



2020 Sustainability Report

Contents

Introduction

03_Our Progress

The GoMacro Way

05_Our Story

06_Our Mission

08_The GoMacro Way

11_Our 5 Principles

12_SFTA Declaration of Sustainability

15_2020 Sustainability Highlights

Tread Lightly

18_Zero-Waste Qualification

19_Waste Reduction

22_Recycling

26_Growing For Good

30_Solar Energy

31_Wind Energy

33_Climate Collaborative

34_Carbonfund.org Foundation

36_Water Conservation

38_Distribution

Eat Positive

40_Our Certifications

41_Organic

Be Well

45_Consumer Education

Live Long

49_Labor

50_Green Team

52_Employee Wellbeing

53_Give Back & Wellness Days

55_COVID-19 Response

56_Fair-Trade Partnerships

57_Governance

Give Back

61_Farm Sanctuary

62_Sheldrick Wildlife Fund

63_Keep A Breast Foundation

64_Feeding San Diego

65_Solutions for Change

66_COVID-19 Give Back Project

Summary

69_Our Continued Mission

70_Thank You

Our Progress

GoMacro's Five Principles – namely Live Long, Eat Positive, Give Back, Tread Lightly and Be Well – are the foundation of our company and have been since our inception in 2004. Our partnership with the Sustainable Food Trade Association is a natural one due to strong overlap with our Principles and the 11 Point Action Plan of their Declaration of Sustainability.

Labor was our specific focus point for 2020. We foster policies that reflect our commitment to employees and their families. All of our full-time employees are eligible for company-sponsored short-term disability benefits. This year, we completed a labor wage analysis and evaluated industry leaders to ensure GoMacro's pay was competitive and fair. We increased wages for all production, line, and hourly wage workers and hired 56 temporary employees. All of these policies were established to collectively benefit our employees and help strengthen our company.





The GoMacro Way

Farm. Family. Ingredients. Sustainability.



Co-Founders and advocates for a balanced, plant-based lifestyle.

Our Story

Born in a kitchen. Mother-Daughter owned.

In 2003, Amelia Kirchoff was diagnosed with breast cancer. After speaking with her daughter, Jola, Amelia decided to fight the cancer with a plant-based macrobiotic diet in addition to a local lumpectomy. In the face of adversity, Jola and Amelia came together, fought the cancer, and Amelia won. During her battle with cancer, Amelia created the MacroBar recipe in her kitchen on the Wisconsin family farm. In the years following, Amelia and Jola began spreading the power of a balanced, plant-based lifestyle through GoMacro's healthy and delicious MacroBars.

Since the brand's launch in 2004, GoMacro has grown from selling MacroBars in local food co-ops to making plant-based nutrition bars accessible nationwide. GoMacro is headquartered in Viola, Wisconsin where all MacroBars are produced with certified, high-quality ingredients. The success of GoMacro has only fueled Jola and Amelia's passion for spreading awareness to the world about the benefits of balanced, plant-based living. Today, Jola runs the business and when Amelia is not tending to the farm, she is working with the innovations team to develop the newest GoMacro recipes.



Our Mission

People. Planet. Balance.

Spreading the power of a balanced, plant-based lifestyle.

At GoMacro, it's our mission to spread awareness for the power of a balanced, plant-based lifestyle. Our delicious, feel-good snacks are made with the highest quality, certified ingredients. We are dedicated to our farmers, sustainable sourcing, and making a positive impact on the planet. It's our goal to inspire you to have a healthy body, sharp mind, and bold spirit. 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.



The GoMacro Way

Our Route To Market

The GoMacro Way is to be authentic, ethical, and dependable. We handle everything with grace and compassion. We operate with integrity, we create with passion, and we conduct ourselves with humility. At GoMacro, we are not an individual, but rather a team, a family. We work together, we learn from one another, we share knowledge, and we help each other to be better people.

We strive for high-level, frequent and clear communication, both internally and externally. We are goal-oriented with a willingness to grow, to be open-minded, and to seek continuous improvement. We focus on the details and we don't cut corners, always aiming for excellence. We make responsible decisions in all that we do based on our principles.

The GoMacro Way not only guides us in every aspect of our business, but it also acts as inspiration for how we want to be as individuals in our communities and in our families. The GoMacro Way is an infinite journey, for we will always be growing, setting our standards higher, and holding ourselves accountable.



The GoMacro Way



positive COLLABORATION transparent ■■■ SUSTAINABILITY
wellness **TRUST** inclusive authentic **HEALTHY**
FAMILY genuine Generous Humility ■■■
♥ THE GOMACRO WAY

connection **EMPOWERING** rooted UNIFIED
■■■■■ **ETHICAL**
EXCELLENCE **TEAM** COMRADERY
loving balance relatable symbiotic SUPPORTIVE
■■■■■



Our 5 Principles



Be Well

Live a healthy, balanced life.

We believe that mental, physical, and spiritual well-being is achieved through balance. To be your best, take good care of your body and mind. It's important to go out and experience life. Volunteer, visit with family and friends, explore new places, spend time in nature, move your body, keep learning, and practice gratitude for all the positive things in your life and our world.



Tread Lightly

Striving to make a positive impact on the planet.

We use 100% renewable energy, are 100% carbon neutral, and are actively working toward becoming zero-waste and landfill-free. Our recycling and waste reduction programs continue to evolve as we grow. We also partner with The Climate Collaborative and Carbonfund on global conservation projects. Each day, we incorporate responsible practices to minimize our environmental impact for a better future.



Live Long

Fuel a great story.

We want you to thrive, be your best, and live a long life! There is power in overcoming adversity, embracing life's adventures, and sharing a positive story with the world—fuel your journey with a balanced, plant-based lifestyle.



Eat Positive

Eat plant-based, sustainably grown food.

Feel good about the foods you eat, how they taste, and the quality of the ingredients. Choose fresh, local produce that's in season. Enjoy delicious snacks that have a positive impact on the planet. Our MacroBars are Certified Organic, Vegan, Gluten-Free, Kosher, Non-GMO, C.L.E.A.N., R.A.W., and Soy-Free.



Give Back

Every bite makes a difference.

We believe in building a stronger, healthier community by giving back. A portion of the proceeds from our Give Back Bars are donated to organizations making a positive impact on people and the planet. In addition, 100% of our food scraps are donated. Giving back creates a chain reaction of world-changing goodness.

SFTA Declaration of Sustainability 11 Point Action Plan



Organic - We recognize the many benefits of organic farming for the health of the soil, water resources, plant, animal and human communities. We will strive to source all agriculturally derived products we use in our operations from farms using organic methods and offering organically grown product lines.



Distribution - We will strive to produce, pack, transport, and distribute products from field to market using the most efficient means possible with the most environmentally responsible renewable fuel sources. We will systematically improve our energy efficiency, reduce our energy consumption, and reduce food-miles whenever possible.



Energy - We will strive to store, process, distribute and vend our products using energy resources in the most resourceful means possible with energy efficient best practices. We will utilize the most environmentally responsible renewable energy opportunities whenever possible such as solar, wind, hydro, and geothermal.



Climate Change - We will strive to actively reduce all production, storage, processing, and retail practices that create the greenhouse gas emissions that contribute to climate change. We will measure the carbon footprint of our operations and strive for achieving carbon-neutrality in all of our business practices.



Water - We will strive to reduce our use of fresh water and optimize our operations so that all water use is as efficient as possible. We will raise awareness of regional and local water issues through education and information sharing. We commit to managing our water resources with the realization that multiple water stressors exist today.



Waste - We will strive to reduce waste at the source and treat waste in a way that sustains all living systems, through reusing, donating, recycling, and composting. We will continually redesign our operations so that eventually “waste” will be eliminated because all material will become the raw material for new products and uses.

SFTA Declaration of Sustainability 11 Point Action Plan (Continued)



Packaging - We will strive to implement a zero-waste approach to packaging by 1) reducing the amount of packaging we use, 2) helping develop packaging that is reusable, recyclable, and/or biodegradable; 3) considering packaging material contents and 4) collaborating with suppliers on solutions to eliminate unsustainable packaging.



Labor - We will strive to ensure that growers and handlers of food products collaborate to guarantee basic labor rights and improvements in the lives of farm workers. We will develop company policies, procedures, training and internal reporting structures to ensure commitment to good labor practices throughout our organization.



Animal Care - We will strive to ensure that livestock and poultry have access to clean and sufficient food and water; that their environment is not dangerous to their health. In addition, ensure that managers and caretakers are thoroughly trained, skilled and competent in animal husbandry and welfare.



Consumer Education - We will strive to provide consumers, employees, our communities, and the media accurate, useful and timely information about all of the areas listed in this document.



Governance - We will strive to review our progress toward these goals on a regular basis by conducting self audits and being transparent with all employees and the public with the results. We will actively engage in communication across the trade to solve sustainability related challenges and will facilitate dialogue regarding action.

GoMacro 5 Principles + SFTA 11 Point Action Plan

A Sustainable Symbiotic Relationship



Tread Lightly



Eat Positive



Be Well



Live Long



Give Back



2020 Sustainability Highlights



100% green energy

Operations are powered by 100% renewable solar and wind energy.



490,067 lbs donated

Food scraps are donated to local farms for animal feed.



64.2% waste diverted

We keep waste out of landfills through recycling and upcycling programs.



286,500 lbs upcycled

2,866,000 trays were upcycled in 2020.



57,560 kWh

Energy is re-introduced to the grid thanks to our renewable energy initiatives.



5,397 eco-friendly shipments

We utilize sustainable shipping and shared transport to reduce emissions.



7,371.5 trees planted

We've funded the planting of thousands of trees to offset carbon emissions.



5,192 lbs recycled

Hairnets, beard nets, and nitrile gloves were recycled.



10,213,206 lbs

Raw ingredients used in 2020.



Tread Lightly

Striving to make a positive impact on the planet.



Tread Lightly

Striving to make a positive impact on the planet.

GoMacro is committed to leading the way for a more sustainable future. We hope to inspire people and businesses to embrace alternative energy and reduce their carbon footprint. We've worked hard to reduce our footprint in everything we do – from our sourcing to our manufacturing. Through the use of organic ingredients, packaging with compostable materials, planet-friendly transportation, and powering our facility with renewable energy, GoMacro has made significant progress on our overall sustainability.

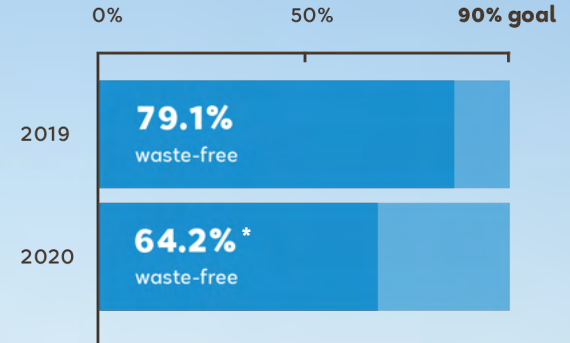
Our journey to green manufacturing began over 15 years ago, when we made a commitment to protect the environment as our business grows. We envisioned building a manufacturing facility that reduces waste and runs on 100% renewable energy. Our vision finally came to life in the summer of 2017, when we built our new facility in Viola, Wisconsin. We remained committed to our pursuit of using 100% green energy to power our operations, despite the many costs and hurdles we faced.

Zero-Waste Qualification

GoMacro is committed to becoming zero-waste and landfill-free. Striving to minimize our negative impact on the environment, we utilize responsible practices, renewable energy, recycling, conservation, and waste reduction initiatives to achieve our goal. Also, we use 100% renewable energy, and we are 100% carbon neutral as a company.

Zero-Waste Certification requires companies to be 90% waste-free. In 2020, GoMacro reached 64.2% waste-free, and we continue to find ways to reduce waste in our operations.

Waste Reduction Goal for 2019 & 2020



* The waste decrease in 2020 equates to new flavor innovation and facility expansion.



Waste Reduction

We are committed to becoming a zero-waste company.

Nearly 8% of the earth's surface are landfills. That's the combined area of New York, Tokyo, Beijing, Moscow, London, Paris, Berlin, Milan, and Barcelona. It's crucial that we reduce waste to conserve space in our landfills and reduce the need to build more.

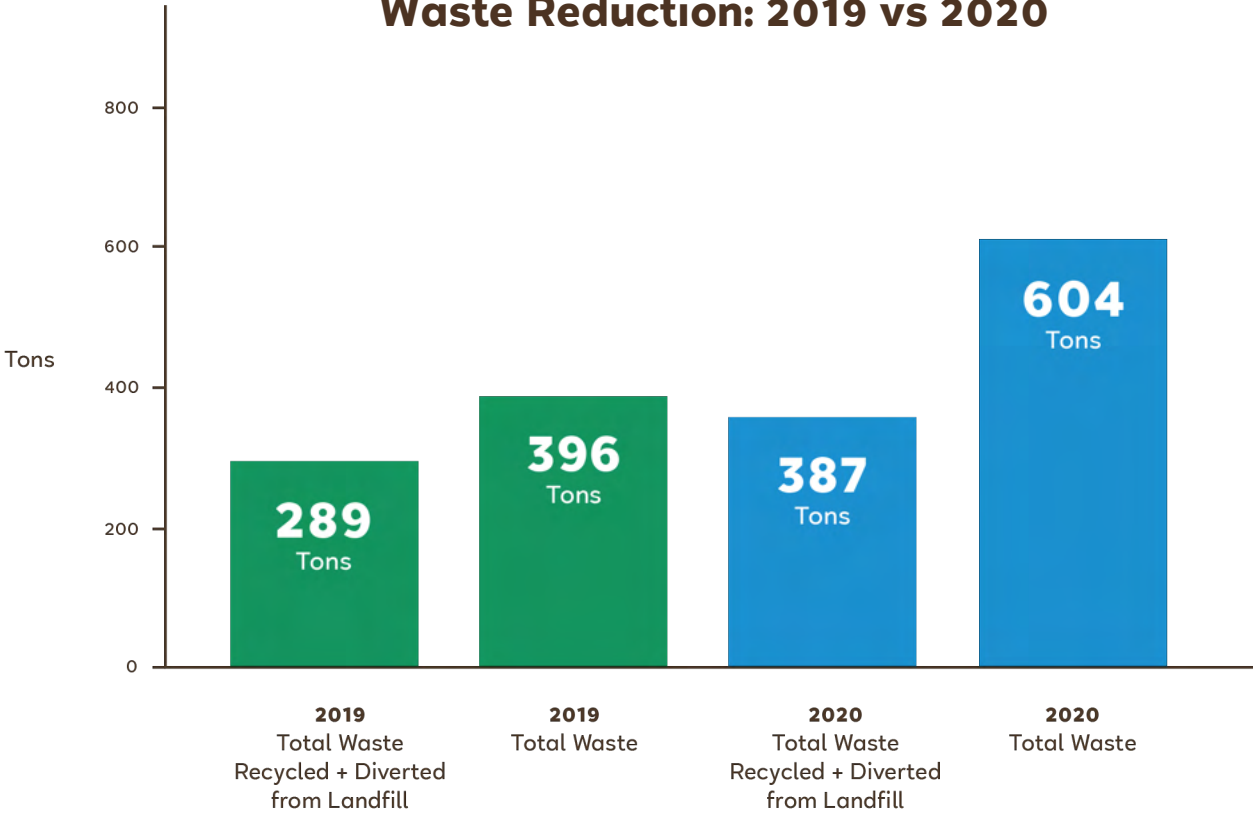
What We're Doing

At GoMacro, we are striving to become 100% landfill free. Through our waste reduction efforts, we have diverted 64.2% of waste from local landfills. We take pride in donating bars, scraps, and other materials to local businesses and charities. In fact, we donate 100% of our food scraps to farmers and local organizations who can utilize these materials. Also, we are committed to donating unsellable bars to help feed the homeless and we give our overstock items to nonprofits.



gomacro
🌱 🍌 🥕 🥦 🥬

Waste Reduction: 2019 vs 2020



Increased total amount of recycled waste and waste diverted from landfill by

98 tons



100% of scrap is repurposed

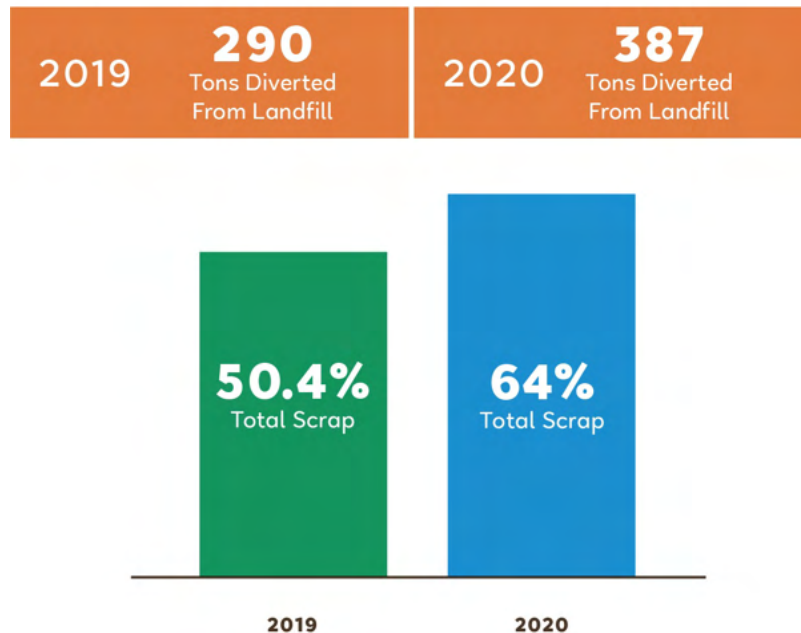
and sent to local farms for animal feed and supplementation.

At GoMacro, we have increased our recycling efforts and reduced our landfill waste by improving our scrap repurposing program.

Total ingredients

– Total ingredients used in batch

= **Total Scrap**



Recycling

Reduce! Reuse! Recycle!

Why It Matters

Here at GoMacro, we're passionate about doing our part to reduce our carbon footprint. Recycling has a profound impact on our environment, reducing the amount of waste that goes into landfills which decreases harmful CO2 gases emitted into the atmosphere. It's the actions we all take every day that determine the planet we live in tomorrow.



Recycled Packaging

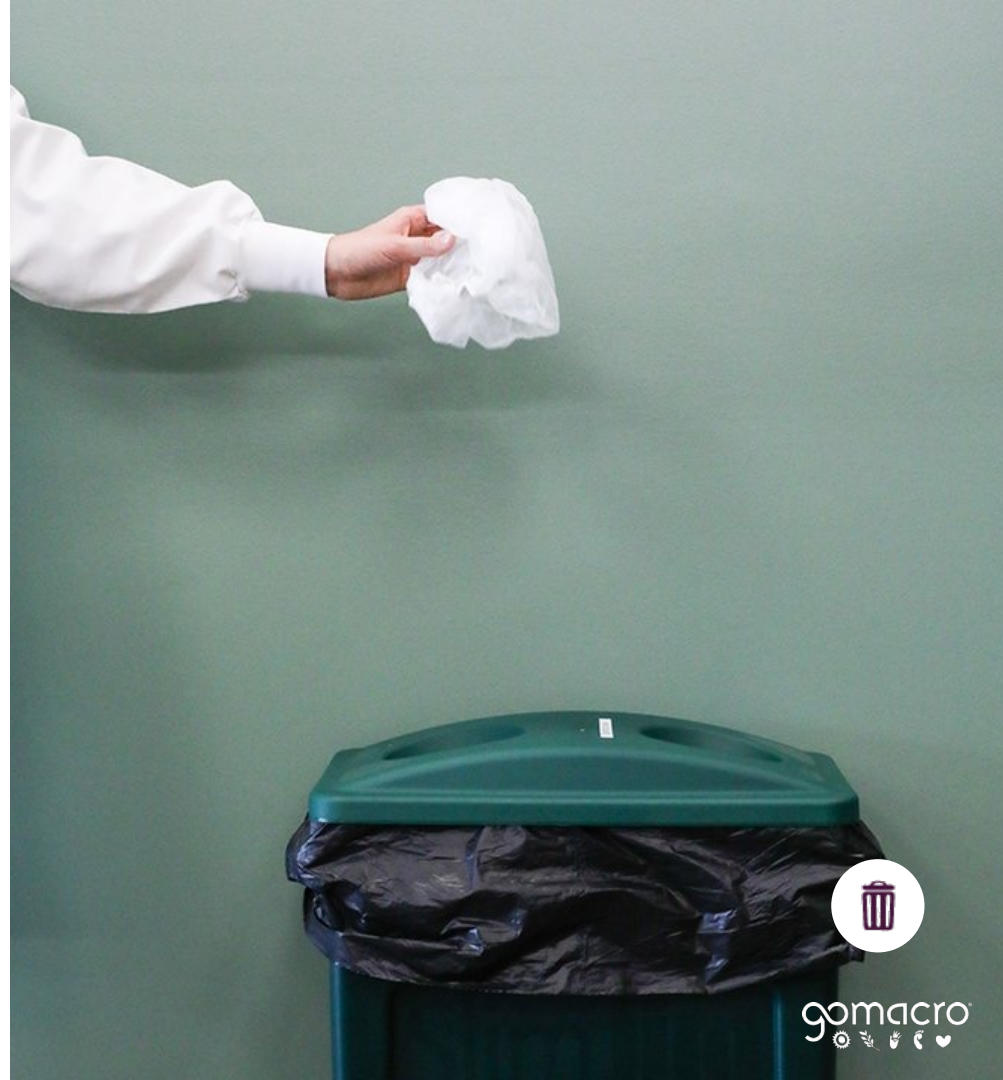
Made from 100% post consumer recycled material, our trays can be composted, reused, and recycled. We used approximately 2,866,000 trays in 2020, which equated to a total of 286,500 lbs. On average, packaging accounts for about 5% of the energy used in the life cycle of a food product, making it a significant source of greenhouse gas (GHG) emissions. By using 100% compostable material in our packaging trays, we help reduce these GHG emissions.



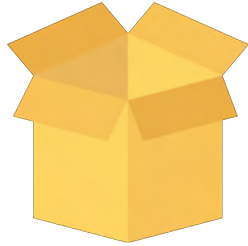
Recycling in Operations

Recycling has always been an essential part of our operations. Over the last ten years, our recycling program has significantly evolved – and will continue to do so in the future. Leading by example, we hope to inspire other companies to implement their own green initiatives. Our zero-waste goal is simple: to reuse or eliminate all non-product outputs entirely so that nothing ends up in local landfills. With the help of Kimberly-Clark, we eliminate over 150,000 gloves and 275,000 hair nets from local landfills each year. In 2020, we recycled 5,192 pounds of hairnets, beard nets, and nitrate gloves. We also recycled 35,000 nut butter pails and continue to reuse plastic pails for our internal Farm Share program and cardboard totes for microgreens in our garden.

We are working towards a more sustainable nut-butter and syrup pumping system that would eliminate the use of pails.



Recycling in Operations (Continued)



Baled Cardboard

126.2 tons

recycled in 2020



Plastic Buckets and Drums

14.55 tons

recycled in 2020



Hairnets and Gloves

2.6 tons

recycled in 2020

143.35 total tons

recycled in 2020



Growing For Good

Growing for Good is our long-term benefit program that diverts food scraps from the already burdened landfills. It creates access to beautiful, nutrient-rich compost soil to be used on the Wisconsin family farm. Team members can also participate in diverting their residential food scraps to Growing for Good.



“When it comes to helping the environment, it’s crucial that we do everything we possibly can to be a part of the solution, not the problem. This is why our recycling initiatives mean so much to everyone here at GoMacro. Let’s reduce, reuse, and recycle!”

Jola Sonkin
Co-Founder & CEO



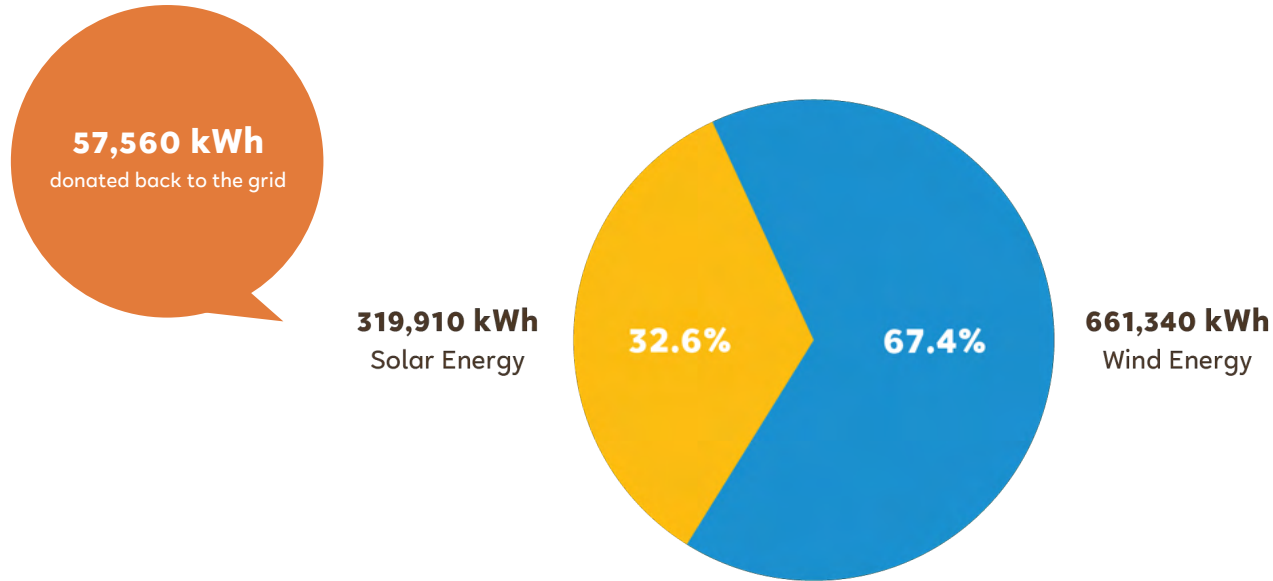
Our Commitment to Renewable Energy

To help sustain our planet and efficiently power our facility, we've been utilizing 100% renewable energy to power our production facility since December 2018. Our journey to green manufacturing began in summer 2017 as the construction started on 844 solar panels on the roof of the production facility. The majority of the solar power generated is used by GoMacro, and a small amount is provided to the local grid. To supplement the panels on cloudy days and at night, and to meet our growing needs, GoMacro purchases renewable energy credits (RECs) from regional wind farms.



We use **100%** Renewable Energy

981,250 kWh electricity used in 2020



Solar Energy

Production powered by the sun

In October 2018, we finished the installation of 844 solar panels on the roof of our facility with the help of Ethos Green Power, a local, woman-owned solar company. Today, our solar panels generate a significant amount of energy, responsible for about 33% of the power used at our facility.

As part of our agreement with the local utility commission, we send the solar energy that we generate but don't use back to the electric grid.

844 solar panels

on our production facility

Generated

319,910 kWh

in 2020



gomacro

Wind Energy

Powered by 100% renewable energy


To supplement our solar panels and meet our growing needs, GoMacro purchases renewable energy credits (RECs) for wind power, allowing us to power our facility with 100% renewable energy.

Currently, we use 425,110 kWh of wind energy at our production facility. As we grow, GoMacro will continue to be mindful of the amount of wind and solar energy we utilize and look for ways to increase our positive impact on the planet.

661,340 kWh

Wind Energy used in 2020





“Together, we can turn the tide. A better future begins by all of us working collectively to utilize renewable energy like solar and wind power to help sustain our planet.”

Jason Krueger

Human Resource Manager

Climate Collaborative

The Climate Collaborative leverages the power of the natural products industry to reverse climate change. As members, GoMacro has made a public commitment to eight pillars:

Agriculture: Integrating carbon farming into the agricultural supply chain

Energy Efficiency: Increasing our energy efficiency in operations

Food Waste: Reducing food waste in the supply chain by donating food waste to local farms

Forests: Removing commodity-driven deforestation from supply chains

Renewable Energy: Committing to 100% renewable power

Transportation: Reducing the climate impact of transportation via shared transport and sustainable shipments

Short-Lived Pollutants: Reducing short-lived climate pollutant emissions

Packaging: Using 100% compostable material in our packaging trays to reduce climate impact



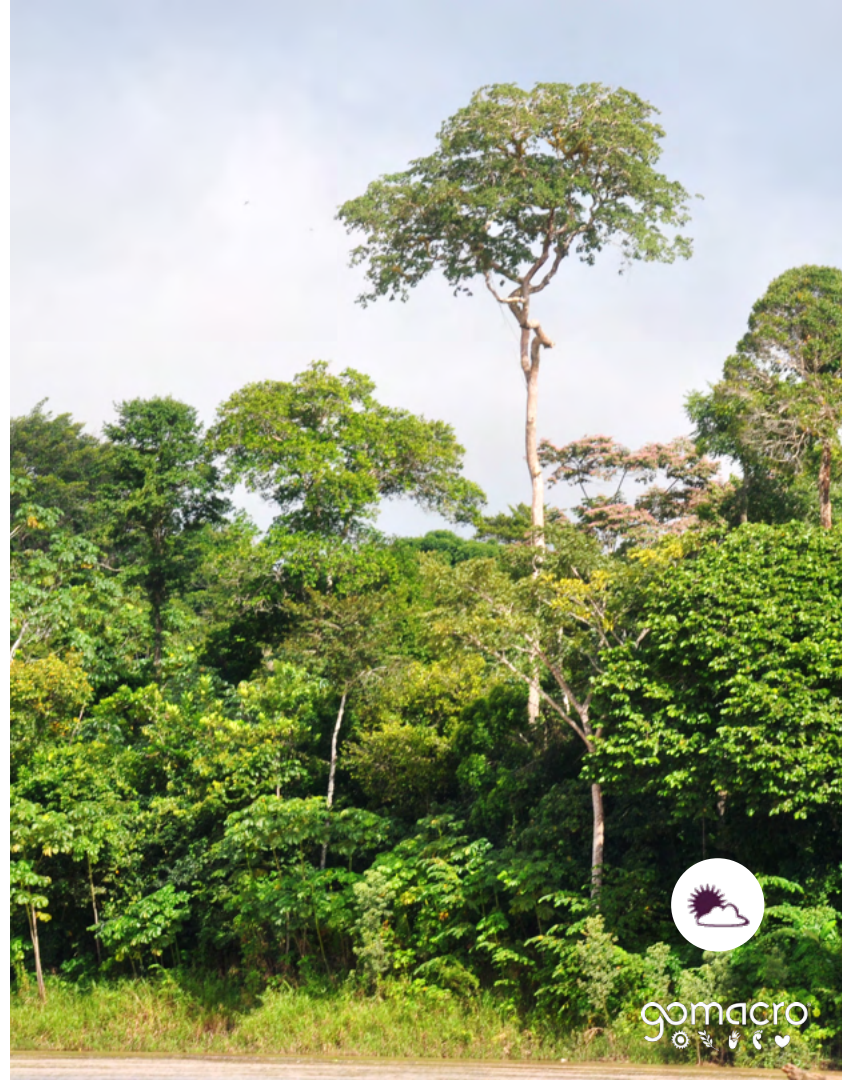
Carbonfund.org Foundation

(Project Envira Amazonia)

Through our partnership with Carbonfund.org Foundation, we help fund the Envira Amazonia Project, preserving nearly 500,000 acres of tropical rainforest to date. Often referred to as the “planet’s lungs,” the Amazon Rainforest produces roughly 6-9% of the world’s oxygen supply. The Envira Amazonia Project mitigates the release of more than 12.5 million tons of carbon dioxide emissions. It also works to protect the habitat for endemic birds and threatened tree species, lending to an extraordinary amount of biodiversity, which directly benefits the local communities.

In addition to voluntarily foregoing plans to remove trees from the region, landowners involved in the program implement numerous activities to assist local communities, offering agricultural training courses, granting land tenure, and establishing alternative sources of income and employment opportunities.

We understand the vital importance of protecting our rainforests. We pride ourselves in taking action to preserve our planet and offset our carbon footprint. When people purchase a MacroBar, they help contribute to the preservation of our planet’s rainforests.



gomacro
offset your carbon footprint

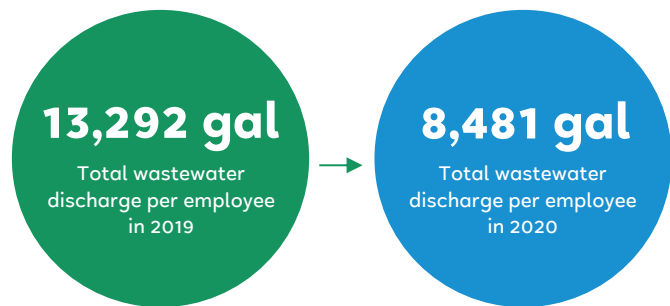
An aerial photograph of a river winding through a dense, lush green forest. The river is a light blue-grey color, contrasting with the vibrant green of the surrounding trees. The text is overlaid on the image in a bold, white, sans-serif font.

“To sustain our planet, we need to act now...and act collectively! We believe that all of us play a pivotal role in protecting the environment. GoMacro is proud to partner with Carbonfund in supporting the Envira Amazonia Project, which helps protect the largest rainforest on the planet while benefiting local communities with health care and agricultural training.”

Greg Doyle
CFO

Water Conservation

At GoMacro, we are committed to conserving our water resources and monitoring our water usage per employee. In 2020, we increased our employee count from 112 to 184, yet again decreased our total wastewater discharge per employee from 13,292 to 8,481 gallons. In 2019, we had increased our employee count from 78 to 112, and decreased total wastewater discharge per employee from 15,792 to 13,292 gallons. Since 2018, we've increased our internally filtered water number by 18,596 gallons.



Water Conservation

Keeping our waterways clean

GoMacro is continuously dedicated to preserving the local Kickapoo River. As a part of our commitment to giving back, each member of the GoMacro team is granted one paid day a year to give back to their community. GoMacro team members partnered up with staff from Wisconsin's Kickapoo Valley Reserve to tackle a full day of river clean up. This Give Back Day reminded our crew that restorative work and clean-up are essential to preserving our local land and waterways.



Distribution

As part of our commitment to reducing greenhouse gas emissions in transportation, 60% of GoMacro's distribution is done through two sustainable methods:

Consolidated Shipments

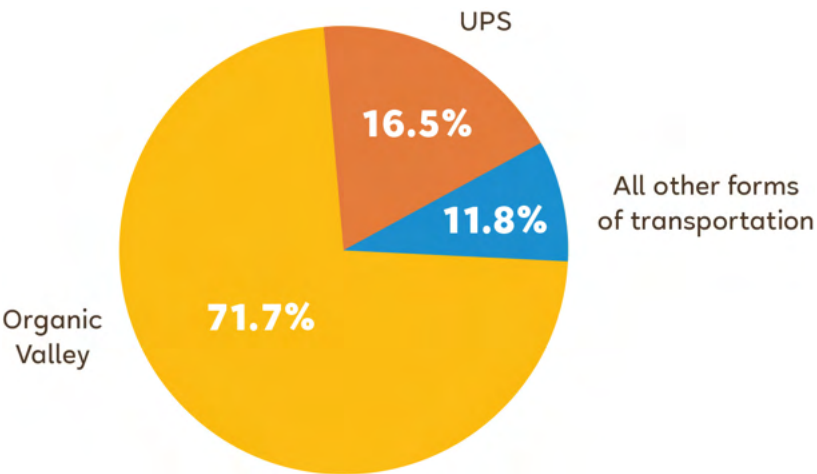
We partner with Organic Valley and their transportation division Organic Logistics to consolidate shipments and reduce the number of trucks needed, as well as additional transport logistics optimization.

Sustainable Shipments

UPS is our sustainable transportation partner. We continue to seek out ways to make our shipping more responsible and environmentally friendly.



Deliveries in 2020





Eat Positive

Eat plant-based, sustainably grown food.



Eat Positive

Eat plant-based, sustainably grown food.

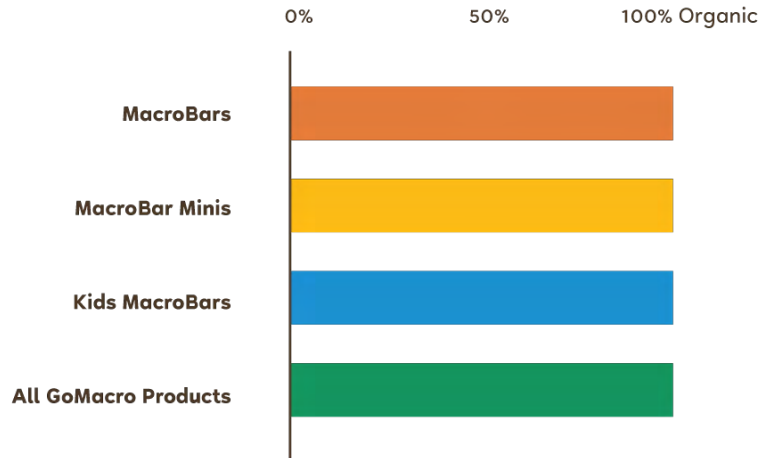
Feel good about the foods you eat, how they taste, and the quality of the ingredients. Choose fresh, local produce that's in season. Enjoy delicious snacks that have a positive impact on the planet. All GoMacro products are Certified Organic, Certified Vegan, Certified Gluten-Free, Certified Kosher, Certified Non-GMO, Certified C.L.E.A.N., Certified R.A.W., and Soy-Free.

	 USDA Organic	 Certified Vegan	 Certified Gluten-Free	 Certified Kosher	 Non-GMO Verified	 Certified C.L.E.A.N.	 Certified R.A.W.	 FODMAP Friendly
All GoMacro Products	✓	✓	✓	✓	✓	✓	✓	
MacroBars	✓	✓	✓	✓	✓	✓	✓	✓*
MacroBar Minis	✓	✓	✓	✓	✓	✓	✓	✓
Kids MacroBars	✓	✓	✓	✓	✓	✓	✓	✓

*select MacroBar flavors are Certified FODMAP Friendly.

100% Certified Organic Ingredients

We are committed to using USDA Certified Organic, sustainably grown ingredients and producing our MacroBars in the most eco-friendly way. The ingredients we use are grown according to federal guidelines addressing soil quality, pest and weed control, and the use of additives.





“GoMacro believes that the quality of our food and our ingredients is not only beneficial for your health, but it’s also crucial to help sustain our planet. That’s why we only source high quality, ethically sourced ingredients to make the best, cleanest, and healthiest foods possible.”

Kate Olson

Quality Assurance Manager & Food Scientist



Be Well

Live a healthy, balanced life.



Be Well ❤️

Live a healthy, balanced life.

We believe that mental, physical, and spiritual well-being is achieved through balance. To be your best, take good care of your body and mind. It's important to go out and experience life. Volunteer, visit with family and friends, explore new places, spend time in nature, move your body, keep learning, and practice gratitude for all the positive things in your life and our world.

Consumer Education

We provide articles, resources, and education for consumers about healthy, sustainable living. From tips for building a strong immune system to ways to reduce one's carbon footprint, these helpful resources are both informative and insightful.



5 Hidden Toxins in Your Home (and how to eliminate them)

Many people are taking steps to remove toxic ingredients from their diets by avoiding highly...

[READ MORE](#)



Eating Mindfully At Home

After a couple of months spent social distancing at home, at some point we've all thought, "...

[READ MORE](#)



Low FODMAP Meal Plan: A Day of Eating Low FODMAP Meals

by Angie Asche MS, RD, CSSD As a registered dietitian who specializes in sports nutritio...

[READ MORE](#)



Why Non-Toxic Beauty Products Matter

We all know the importance of reading food labels in order to avoid potentially harmful ingr...

[READ MORE](#)



Ways To Maintain Proper Gut Health

Our gastrointestinal system is vast and mysterious. Around 100 trillion bacteria, both good ...

[READ MORE](#)

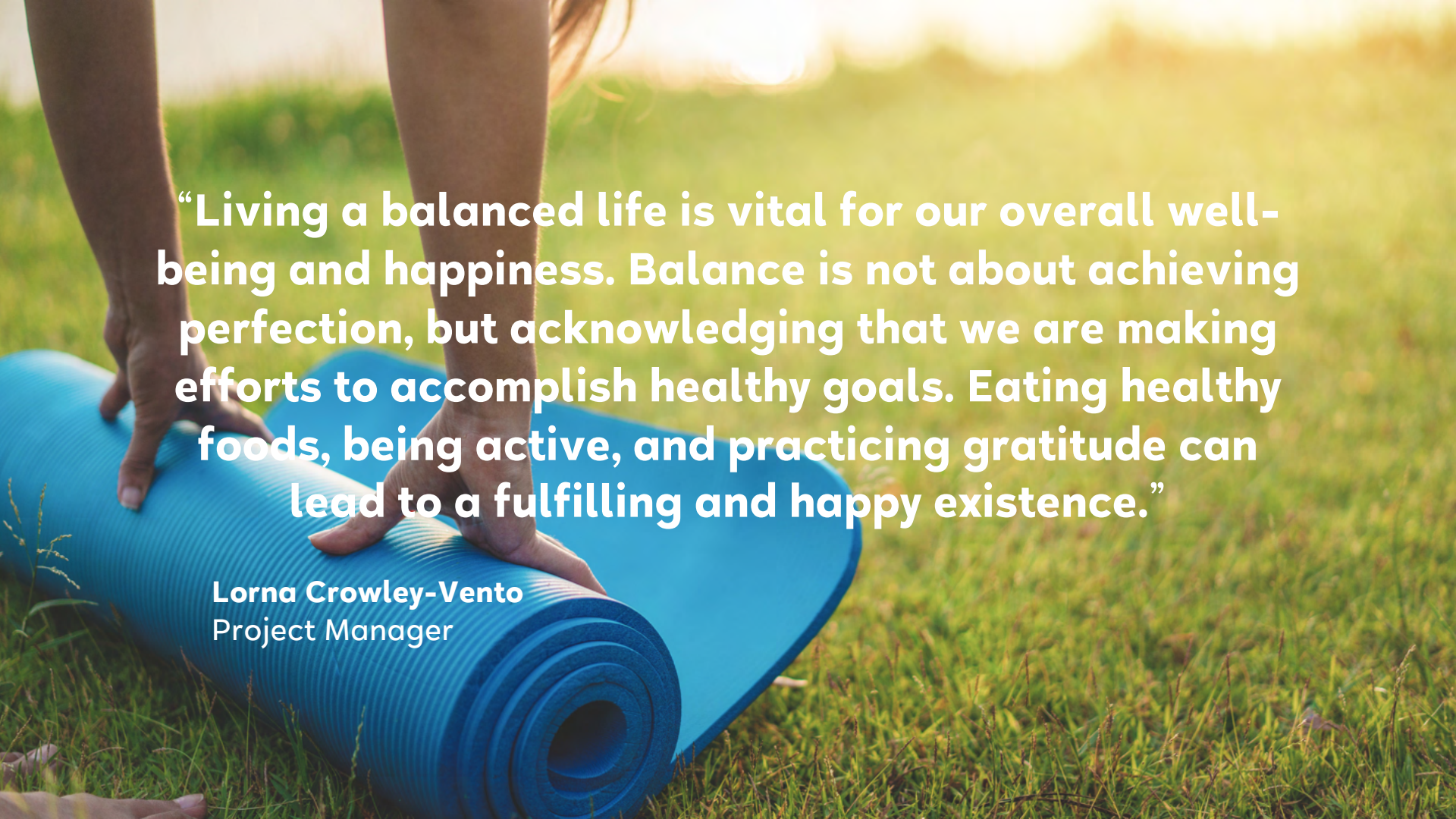


Holistic Remedies For The Common Cold

"Aaaaachoo!" Sounds like somebody is coming down with a cold. Well, that's pretty common...

[READ MORE](#)





“Living a balanced life is vital for our overall well-being and happiness. Balance is not about achieving perfection, but acknowledging that we are making efforts to accomplish healthy goals. Eating healthy foods, being active, and practicing gratitude can lead to a fulfilling and happy existence.”

Lorna Crowley-Vento
Project Manager



Live Long

Fuel a great story.



Live Long

Fuel a great story.

We want you to thrive, be your best, and live a long life! There is power in overcoming adversity, embracing life's adventures, and sharing a positive story with the world—fuel your journey with a balanced, plant-based lifestyle.

Labor

At GoMacro headquarters, we foster policies that reflect our commitment to employees and their families. All of our full-time employees are eligible for company-sponsored short-term disability benefits, including six to eight weeks of paid maternity leave and four weeks of paid paternity leave. In 2020, GoMacro completed a labor wage analysis and evaluated industry leaders and local companies to ensure GoMacro's pay was competitive and fair. This led to wage increases for all production, line, and hourly wage workers. We also hired 56 temporary employees, relieving some local economic insecurities due to COVID-19.



96
Full-time
employees
in 2018

122
Full-time
employees
in 2019

184
Full-time
employees
in 2020



Green Team

The Green Team is an interdepartmental group of employees that creates, promotes, and facilitates pragmatic, sustainable processes guided by the three pillars of sustainability: environmental, economic, and social responsibility. The team educates, engages, and empowers fellow employees and businesses about sustainability, as well as identifies solutions to achieve our sustainability goals.



Green Team (Continued)

Our Green Team meets monthly to discuss ways GoMacro can continue to be a more sustainable, eco-friendly company.

GoMacro launched the Green Team in October 2017 which consisted of three members. In 2019, we expanded the team to five members. Today, our Green Team consists of eight interdepartmental members including a Chair. Although the Green Team has eight members, several departments participate in supplying data and informational input. Our sustainability initiative is a company-wide collaboration.

Green Team members include:

Jola Sonkin (CEO), Greg Doyle (CFO), Doreen Gubernat-Hogan (National Senior Sales Director), Jason Krueger (Human Resource Manager), Kate Olson (Quality Manager & Food Scientist), Chad McCauley (Purchasing Manager), Lorna Crowley-Vento (Project Manager), and Cortney Krause (Marketing Manager).

Interdepartmental Representation



Employee Wellbeing

GoMacro understands the importance of employee health and well-being. We have weekly on-site chair and table massages, monthly employee lunches, four company outings per year, an on-site fitness center, ping-pong in the breakroom, and mindfulness training for operations employees. In 2020, we also enacted a \$2.00 per hour pay increase for supervisors and their production crews to increase our employees' overall take-home pay.

Benefits

Our employee benefits are important as well. We provide better than industry average health insurance coverage, 401(k) with a company match, perfect attendance bonus, dental insurance, company paid short term disability insurance, and many other benefits.



gomacro
vegan • cruelty-free • sustainable

Give Back & Wellness Days

Give Back Day

Once per calendar year, GoMacro encourages our team members to go out to the community, donate their time to a principally aligned cause by giving back during their regularly scheduled workday. With busy schedules, it's hard enough to accomplish this on the weekend or after a regular work shift, which is why GoMacro pays employees to give back to their community one day per calendar year.

264

Total annual hours dedicated
to employee volunteerism



Employee Recognition Programs

Civility Program

GoMacro has a company wide initiative called “Platinum Level Civility.” This initiative allows all members at GoMacro to track and recognize the noticeable efforts towards treating others as they wish to be treated. Each month, we honor and recognize this progress with awards to individuals showing growth and dedication towards modeling the following principles of civility:

- Treat others with respect
- Engage in courteous conversations and discourse
- Act with integrity and take responsibility for your own actions
- Praise and foster communication and innovation
- Recognize the value of civility to you, the team, and the organization

MacroStar Program

The MacroStar Award Program is a workplace peer-to-peer acknowledgement program which provides a simple and easy way to say ‘thank you’ to colleagues, while promoting teamwork and cooperation. This program was developed to recognize those individuals who go above and beyond their job expectations.

I Live A Sustainable Life Program

One of GoMacro’s founding principles is centered around sustainability. As a company, we strive to reduce our carbon footprint, utilize compostable materials for packaging, and recycle whenever possible. We are excited to reward team members for taking the same initiatives to live an eco-friendly life. All employees participate in sustainability training.



COVID-19 Response

The emergence of COVID-19 required us to take additional steps to keep employees safe, healthy, and supported. In addition to following CDC requirements, we also sought to take a proactive approach and reconfigure production to create social distance and safety. As local and statewide COVID-19 case numbers increased over the summer, we took more drastic measures to get ahead of potential issues, including new administrative policies:

- Utilization of Eموcha app to monitor employee symptoms
- Weekly COVID-19 testing
- Distributed \$200,000 in hazard pay (March-June)
- Saturday Double-Pay for 8-10 weeks of required overtime
- Incorporated "COVID-19 Generosity Pay"
- Administration of CDC daily questionnaire to avoid a potential shutdown

\$673,000

Financial equivalent we
donated to charities and
organizations



Fair-Trade Partnerships


We use vendors and suppliers that are Fair-Trade Certified whenever possible. For example, we buy our cocoa powder from Agostoni Chocolate, a family-owned company that has been crafting organic chocolates for over seven decades. They source their cocoa beans from several farms in Central America, South America, and Africa, all of which use environmentally safe growing practices, pay living wages, and offer good working conditions. By ensuring fair prices for items, Fair-Trade enables economic empowerment, clear work contracts, and training on fundamental rights at work necessary for workers to improve their lives.



Governance

GoMacro continues to review our progress in tandem with the SFTA sustainability declarations and goals on a regular basis by conducting self-audits, monthly Green Team meetings, and by being transparent with our employees and the public with the results. We will actively engage in communication across the trade to solve sustainability related challenges and will facilitate dialogue regarding action.



A misty tropical forest with tall palm trees and dense foliage. The scene is hazy, with sunlight filtering through the canopy, creating a soft, ethereal atmosphere. The ground is covered in brown mulch or fallen leaves.

“By partnering with suppliers who are Fair-Trade Certified, we help ensure that the working conditions of farmers and workers are safe, their rights are protected, and that we enable economic advancement of these hard working people.”

Chad McCauley
Purchasing Manager



Give Back

Every bite makes a difference.



Give Back

Every bite makes a difference.

We believe in building a stronger, healthier community by giving back. A portion of the proceeds from our Give Back Bars are donated to organizations making a positive impact on people and the planet. In addition, 100% of our food scraps are donated to local farms for animal feed and supplementation. Giving back creates a chain reaction of world-changing goodness.

Farm Sanctuary

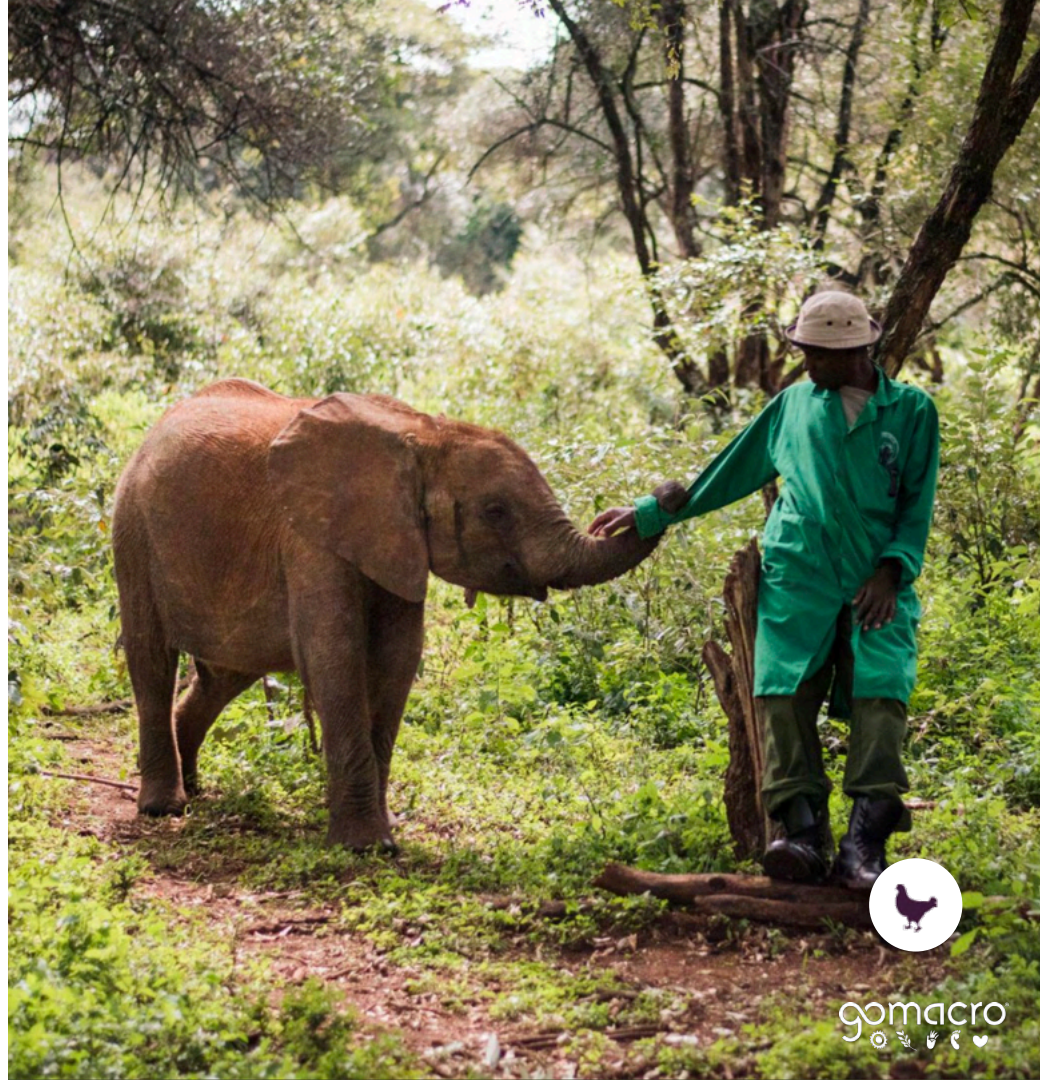
Annually, throughout the month of May, 10% of net proceeds from our Protein Replenishment MacroBar are given to Farm Sanctuary. The organization brings awareness about the abuses factory farm animals suffer and works to combat these through rescue, education and advocacy efforts. Promoting a compassionate 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.



go macro
vegan

Sheldrick Wildlife Trust

Annually, throughout the month of August, 10% of the net proceeds from our Smooth Sanctuary MacroBar are given to the Sheldrick Wildlife Trust. They are best known for their Orphans' Project, the first and most successful elephant orphan rescue and rehabilitation program in the world. Established more than 40 years ago, the Sheldrick Wildlife Trust is a pioneering conservation organization, dedicated to the protection of wildlife and preservation of the habitats in East Africa.



Keep A Breast Foundation

Annually, throughout Breast Cancer Awareness Month in October, 10% of net proceeds from the Sunny Uplift MacroBar are given 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.



Feeding San Diego

Year round, a percentage of annual net proceeds from our Everlasting Joy MacroBar go to Feeding San Diego. Feeding San Diego is a branch of the national organization, Feeding America, working to feed America's hungry through a nationwide network of member food banks.



Solutions for Change

Our Everlasting Joy MacroBar also supports Solutions for Change, who receives a percentage of annual net proceeds from the bar. Solutions for Change works to end family homelessness using a unique program targeting the root causes of homelessness. Together, we build stronger communities by supporting their mission.



gomacro

COVID-19 First Responders Give Back Project

Since the beginning of the pandemic, many brave healthcare workers on the frontlines have been combating the spread of COVID-19. It's important that we support those who are giving selflessly to keep our communities safe and healthy. That's why we donated 250,000 MacroBars to frontline and essential workers across the country.



A photograph of two women working in a greenhouse. The woman in the foreground is wearing a red hoodie and blue gloves, and is focused on a large head of leafy green vegetable. The woman in the background is wearing a blue long-sleeved shirt and blue gloves, and is also working on a similar vegetable. The greenhouse has a curved metal frame and translucent panels. The foreground is filled with many heads of leafy greens, likely spinach or chard, growing in white trays.

“Giving back is more than just donating time or money to a cause...it’s the idea that one person or organization can truly make a difference to so many in our community...and throughout the world. It’s up to all of us to pay it forward, give back...and change the world.”

Doreen Gubernat-Hogan
National Sr. Sales Director & Green Team Chair



Summary

Our Continued Mission

At GoMacro, it's our mission to spread awareness for the power of a balanced, plant-based lifestyle. Our delicious, feel-good snacks are made with the highest quality, certified ingredients. We are dedicated to our farmers, sustainable sourcing, and making a positive impact on the planet. It's our goal to inspire you to have a healthy body, sharp mind, and bold spirit. Join us as we make the world better, one bite at a time.



With the support of the Sustainable Food Trade Association's guidelines, we will continue to strive towards our goal to become a zero-waste company. We want to thank the SFTA for setting such vital guidelines that truly help our planet and help us to become a more sustainable, eco-friendly company.





BIGGER THAN A BAR®
gomacro®

