



# BUTCHERBOX™

SOCIAL & ENVIRONMENTAL RESPONSIBILITY REPORT  
2020





# A Letter From Our Founder

There is no question that 2020 was an interesting year. Overnight, companies and employees in the food industry became “essential,” and the challenges faced were unlike anything we’ve ever seen before. From toilet paper hoarding to empty meat cases across the country, Americans’ behaviors showed how much they relied on the food system’s supply chain more than ever before. **At ButcherBox, the work never stopped.** While the pandemic accelerated our journey as a brand, it also proved that doing the right thing for animals, the farmers, workers in our supply chain, and the planet can create a successful business.

Outside of the pandemic, our country was faced with a glaring issue of racial injustice that challenged the status quo for everyone, brands included. It caused us to take a deeper look at our practices internally and make immediate change and commitments for continued change to our team, while also examining our supply chain and finding ways to work with our partners to create more diverse and inclusive business practices.

I feel fortunate to be leading a company that has been able to have such a profound impact on our members, our employees, and our industry this year, despite COVID-19. Our supply chain partners went above and beyond to help us deliver an unparalleled experience in such a turbulent time. We continued to live true to our core values, putting our members first and being obsessed with their experience, while also practicing humility and using our experiences to relentlessly improve for the future.

When I founded ButcherBox, I leaned into being a mission-driven organization. It’s something I am proud of doing, and something that as we’ve grown, our team has continued to honor. When we think about our mission, it’s a simple phrase – ***Believe in Better.*** How do we continue to work toward offering a product that ***takes animal welfare, farmers and fishermen, our planet, our members and our community*** into consideration with every decision we make? It’s simple to say, it is harder to do. But despite a global pandemic, our team continued that hard work and truly Believed in Better.

Our work will never be done, and it will continue in 2021 and the years to come.

*Mike*

**Mike Salguero**





## Introducing Our VP of Social and Environmental Responsibility

I've always been drawn to this idea that businesses could be a vehicle for positive change and addressing issues of inequality, so when I joined ButcherBox in 2017, I knew I was a part of something special.

In November, I was proud to accept the position as ButcherBox's Vice President of Social and Environmental Responsibility. While I didn't come into my dream role at ButcherBox until late in 2020 (more than three years after joining!), the hustle to get here has made me appreciate the achievement even more.

Beyond getting to sit in this role, I am excited that ButcherBox is dedicating full-time employees to this work because of the increased accountability it provides to the organization's mission.

In my role, I am responsible for the strategy and organizational accountability in driving forward change, diversity, equity, and inclusion across our mission buckets - animal welfare, farmer and fishermen, our planet, workers and the community. I also chair our internal diversity, equity, and inclusion (DEI) committee and influence our charitable giving initiatives.

What I love about tackling the work in my new role is the complex problem solving and its relevance to all aspects of the business. For so long the space of corporate social responsibility (CSR) was a separate department primarily focused on good governance, corporate giving, and employee volunteering.

While those are all still valuable elements of this work, I am always thinking about how social and environmental responsibility efforts will drive business value. Adding business value to the equation increases the complexity of the problem which drives innovation because the solution is rarely simple and obvious. I love that the success of this work is reliant upon working cross departmentally.

One of the great things about ButcherBox (and there are many!) is that decisions have always been made with a "doing well by doing good" approach. Since day one, the company's leaders have gone the extra mile to take care of our employees, the farmers and fishermen, and animals in our supply chain. The tremendous work done by our team outlined in this report, including our B Corp certification was completed before I stepped into this role—a powerful testament to the company's commitment to our mission of a better meat and food ecosystem.

I am proud of the impact the company has had in 2020 and am humbled to build upon this work in 2021.

A handwritten signature in black ink that reads "Evadne".

**Evadne Cokeh**

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# Business Milestones

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**ButcherBox  
Became a  
B Corporation**

In November 2020, ButcherBox was certified as a B Corp making our company the largest meat brand to become certified. We've joined nearly 3,700 companies globally that are using their B Corp certification as a legal framework to remain committed to being a mission-driven organization, building a lasting business and proving that business profitability can run in tandem with social and environmental initiatives.

Our B Corp score highlighted our commitment to taking care of our employees, creating good governance, and valuing animal welfare. As we continue to commit to our mission-driven values, we recognize the need to work even harder on environmental sustainability and how diversity, equity, and inclusion are incorporated into the business.



**Ernst & Young  
Entrepreneur of the  
Year Award**

In November 2020, ButcherBox's founder, Mike Salguero, was named a National Entrepreneur of the Year winner through Ernst & Young's prestigious award program. He was also named a New England Entrepreneur of the Year through the program, which qualified him for the National award.



**Boston Globe's  
Top Places  
To Work**

In November 2020, for the second year in a row, ButcherBox was named to included on the Boston Globe's Top Places to Work list. The list, which highlights 150 of the best companies across the state to work for, is developed based on anonymous employee surveys covering factors from leadership to benefits to feeling appreciated.





## Our Giving Philosophy

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*At ButcherBox, we believe that giving back to our community and industry is an important part of who we are as a company.*

Since 2015, we have been active donors to several charitable organizations, but it was a fragmented approach full of one-off donations. In 2020, we established our first ever charitable giving program, and it immediately became a strategic initiative for the organization.



**We pledged  
\$1 million  
in support of  
brand-aligned  
organizations  
throughout  
2020.**



We selected dozens of 501(c) (3) organizations that played a meaningful and impactful role with farmers, enhance animal welfare initiatives, support sustainable environmental practices, and make our communities (both in our backyard of Boston and across the country) better for everyone. These organizations translate directly to our Believe in Better values which align with the Butcher-Box mission.

Our giving team learned a lot about vetting organizations that align with our mission in 2020. As we continue to embark on our giving journey, we spent the latter half of 2020 developing a more specific set of criteria for qualifying donations that considers not only brand alignment, but donation transparency as well as diversity, equity, and inclusion.



# We are proud to have supported organizations in 2020 such as:

## **FOR THE FARMERS**

### **Agrarian Trust**

The Agrarian Trust protects farmland for sustainable agriculture and preserves its affordability for new and disadvantaged farmers, by buying, holding and permanently protecting farmland in communities across the country. Our donation helped farmers secure land to get their farms up and running.

### **National Black Farmers Association**

The National Black Farmers Association helps African American farmers and their families through education and advocacy efforts focused on civil rights, land retention, access to public and private loans, and agricultural training among other areas. Our donation went directly to the organization's scholarship program which supports, farmers, students, or dependents of farmers who plan to enroll or are enrolled in agriculture-related study at an accredited two-year or four-year college, university or vocational-technical school.

## **FOR THE ANIMALS**

### **Humane Farm Animal Care (Certified Humane)**

Humane Farm Animal Care works to promote and administer its certification and labeling program, Certified Humane Raised & Handled, for meat, dairy, eggs and poultry raised under its animal care standards in the USA. This year, our donation went to offset the cost of the Certified Humane certification for small family farmers across the country.

### **Global Animal Partnership**

Global Animal Partnership (G.A.P.) focuses on new agricultural thinking and approaches to animal welfare. Our donation in 2020 went towards education and public awareness of its programs and farm animal initiatives.

## **FOR THE PLANET**

### **Save Bristol Bay**

Save Bristol Bay is an effort to protect Bristol Bay from the Pebble Mine and future mining proposals that threaten this pristine wilderness. All of ButcherBox's Alaskan sockeye salmon is sourced from Bristol Bay and our donation went to support and protect the people, fish, and fish-based resources of the region from any mining proposals in the future.

### **Kiss the Ground**

Kiss the Ground's mission is to promote the power of soil by arguing that its capacity to sequester carbon could be the key to reversing the effects of climate change.

## **FOR THE COMMUNITY**

### **Cooking Matters**

Cooking Matters teaches parents and caregivers with limited food budgets how to shop for and cook healthy meals with a mission of building a world where healthy eating choices are available for everyone.

### **Feeding America**

Feeding America is the nationwide network of food banks leading the fight against hunger in the United States. Our donation in 2020 provided 1.5 million meals to families facing food insecurity across the country.



# Our Giving Philosophy

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**As we developed our strategy for our giving program, in the spring of 2020 we recognized the need to have a sixth donation bucket for Emergency Response.**

The addition of this category of donations enabled us and will continue to allow us to respond to crisis situations in the broader community when and where we have the resources along with the ability to help.

This year, our emergency response funds enabled us to funnel donations toward supporting frontline workers amidst the COVID-19 pandemic as well as organizations that addressed the social and racial injustice issues that we saw unfold in June.

We crowdsourced racial justice organizations from our employees from the suggestions provided, organizations were vetted based on their mission and their 501(c) 3 status.

Through our Emergency Response allocation, we were able to support organizations such as:



## THE BAIL PROJECT

The Bail Project pays bail for people in need, reuniting families and restoring the presumption of innocence. Our donation went to support bail payments for Black Lives Matter protestors.



## BOSTON RESILIENCY FUND

The Boston Resiliency Fund was the city of Boston's emergency response to the COVID-19 pandemic. Our donation provided food for children and seniors, technology for remote learning for students, and support first responders and healthcare workers in the City of Boston.



Frontline Foods

## FRONTLINE FOODS

Through a partnership with World Central Kitchen, Frontline Foods delivered meals to frontline healthcare workers throughout the height of the pandemic. Our donation was able to feed hundreds of healthcare workers in Boston hospitals.



## BOSTON PAL

The Boston Police Activities League (PAL) aims to foster a culture of trust and respect between the community and the Boston Police Department. ButcherBox's donation went to support youth programs that promote character development, improve educational outcomes, and reduce crime.



## CAMPAIGN ZERO

Campaign Zero supports research-based policy solutions to end police brutality in America. Our donation went towards supporting the organizations research and public awareness.



## Our Giving Philosophy

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*Part of our charitable giving program included the rollout of our internal employee matching program.*

We partnered with Millie Giving, a corporate giving platform, which connects individuals with nonprofits and facilitates an easy donation process.

Each ButcherBox employee was given \$100 through the Millie platform to match a personal donation they made in 2020. In 2021, we are excited that each ButcherBox employee will be given \$150 to be matched to an organization of their choice.

**Here are some of the organizations our employees supported last year:**







## Better for the Animal

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*We care about the lives of animals. We're proud to partner with folks who raise animals and harvest seafood with safety, sustainability, natural tendencies, and comfort in mind.*

In April of 2019, we committed our support to the American Society for the Prevention of Cruelty to Animals' (ASPCA®) 2024 Boiler Chicken Initiative. By doing so, we have guaranteed that by 2024, or before, 100 percent of ButcherBox chicken will come from Global Animal Partnership (GAP)-approved breeds/strains. This certification and label from GAP verifies a better living environment for chickens including more space and enrichment, better lighting, and better litter conditions.

Also, by 2024 or before, we committed that all chickens will be processed using controlled atmosphere stunning (CAS), which is widely considered more humane in the poultry industry.





## Better for the Animal

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**At the end of 2020, we are proud to say that 100 percent of our chicken is Global Animal Partnership (GAP) certified at Level Three and that 75 percent of our chickens are processed using controlled atmosphere stunning (CAS).**

We are tracking well ahead of the 2024 deadline and will be working diligently to ensure the remaining 25 percent of our chickens are processed through CAS.

In 2020, we expanded our quest for seafood traceability to include our Alaskan Sockeye Salmon in our Legit Fish program. This means that 100 percent of our salmon is traceable down to the boat it was caught on the day it was caught and processed. Our partnership with Legit Fish started in 2019 when our wild-caught sea scallops sported the traceable QR code.

### **Animal-Based Organizations We Supported In 2020**





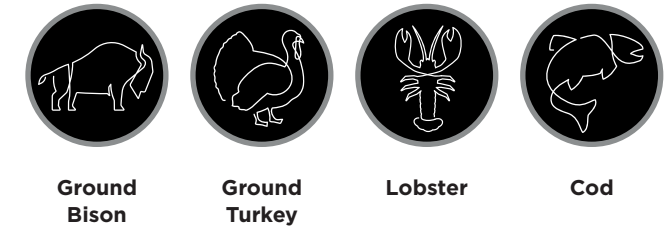


# Better For The Farmer And The Fisherman

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*These are the people who harness the power of nature—we believe they should earn fair and predictable living wages. We support farmers and fishermen of all walks of life, and we're dedicated to increasing racial equity in these industries.*

**In 2020, we added several new products to the ButcherBox menu:**



We increased our seafood product offering by introducing halibut, cod and cold cracked lobster claws, knuckles and tails.

Ground turkey was offered more consistently throughout the year versus simply offering whole turkeys for Thanksgiving. Bison became an instant favorite with our members as did hot dogs (we'll thank all the ButcherBox kids for being home from school for that!).

With the expansion of products comes the expansion of the broader ButcherBox community. We welcomed new farmers, ranchers, and fishermen to our team who worked tirelessly to source and process our products with high standards for quality.





# Better For The Farmer And The Fisherman

Farmers, ranchers, and fishermen are essential to ButcherBox. That's why we pledged a majority of our support to farmer focused organizations. We looked to organizations that could assist farmers in adapting to COVID-19 and help young and minority farming students who are pursuing educational paths within the industry.

## Farmer Based Organizations We Supported In 2020







## Better For The Planet

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*Our natural resources are limited, so we want to use them responsibly.*

*We're working to support sustainable fishing and agricultural practices, improve soil health, minimize our carbon footprint, and inspire our partners to do the same.*

**At ButcherBox our delivery boxes are made from 100% recycled paper. By using recycled paper, in 2020 we were able to save:**



68,000  
Trees



28 Million  
Gallons of  
Water



13,200 Yards  
of Landfill  
Waste



4,000 Tons of  
Greenhouse  
Emmissions



16 Million  
KWHS Hours of  
Electricity



# Better For The Planet

## Fewer Boxes

In early 2020, we worked with our packaging partner to introduce two additional box sizes to our packaging suite. Prior to 2020, we had four different box sizes. By increasing our box offering from four box sizes to six, we were able to significantly cut down on wasted space inside members' boxes while also decreasing the number of split box orders.

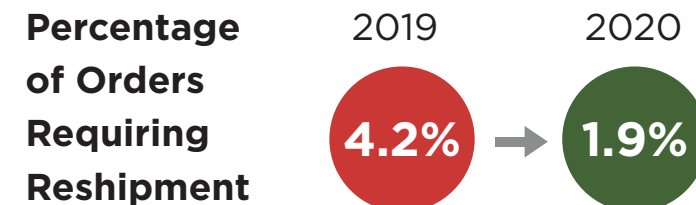
In 2019, 3.9% of ButcherBox orders were split across two boxes. By adding two more box sizes to our suite, in 2020 only 1.4% of ButcherBox orders were split across two boxes.



The nearly 2.5% variance cut down the number of boxes we need to use while also cutting down the carbon footprint of these extra boxes being shipped across the country.

## Efficient Shipping

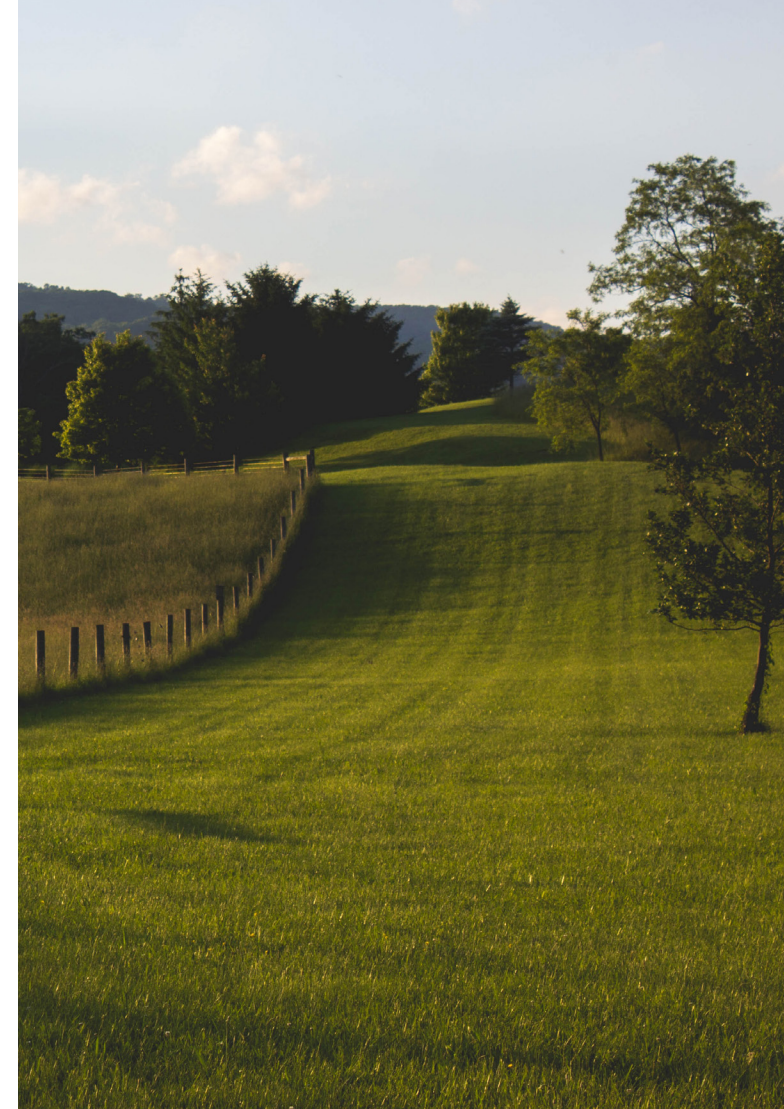
As a result of our new box sizes, we were also able to run tests in early 2020 to optimize cubic space and decrease dry ice usage. As a result of our tests, we were able to be more efficient with our use of dry ice, which results in far fewer reshipments. Reshipments happen when a member receives a box that was damaged in transit or a box that had a thaw issue.



Our reshipment decrease of 2.3% is an incredible improvement and something we'll continue to work on to ensure our members have an unparalleled experience when they shop with ButcherBox.

## Fisheries Management

In 2020, we were proud to add the Responsible Fisheries Management logo to our salmon products. At ButcherBox, we source all our salmon through The Bristol Bay Sockeye Salmon Fishery, which is recognized globally as a poster child for sustainability and responsible management. The Bristol Bay Sockeye Salmon Fishery is certified under the *Alaska Seafood Marketing Institute's Responsible Fisheries Management Program* where seafood assessments are performed directly against internationally agreed upon principles for responsible fisheries management. Alaska Responsible Fisheries Management Certification Program is also recognized by the Global Sustainable Seafood Initiative (GSSI) Steering Board. GSSI increases comparability and transparency in seafood certification and enables informed choice for procurement of certified seafood.



### Environmental Based Organizations We Supported In 2020







# Better For Our Workers

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*Our partners and our employees are one team – and we’re ever thankful for that team.*

We believe in creating an environment where diversity is celebrated, and all workers, no matter their identities, are treated equitably.

ButcherBox remains devoted to our commitment to fairness and equity for our employees, members and communities.

In 2020, a third of our executive team was comprised of women. Diversity across race, age, and experience is something we are committed to continuously improving.

As an organization we leaned into our diversity, equity and inclusion (DEI) work over the last year. We formed a DEI Committee, hired an external DEI consultant, and focused our efforts on our internal hiring practices and DEI education and training.

In 2020, all ButcherBox employees completed the Behaviors of Inclusion workshop. This introductory workshop helped us to have a shared language around inclusion so we can continue to learn and improve our inclusion efforts across the organization.

# Better For Our Workers

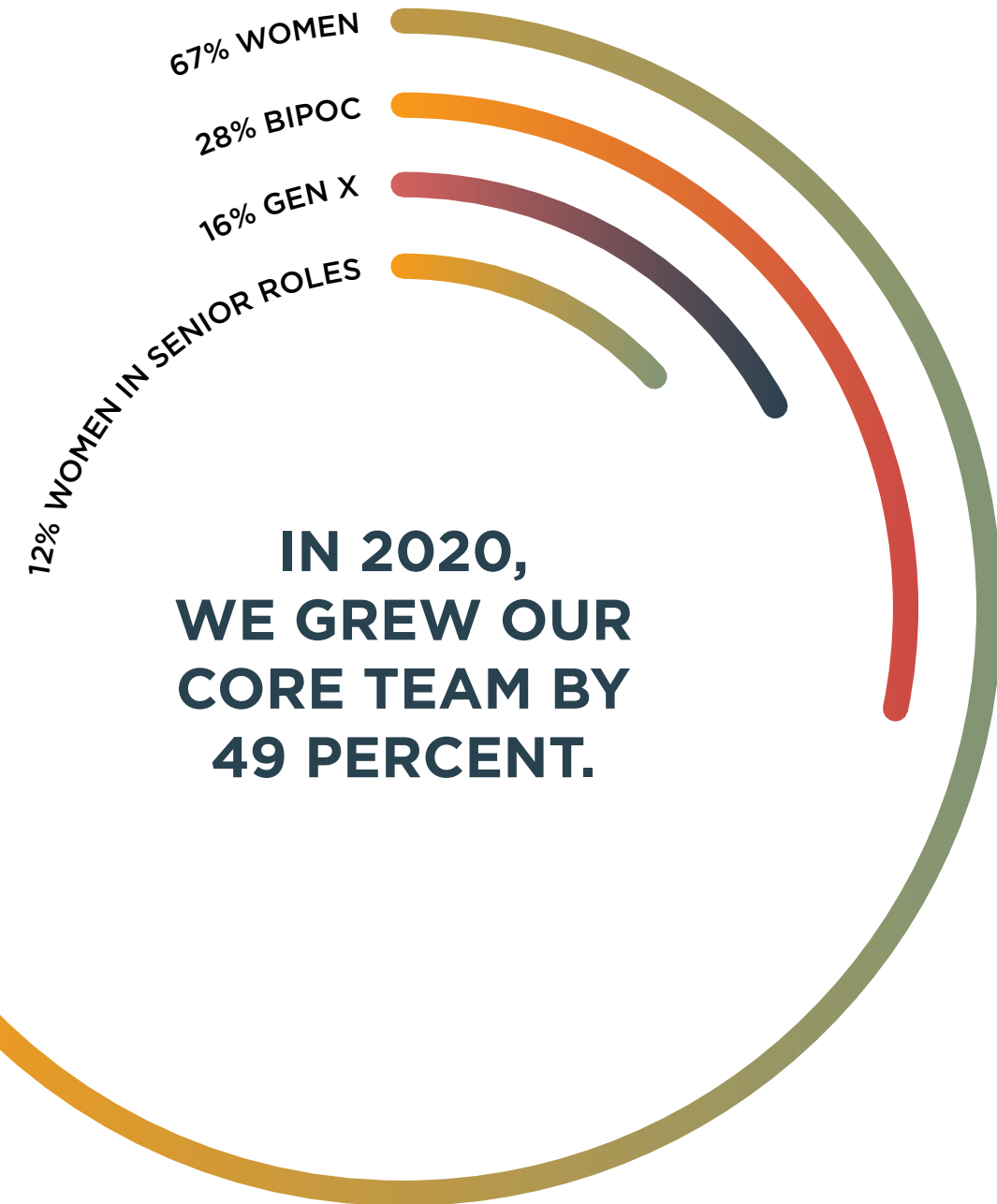
Additionally, we've been addressing racial inequity by working to eliminate bias in our hiring process.

All hiring teams are asked to watch an unconscious bias video and we are providing consistency, standardization and accountability to the process and hiring managers. Since implementing these efforts, we've seen an increase in the racial diversity of our hires.

With 2020 being an election year, ButcherBox supported employees by instituting a no meeting policy for the Election Primaries as well as Election Day. We also encouraged our vendors to offer paid time off to their employees to exercise their right to vote.

## 2020 New Hire Quick Statistics

*The figure shown reflects the identities of new members added this year.*







# Better For The Community

*We're making high-quality meat more accessible to all, raising the bar for the meat our members eat and serve the ones they love.*

## In 2020, we launched 6 new products.

This gave members even more access to high-quality, humanely raised and sustainably sourced meat and seafood. Salmon Burgers, cold-cracked lobster and hot dogs were some of the popular new items.

We continued to delight our members across the country and worked to incorporate member feedback into our decision process. In fact, a lot of member feedback in 2020 was the inspiration for new products that will launch throughout 2021.



## Community Organizations We Supported In 2020







## Better For The Community

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### Here is what our members had to say in 2020:

“I just started with you folks and greatly appreciate your quality of grass-fed meats and clean seafood. Everything was frozen solid in your creative and well-designed shipping container which assured me of unspoiled food. Living in a small community, we do not have access to a wide variety of organic or grass-fed food, so being able to have it delivered to our doorstep is a real treat! Thanks so much!!!”

~ *Connie*

“You have supplied our family during COVID with the best meat safely delivered to us. When you did not provide us with the chicken you made up for it on our next order and applied the credits. You have always made sure we had what we needed to put the food on our table during this pandemic. We have referred everyone who has come across other companies and tell them this is the best place to get great meat, chicken, and fish products.”

~ *Kevin*

“I’m impressed with your performance during this pandemic. You found a fair way to deal with customers, and you showed that you are a company that sticks to its values. I’m proud to recommend you to people, and I do.”

~ *Gerda*

“The quality of the meat is astounding and the convenience of having it delivered to my door is essential to me at this point. What seemed to be a good idea during this current time of staying self-contained I think will be a long-term relationship based on the quality and delivery process you provide.”

~ *James*







# Coming Up In 2021

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Last year brought a magnifying glass to a myriad of social and environmental issues. The pandemic and calls for racial justice brought attention to worker welfare, wealth disparity, food access, and racial inequity in our country. The raging wildfires and erratic weather reminded us that we need to take care of our planet and its precious resources.

As our team has been evaluating where we should spend our time and resources as an organization, one thing is clear: these problems are complex, and effective solutions require cross-sector collaboration and time. In 2021, we are dedicated to taking humble, immediate action while also taking the time to build relationships, strategy, and determine ButcherBox's long-term commitments to social and environmental strategy. The following page shows a few areas we are digging into this year.





# Coming Up In 2021

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## Worker Welfare

### **HUMBLE ACTION(S):**

Continue our internal work around diversity, equity, and inclusion. Partner with organizations to increase the diversity of our applicant pool and continue to increase the racial diversity of our workforce and leadership, create equitable policies around promotion and career pathing and provide trainings to promote inclusive behavior in the workplace.

### **LONG-TERM STRATEGY:**

Connect with industry experts regarding worker welfare in the meat cutting and fulfillment industries to identify the right questions, metrics, and mechanisms for worker welfare accountability across our supply chain.

## Carbon, Soil Health, and Livestock

### **HUMBLE ACTION(S):**

Measure carbon emissions in our business, starting with shipping and transportation emissions. Identify ways to reduce emissions, and invest in industry-relevant projects that capture carbon.

### **LONG-TERM STRATEGY:**

Answer the question: What does environmental responsibility for a meat company look like? Connect with industry experts and policy makers who are promoting regenerative agriculture practices in the United States. Invest in research projects to promote better soil health in ranching and agriculture. Continue to measure carbon emissions across the entire supply chain.

## Racial Inequity in the Food and Farming System

### **HUMBLE ACTION(S):**

Financially support organizations that are increasing access to high-quality and healthy food and working to break systems of racial oppression in farming.

### **LONG-TERM STRATEGY:**

Explore a variety of ways to make our products more financially accessible and easier to purchase. Continue to work with our suppliers and policy makers on how to increase BIPOC access to land ownership and capital.

*To follow the progress of our 2021 initiatives visit:*  
**[justcook.butcherbox.com/our-mission](https://justcook.butcherbox.com/our-mission)**



