



BIGGER THAN A BAR  
gomacro®



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# Our Story



**In the face of adversity, a mother and daughter took their love to the kitchen, and GoMacro was born.**

Mother-Daughter owned and based in a small rural community, our mission is to spread awareness for a balanced, plant-based lifestyle with products that have positive effects on the world. It's our goal to inspire you to have a healthy body, sharp mind, and bold spirit.

We started GoMacro when our co-founder, Amelia, used a plant-based, sustainable diet to help her overcome her battle with breast cancer. Her daughter, Jola, also adopted the diet and it transformed her health and vitality. Since 2004, we've made it our mission to spread the power of a balanced, plant-based lifestyle. We remain dedicated to our farmers, our people and creating clean products for a better future. Join us as we make the world better, one bite at a time.

We are for those **CRAVING**  
something **BIGGER** than a bar.

**WE ARE**  environmentally conscious,  
mother-daughter owned,   
AND MADE WITH positive plant-based ingredients.

**BECAUSE GOMACRO ISN'T JUST SOMETHING YOU EAT.** *It's something you believe.*

And when you believe in what you eat (and it tastes great),

**BIG THINGS HAPPEN.** 

In your body, mind, and spirit. And even the planet. We are out to feed that

 positive change for those hungry for it, **ONE BAR** AT A TIME. 

# Our Founding Principles



## Live Long

**Macrobiotics is the key to a long, healthy life.**

Living a macrobiotic lifestyle means eating in a way that is in balance with your bodies, your minds and the environment. To achieve this you can choose local produce that's in season and food that makes a positive impact on the world such as Organic, Non-GMO and Fair-Trade.



## Eat Positive

**Eat food. Not too much. Mostly plants.**

Here at GoMacro, we live a balanced, plant-based lifestyle. By combining both macrobiotic and vegan philosophies, we're able to feel good about what we eat, how it tastes, and how it sustains the environment. We've created delicious, plant-based bars to help you enjoy eating healthy.



## Give Back

**Every bite makes a difference.**

Paying it forward has a unique way of creating a chain reaction of awesome, world-changing goodness. Our hope is that the more people we give to, the more it will inspire others to give back. Read on to learn more about the organizations that we support.



## Tread Lightly

**Striving to minimize our environmental impact.**

To reduce our environmental impact, we have joined forces with Climate Collaborative to take action in reducing our carbon footprint. Additionally, we source local ingredients and favor small growers that abide by sustainable farming techniques. It's our hope that when you purchase our MacroBars, you feel good about the source and impact of their ingredients.



## Be Well

**We use premium, natural ingredients.**

We believe that food quality impacts health, happiness and well-being for all. That's why we make our bars from the grains, nuts, seeds, plants and natural sweeteners used by traditional cultures throughout the world. Our wholesome, healthy bars are Certified Organic, Vegan, Gluten-Free, Kosher, Non-GMO, C.L.E.A.N. , R.A.W. and Soy-Free.

# 2018 Sustainability Highlights

## 100% green energy

The majority of our energy needs are sourced by 844 roof-top solar panels, the balance of our needs are met by purchasing wind power.

## \$1.4m+ invested

Total investment in sustainability activities.

## 4,132,440 lbs

Over 4 million pounds of organic food was sold.

## 100% organic

100% of ingredients sourced were certified USDA Organic by Quality Assurance International (QAI).

## 75% waste diverted

75% of total waste has been diverted from landfills.

## 100% food scraps

100% of food scraps from production are donated to local farm animals and Second Harvest. This consisted of 8.63% of our total bar production.

## \$1.1m+ donated

\$1,085,247.02 of MacroBar and MacroBar Minis donated.

## 375,518 bars

375,518 MacroBar and MacroBar Minis donated.

## 6.5 tons

6.5 tons of plastic pails used to transport our nut butters in our production facility were recycled.

# Building a Green Facility



In October 2018, we installed a roof-top solar array that is already generating 2/3rds or more of our current energy consumption for the production facility.

We are committed to energy efficiency by executing a variety of programs at our production facility in Viola, WI. We utilize LED lighting in our warehouse and parking lot and use occupancy sensors to only use lighting when rooms are being used.

We look forward to seeing the positive impacts of these panels in 2019 and establishing energy conservation goals for 2020. In addition, we are working with Sustainable Engineering Group to attain our LEED certification by 2021.

# LEED Certification

We are working with Sustainable Engineering Group to obtain a LEED certification for our entire facility.



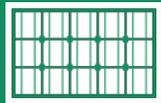
High-efficiency LED lighting is used throughout the entire building.



Occupancy sensors allow us to limit energy usage when a room is not in use.



Floor-to-ceiling windows in our common areas allow for natural sunlight.



844 roof-top solar panels are our primary source of energy, in addition to wind power.



A hot water recirculating line allows us to use water heaters less frequently.



All HVAC systems are equipped with economizers, further reducing our energy usage.

# Powered by Green Alternative Energy

## 100%

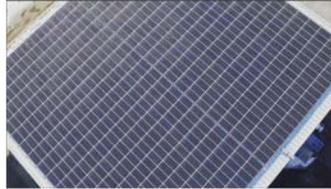
GoMacro is powered by 100% renewable energy



Our farm's power is generated from geothermal energy.

## 360,777 Mwh

We expect to produce 360,777 Megawatt hours annually from our solar array



Our production facility is equipped with 844 solar panels.

## 50

That's enough generated energy to power 50 American homes for an entire year (360k+ Mwh)



The sleeves we wrap our trays in are produced by 100% wind power.

# Responsible Sourcing For A Better Planet

We are dedicated to a sustainable food system. We believe that natural food that is closer to the earth and less processed is healthier for the body and soul. That's why we carefully select fresh, wholesome and delicious ingredients for all of our GoMacro products.

We source 100% plant-based ingredients from Organic and Non-GMO Project Verified growers who follow sustainable farming practices.

All GoMacro products are Certified Organic, Vegan, Gluten-Free, Kosher, Non-GMO, C.L.E.A.N., R.A.W., and Soy-Free.

# Our Certifications



## 2018 Recycling Results

**95.3 tons**

Total Waste & Byproducts

**71.7 tons**

Total Waste Diverted from  
Landfills (0.75%)

**23.6 tons**

Total Annual Landfill &  
Incinerator Output

## 2019 Recycling Goals\*

**124 tons**

Total Waste & Byproducts

**96.8 tons**

Total Waste Diverted from  
Landfills (0.78%)

**27.1 tons**

Total Annual Landfill &  
Incinerator Output

# Reuse & Recycle



Our trays can be composted, reused and recycled.



Our production team recycles all hairnets, booties and plastic gloves to RightCycle which are upcycled to flower pots, patio furniture and other byproducts.



80% of our packaging can be recycled by the end user in their locality (trays and sleeves).

# Offsetting Carbon Emissions

Through [carbonfund.org](https://carbonfund.org), we offset carbon emissions from operations via reforestation projects.

We've funded the planting of over

# 45,000 trees

That's over 1,000 acres!

# Forest Conservation & Transportation Efficiency

We help protect forests by using 100% post-consumer recycled packaging material and FSC certified paper products for our sales and marketing print materials. In our production facility, we bale all of our excess cardboard and have it picked up by a local recycling facility in Wisconsin.

**2018 = 16,718 trees**

Planted

**2019 Goal = 18,500 trees**

To be planted

We are committed to reducing the climate impact of transporting our products through logistics optimization. We consolidate our shipments with nearby Organic Valley to reduce the number of trucks on the road. To offset the carbon footprint of our transportation activities we partner with a variety of reforestation projects.

**2018 = 1,200,000 trays**

Shared freight with Organic Valley

**2019 Goal = 1,536,000 trays**

Shared freight with Organic Valley

# Reducing Food Waste

All edible food scraps are donated to Second Harvest of Southwestern Wisconsin, a hunger-relief organization whose goal is to make sure everyone in southwestern Wisconsin has enough of the right kinds of food to live a happy and healthy life.

# 727k

We've donated 727,326 bars to food pantries.

# 100%

100% of food scraps from production are donated.

# 280k

We've donated over 280,000 pounds of food scraps to local farms for animal feed.



# Give Back Bars

We believe in helping build a stronger, healthier community through giving back. We designated 3 of our MacroBars as Give Back Bars with a portion of their proceeds going to community organizations that align with our mission.



# Give Back Bars



1% of net annual sales from our Coconut + Almond Butter + Chocolate Chips MacroBar go to Feeding San Diego and Solutions For Change.



## Feeding San Diego

This local chapter of Feeding America works to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.



## Solutions For Change

Solutions for Change works to end family homelessness using a unique program targeting the root causes of homelessness.



10% of net proceeds from the month of May for our Peanut Butter MacroBar go to Farm Sanctuary.



## Farm Sanctuary

During the month of May, 10% of net proceeds from the Peanut Butter MacroBar go to Farm Sanctuary. The organization brings awareness about the abuses factory farm animals suffer and works to combat these through rescue, education and advocacy efforts. Promoting a compassionate vegan lifestyle, they educate millions about the benefits of a plant-based diet for the improvement of our health, the conditions of farm animals, and the health of our environment.



10% of net proceeds from the month of October for our Cherries + Berries MacroBar go to the Keep A Breast Foundation.

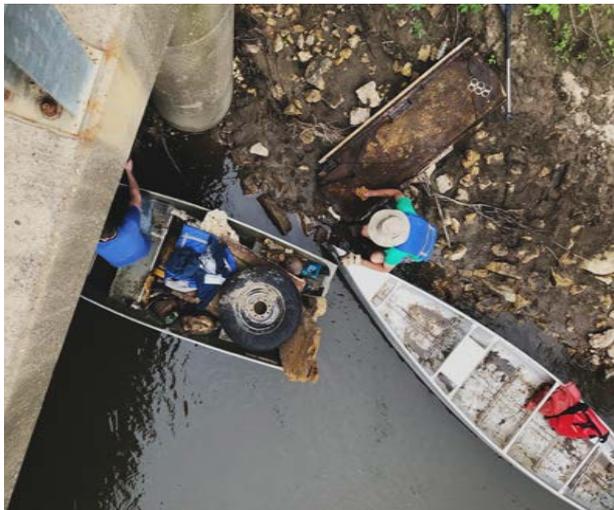


## Keep A Breast Foundation

During Breast Cancer Awareness Month in October, 10% of net proceeds from the Cherries + Berries MacroBar go to the Keep A Breast Foundation. The Keep A Breast Foundation promotes breast health awareness and education among young people by approaching the topic in a manner young people understand and can connect with. They also promote healthier living through the Non-Toxic Revolution, consuming food and using products free of toxic chemicals.

# Employees Sustainability & Give Back Programs

We encourage our team members to practice sustainability and giving in their personal lives. Each month, team members can nominate themselves or colleagues for accolades.



## I Give Back

GoMacro employees are encouraged to spend one paid working day annually giving back to the community with an approved charity of their choice.

## I Live A Sustainable Life

We created this program to convey the importance of adopting sustainable practices in the office and at home. Each month, one employee is recognized for their inspiring new sustainable practices.

# Farm Share Program



Co-founder Amelia's vegetable garden has always provided an enormous bounty of produce, extra apples from the orchard, a bountiful supply of broccoli heads and heaps of raspberries and strawberries. With this surplus of organically grown, nourishing produce; GoMacro started a **"grab what you want"** policy which soon grew into a formal farm share program.

The team of gardeners at Amelia's farm broke new ground and planned for larger harvests and a wider selection of varieties to provide easily accessible, free produce to the employees. The harvested fruits and vegetables are placed into recycled nut butter buckets and delivered to the facility every week during the growing season. A recipe sheet is included with each delivery giving suggestions on how to use the produce and the health benefits related to these particular produce items.



*"I first knew that the program was a success when employees would see me at the facility, for various reasons, they assumed I was bringing produce from the farm. They would excitedly ask me what I had brought that day. There was an increased interest in what was growing at the farm, strengthening the bond between the farm and the GoMacro facility, week by week. We're proud to have introduced the employees to a variety of organic veggies and fruit."*

- Ronda Dallmann, GoMacro Garden Farm Manager

# Committed To Sustainability

