angeles and State of California regulations, reusable or compostable serving ware for our community and office events and a waste collection system for specialty, hard-to-recycle items with [TerraCycle](#), in our Sebastopol office.



Improving packaging sustainability

In 2024, almost 100% (99% to be exact) of our packaging by weight was recyclable and 63% contained post-consumer recycled content (PCR) or plant-based material.

Our aluminum cans contain at least 67% recycled content. Did you know aluminum is infinitely recyclable? That means it can be reused over and over without degrading in quality. That's why it's important to recycle our cans – so there's more recycled aluminum to use in new products, which reduces energy use more than 95% compared to virgin aluminum.²

Our 4-pack paperboard boxes contain 100% PCR, while our cardboard trays and variety packs contain 50% PCR, and the plastic overwrap used in our variety packs contain at least 30% PCR.

^[2] [Facts About Aluminum](#). International Aluminum. Accessed May 9, 2025. of Recycling in the U.S. The Recycling Partnership. Accessed March 21, 2025.





Partnering in the transition toward a circular economy

The transition from a linear to circular economy requires everyone at each stage of the product's lifecycle, including pre-competitive collaboration between brands. That's why we continued our annual membership and participation in [One Step Closer's Packaging Collaborative](#) and its Herbal Infusions Committee. We participated in [Surfrider Foundation LA](#) beach clean-ups near our Venice office where waste in the environment hits close to home. And we shared packaging and beverage company trends with the aluminum can industry at the [Can Manufacturers' Institute](#) annual meeting in 2023.

BETTER FOR PEOPLE

A photograph of two workers in a field, seen from behind. They are wearing tan work clothes and hats. They are holding large white mesh bags filled with green plants. The background is a dense field of similar plants under bright sunlight.

We put people first.

At Yerba Madre, impact starts with people. From seed to can, bottle, or gourd, our mission is rooted in relationships. That's why people is a foundational pillar of everything we do. We believe in building a business that strengthens livelihoods—starting with the **producers and communities** who give life to our ingredients, the **workers** who keep us moving and the **customers** who sustain us.

LIVELIHOODS & WELL-BEING

The communities behind our yerba mate aren't just suppliers—they're our backbone, our partners, and our inspiration. We proudly work hand-in-hand with family farmers and Indigenous communities sourcing shade-grown, certified regenerative, organic, and fair trade yerba mate that honors both people and planet. Long-term relationships are key. This isn't a handshake; it's a hug (and maybe a gourd shared around the fire). In 2024, we partnered with **255** family farmers and Indigenous families across **42** farms and four Indigenous lands in Argentina, Brazil, and Paraguay.



**THE FIRST FAIR TRADE CERTIFIED
YERBA MATE IN THE WORLD. FAIR
FOR LIFE SINCE 2009.**



Fair trade prices and funds

When we say “fair trade,” we mean it. We pay **fair prices aligned to the Fair for Life standard**, that not only cover production costs, but include a surplus – recognizing their high-quality yerba mate that takes care of both people and the planet. We believe in a way of doing business where value is redistributed to those who put love and care into each step, resulting in the family farmers and Indigenous communities who grow our mate receiving at least a 25% over market price for their yerba mate.

That’s not all. An additional 10% percent of what we spend in yerba mate purchased comes back to the grower communities as a fair trade fund so that they can reinvest in what matters most to them—whether that’s improving farming techniques, preserving their land biodiversity, or launching community-led initiatives that improve their quality of life.

Now, we’re raising the bar even higher by creating our very own Impact Fund. This goes above and beyond what Fair for Life requires, and creates an additional fund directly tied to business and production. This fund will be launched in 2025 to support those initiatives where our company impact priorities meet our growers’ needs. It’s going to support and escalate impact related to regenerative agriculture, forests and biodiversity, and local communities’ livelihoods, culture, and quality of life.

So, here’s to building livelihoods, not just supply chains. Here’s to well-being that ripples out far beyond our company. And here’s to putting people first – always.

New Indigenous partnerships

In 2024, we welcomed two new Indigenous communities into our grower network, the Tape Miri and the Yvytú Porá, our first in Argentina. Juanita Gonzalez is the female chief of the Yvytú Porá, joining Margarita Mbywangi of the Aché Kue Tuvy as strong examples of empowerment and cultural preservation in the spirit of Yerba Madre. The Tape Miri and the Yvytú Porá are in the nursery phase of growing yerba mate and will begin to harvest in five to six years. Today nearly 20% of our yerba mate volume comes from Indigenous lands and communities. The six Indigenous communities we currently work with are:

- **Comunidad Aché Kue Tuvy (Paraguay)**
- **Terra Indígena Marrecas – canto Kaingang (Brazil)**
- **Terra Indígena Marrecas – canto Guarani (Brazil)**
- **Terra Indígena Rio de Areia (Brazil)**
- **Comunidad Guarani Yvytú Porá (Argentina)**
- **Comunidad Guarani Tape Miri (Argentina)**





Women for the Atlantic Forest

What began as a space for honest dialogue has grown into a movement as the second annual “Women for the Atlantic Forest” gathering brought together more than 30 women from three countries, cultivating a cross-border community grounded in yerba mate and a meaningful space to gather and share their challenges and dreams. What emerged was more than listening, but a powerful network where women nurture one another’s strengths and dare to dream bigger. It was here where we met Juanita – one of the few Indigenous Guaraní female leaders. From that day on, our paths have walked together.



Bringing yerba mate back home

Born from Juanita's dream, we partnered with the Yvytú Pora community of the Atlantic Forest of Misiones, Argentina in late 2023. Together, we've planted a yerba mate nursery that will grow into mature trees in the coming years to expand our yerba mate supply and help restore degraded lands within the community's territory.

But this isn't just about restoring land. It's about bringing the yerba mate plant back home as a part of community rituals, livelihoods, and ancestral memory.

Yerba mate will also serve as an alternative source of income for the community.

The forest is coming back. And with it, a powerful story of reconnection and regeneration.

You can view Juanita's story [here](#) – part of the content series *Common Good* produced in partnership with BBC StoryWorks.





Strengthening Indigenous governance

Our partnership goes beyond yerba mate. Yerba Madre is committed to building lasting, equitable partnerships with Indigenous communities by honoring their leadership, supporting their autonomy, and walking alongside efforts that drive local prosperity and cultural resilience. In Paraguay, we've spent more than 20 years fostering a partnership with the Aché Kue Tuvy Indigenous community. Together, we've strengthened community governance and helped update accounting, finance, and legal records – essential steps that opened the door for funding from the Market Access for Agricultural Products Project (PIMA) supported by the Paraguay Ministry of Agriculture and the World Bank. The result? A state-of-the-art, smoke-free yerba mate processing facility owned by the community – the only one of its kind in the country. We're beyond proud of their leadership and what this milestone means for their future.

In Brazil, we helped raise the bar on public policy. By promoting changes to state-level bylaws, every Indigenous association in Paraná can now issue invoices for their products and services. This unlocks real economic empowerment for our Guaraní and Kaingang partners in the Indigenous Lands of Marrecas and Rio de Areia – giving them more autonomy and ownership over their yerba mate activities. Want to know the story from the communities' themselves? Meet Ramon and his family from the Indigenous Lands of Marrecas [here](#) in the BBC StoryWorks *Common Good* series.

This kind of transformation doesn't happen overnight. It's been years of shared learning, building trust, and enhancing local capabilities. Today, we're thrilled to share that wild harvested yerba mate in Brazil's Indigenous partner communities is now led by trained local people – creating jobs, building skills, and putting the future of yerba mate in the hands of those who know the forest best.

WASH projects

Water is not just a resource – water is life and a human right. Ensuring communities involved in our supply chain have access to safe water, sanitation, and hygiene (WASH) is critical. In rural Paraguay, access to safe water continues to be a significant challenge. Both Fair Trade funds, as well as donations, have been supporting the implementation of a clean drinking water system for the Aché Kue Tuvy community that provides access to safe and clean water to more than 100 families in the community. We also provided 10 clean drinking water fountains to schools and health centers in the Itapúa region through a project with the Oñoiru Producer Association using fair trade funds. A total of 1,000 families benefited from this initiative, including the children of our producers who attend the schools and producers themselves who use the health centers.





Fair living wages, expanded benefits, and employee engagement

In 2024, we upheld our commitment to fair living wages for all. We provide living wages based on standards for local costs of living—because every teammate deserves more. From our yerba mate harvesters to our field and office crew, we're focused on regenerative ways of working that support not just output, but mental, emotional, and physical well-being.

We also expanded our U.S. employee benefits in 2024 to include enhanced life and disability coverage, subsidized gym memberships, mental health support via Headspace, pet insurance (because furry family matters, too), and more—all designed to support the whole human, not just the job title. We also initiated monthly pulse surveys to gather and address regular employee feedback. We brought the whole company together for an end-of-year two-day gathering in Venice, CA to celebrate the year's wins, plan for the next, and spend time together IRL after a year of transformation.

The future is intersectional

People and planet are intrinsically linked. No environmental movement can be truly successful without also addressing social issues – a limitation and criticism of the historical conservation movement. You’ve heard different iterations of Diversity & Inclusion (D&I), Diversity, Equity, & Inclusion (DEI), Diversity, Equity, Inclusion, & Belonging (DEIB), etc. that all have the same practical meaning. At Yerba Madre, we align with B Lab’s (the organization behind B Corp certification) framing of Justice, Equity, Diversity, & Inclusion (JEDI) *“because it makes the link to justice and equity more explicit. It serves as a reminder that while diversity and inclusion are important outcomes, they are also means to justice and equity – our ultimate end goals.”* JEDI is one of the seven key impact topics in the updated B Corp standards, the goal of which is for “Companies [to] have inclusive and diverse workplaces and contribute to just and equitable communities.” At our core, the work we do to support and empower Indigenous peoples and local communities through our yerba mate sourcing is in service of JEDI. Still, we know we have more work to do to expand our impact not only in South America, but throughout our workforce, operations, and supply web.

We continued our donation and partnership with [Intersectional Environmentalist](#) in 2023 and 2024. Their work in environmental justice and intersectionality through art, education, and storytelling is critical for fostering a deeper understanding of how different social factors impact relationships with nature, how to dismantle systems of oppression, and ultimately, how to create deeper system change. Yerba Madre was also a member of [One Step Closer’s JEDI Collaborative from 2021-2023](#).



Supporting direct action on the ground

As part of our impact model, we believe in supporting local organizations and individuals who work directly on the ground to address locally relevant issues. In addition to fair trade funds, we contributed \$200,000 in 2024 directly to communities and nonprofits in North and South America and hosted team volunteering and stewardship days, helping to fuel local solutions and long-term resilience. In the U.S., this included donating to [Safe Place for Youth](#) and volunteering in their Venice community garden near our office, supporting their mission to prevent and end youth homelessness in Los Angeles and volunteering in [Food for Thought's](#) community garden in Sonoma County near our Sebastopol office, a nonprofit organization dedicated to meeting the nutrition needs of people living with serious medical conditions and nutrition in security.





YERBA MATE CULTURE

Yerba mate culture originates from the southern Atlantic Forest where the plant is native. Its cultural origins stem from the Guarani people and have evolved through the unique relationship between Indigenous peoples and local communities in South America and their forest environments over millennia. Because the Atlantic Forest crosses three countries and 150 million people, different languages and identities are intimately linked to the yerba mate culture. Therefore, many of the cultural elements of yerba mate come together through a multilingual, multinational, and complex web to learn from.

At Yerba Madre, we are committed to sharing yerba mate culture through honoring, respecting, and appreciating Indigenous peoples and local communities' knowledge and traditions. We acknowledge and value the plant and its culture by engaging with Indigenous communities for our yerba mate supply, supporting and strengthening their livelihoods, and sharing a truthful message.

WE ARE COMMITTED TO SHARING YERBA MATE CULTURE THROUGH HONORING, RESPECTING, AND APPRECIATING INDIGENOUS PEOPLES AND LOCAL COMMUNITIES' KNOWLEDGE AND TRADITIONS.

Yerba mate 101

We worked with [the Center for the Development and Education of Traditional Yerba Mate Systems \(CEDerva\)](#) in Brazil to conduct academic research to identify historical, cultural, and ecological elements of the yerba mate culture – addressing its consumption, use, and management – and its connections to Indigenous cultures and traditional knowledge of the Atlantic Forest region and beyond. Want to know more about yerba mate? Project highlights were shared on the [Yerba Mate 101 page of our website](#) as an educational tool for our entire community in the U.S. and beyond. The second phase of this project kicking off in 2025 will connect shade-grown yerba mate with traditional knowledge, as well as helping to align on a standard definition, management categories, and benefits of shade-grown yerba mate to supplement our Shade-Grown Standard and Verification Program.





Company gourd circles and the mate crew

In 2024, we started weekly all-company virtual gourd circles in the spirit of the traditional gourd circles used to share yerba mate between friends, family, colleagues, and community. Teams take turns hosting each week and use the time together to gather, connect, and share information across our five operating countries in North and South America.

We also evolved our internal culture committee – now dubbed the “mate crew.” This cross-section of employees from different teams and countries is responsible for planning events, celebrations, volunteer days, and demonstrating the spirit of yerba mate culture to bring people together.

PRODUCT QUALITY, HEALTH, & NUTRITION

We know that quality, health, and nutrition of products are among the most important attributes to consumers. That's why all Yerba Madre products are certified USDA Organic. The yerba mate at the heart of our products is grown and processed with care and is among the highest quality.

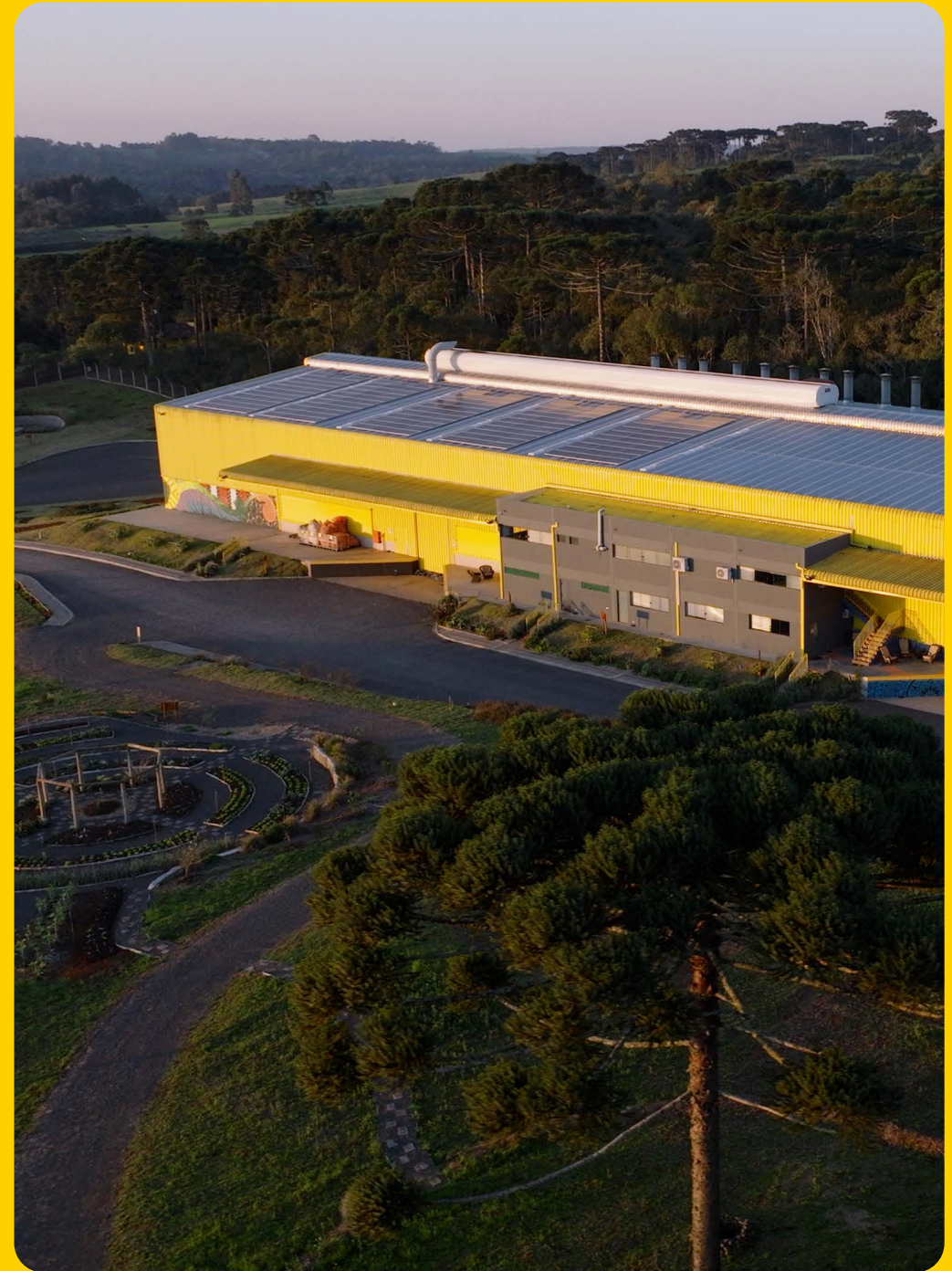


**ALL YERBA MADRE PRODUCTS ARE
CERTIFIED USDA ORGANIC.**

Shade-grown and air-dried

Did you know some consumers say our shade-grown mate is more aromatic, less bitter, and less acidic than conventional sun-grown mate? On top of that, 100% of our yerba mate is smoke-free! Our state-of-the-art yerba mate processing facility in Turvo, Brazil – as well as co-processors we work with in Argentina and Paraguay – use air-dried processing techniques so it is smoke-free and safe from polycyclic aromatic hydrocarbons (PAHs), chemical substances resulting from burnt matter that can be harmful to health.³ We test for quality throughout mate's long journey from drying and processing at our lab in Turvo, Brazil, during the aging process while it's stored, when it's imported and manufactured into final products in the U.S., as well as during the R&D process when developing new or reformulating products.

^[3] Oranuba, E., Deng, H., Peng, J., Dawsey, S. M., & Kamangar, F. (2018). [Polycyclic aromatic hydrocarbons as a potential source of carcinogenicity of mate](https://doi.org/10.1080/10590501.2019.1555323). *Journal of Environmental Science and Health, Part C*, 37(1), 26–41. <https://doi.org/10.1080/10590501.2019.1555323>





Product innovation

We are innovating our product portfolio to provide a range of sugar and calorie options for all of our brand fans. In the last couple years, we launched three lower sugar, lower calorie flavors – Peach Revival, Berry Lemonade, and most recently, Bravo Mango – and lowered the sugar of our Brewed Yerba Mate products in glass bottles (formerly called Tereré) by 29-45%. Today, six of our 19 – almost one-third – single-serve ready-to-drink SKUs in the U.S. have no or low sugar.⁴ Additionally, our two dry yerba mate offerings – Traditional Air Dried Loose Leaf and Mate Bags – are crafted solely with Regenerative Organic Certified® yerba mate and contain no other ingredients. We are continually innovating delicious new flavors, diversify options for all preferences and purposes, standardize product lines to make them more intuitive, and to use more yerba mate to give you that smooth energy boost and create more impact. Because the more mate in our products, the more products we sell, the more we support shade-grown, regenerative agriculture systems and livelihoods of Indigenous peoples and family farmers in the Atlantic Forest.

⁴Defined as 5% or less of the recommended daily value per serving according to U.S. Food and Drug Administration guidance



YERBA MADRE™

ORGANIC YERBA MATE

2023-2024 IMPACT REPORT