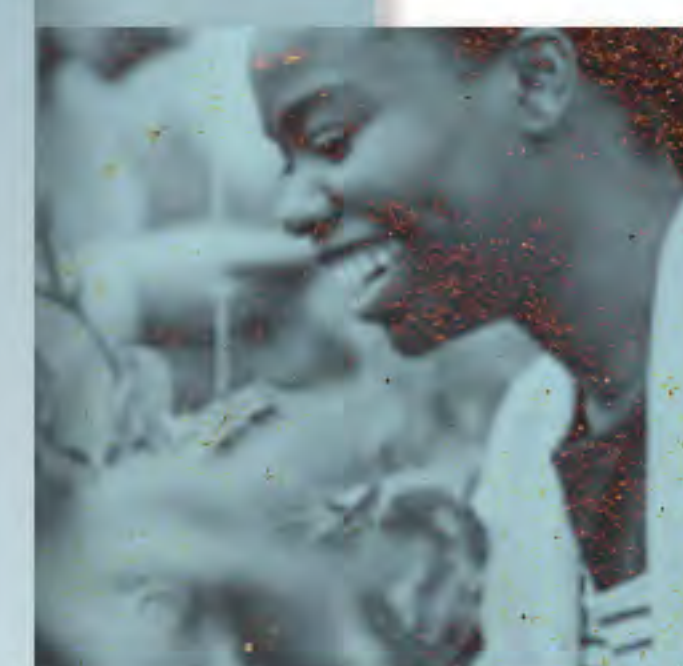
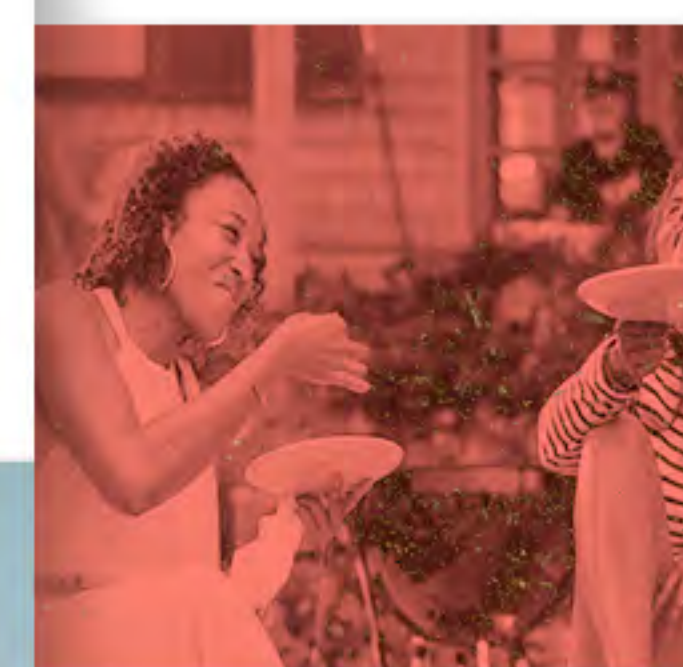


2021



BUTCHERBOX[®]

SOCIAL & ENVIRONMENTAL
RESPONSIBILITY REPORT





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BELIEVE IN
BETTER



MORE THAN JUST MEAT

Our company began with a simple mission to make high-quality meat more accessible to all. We soon discovered that meant doing something not so simple at all: rethinking our food system.

We're in pursuit of a better way, one that's focused on animal welfare, supporting farmers, treating our planet with respect, and upholding diversity, equity, and inclusion across our business.



B CORP CERTIFIED

In November 2020, ButcherBox became the largest meat brand to be named a certified B Corp. We've joined nearly 5,000 companies globally that are using their B Corp certification as a commitment to balance profit with social and environmental responsibility. It's easy to say we're mission-driven and we believe that businesses can push forward positive change—but becoming a certified B Corp is a great way to provide evidence. It also provides a helpful roadmap for how we want to improve or change in the areas of social and environmental responsibility. In fact, many of the environmental achievements we made in 2021 were prompted by areas where we saw room for improvement on our initial B Corp assessment. Our B Corp certification encourages us to continuously assess our commitments in order to strive for better within the meat industry.

OUR VALUES

At ButcherBox, we're actively working to be a force for good in the food industry and beyond—and we're inviting everyone to come along.



FARMERS & FISHERMEN

We support farmers and fishermen of all walks of life, and we're dedicated to increasing racial equity in the industry.



PLANET

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



ANIMALS

We're proud to partner with folks who raise animals and harvest seafood with safety, sustainability, natural tendencies, and comfort in mind.



WORKERS

We believe in creating an environment where all of our workers are treated equitably and that their diverse identities and backgrounds are celebrated.



COMMUNITY

We want to make high-quality meat more accessible to all, raising the bar for the meat our members eat and serve the ones they love.

A LETTER FROM EVADNE COKEH

VP OF SOCIAL & ENVIRONMENTAL RESPONSIBILITY



This year marked my first full year in my new position as VP of Social and Environmental Responsibility at ButcherBox. Though on paper, I was a department of one, I viewed and looked to the entire company as my team. Why? Because effective and impactful social and environmental responsibility work requires the involvement and commitment of each employee. This philosophy is present throughout the report, illustrating the different ways social and environmental responsibility action is taken by employees and departments across the organization. I invite you to look out for it as you read on!

Last year we tackled new initiatives and approaches to influencing the larger meat ecosystem through research, charitable giving, and policy. We financially supported a project with Noble Research Institute to quantify the impact of ranching practices on soil health and farmers. We supported underrepresented farmers through grants provided by American Farmland Trust and FACT. And, we joined the Healthy Living Coalition's policy initiative around reducing food waste.

And there is still so much more opportunity! To see what we have planned for 2022, visit the "Looking Ahead" sections throughout the report.

-Evadne

2.

FOR THE PEOPLE



GROWING AN INCLUSIVE COMPANY

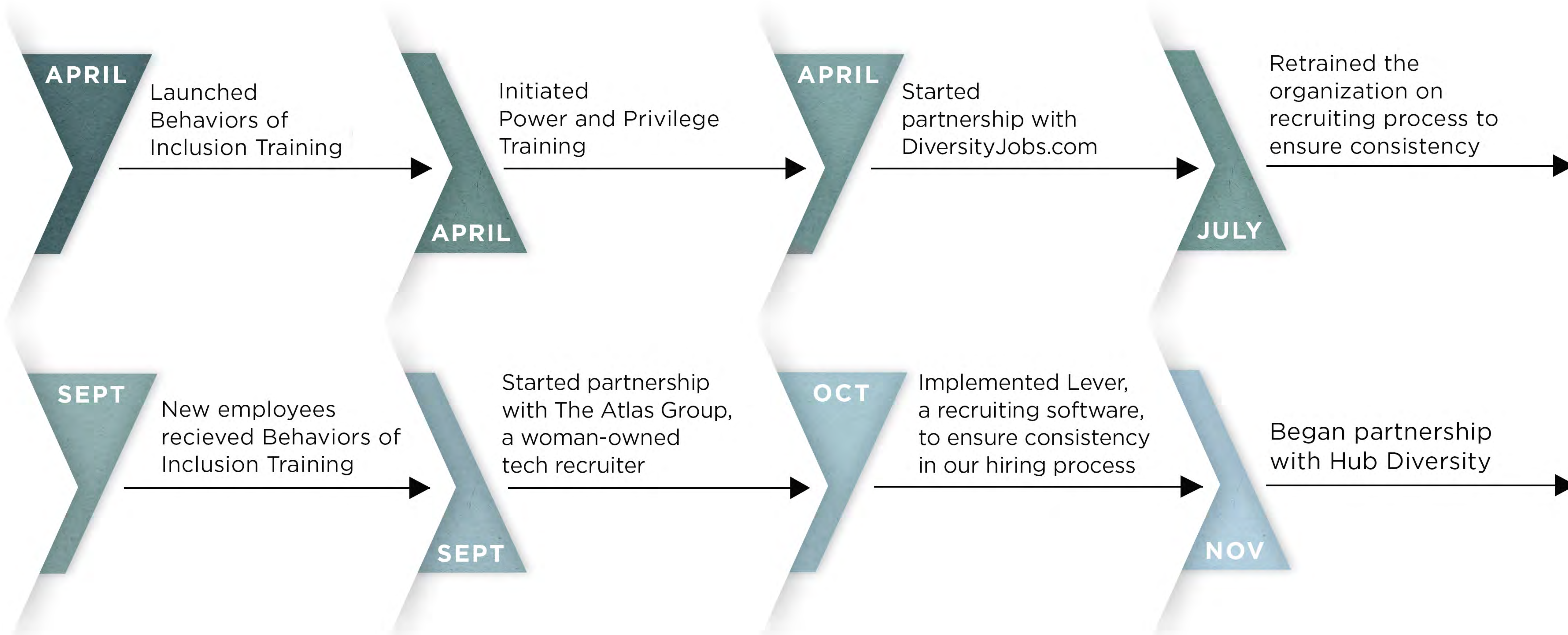
At the start of 2021, we knew that the demographic makeup of our organization, regarding race, was not where it should be.

Therefore, much of our Diversity, Equity and Inclusion (DEI) work for the year involved reviewing and improving our hiring practices. We aimed to attract, hire, and retain more employees that identified as Black, Indigenous, People of Color (BIPOC).

With guidance from our internal DEI committee, we reviewed our entire recruitment cycle. We implemented changes across the board—starting with where we post jobs, how we train interviewers, and by incorporating DEI concepts into interview questions. In April, we vetted and found job boards, like DiversityJobs.com, that have helped us attract more diverse candidate pools

After amending our recruitment processes in the first half of the year, we retrained the organization on the updates and expectations to ensure consistency. We also executed employee trainings on power, privilege, and inclusion. These trainings empowered current employees to explore their understanding of DEI concepts, preparing them to pose focused questions during interviews and be advocates of DEI within their roles.

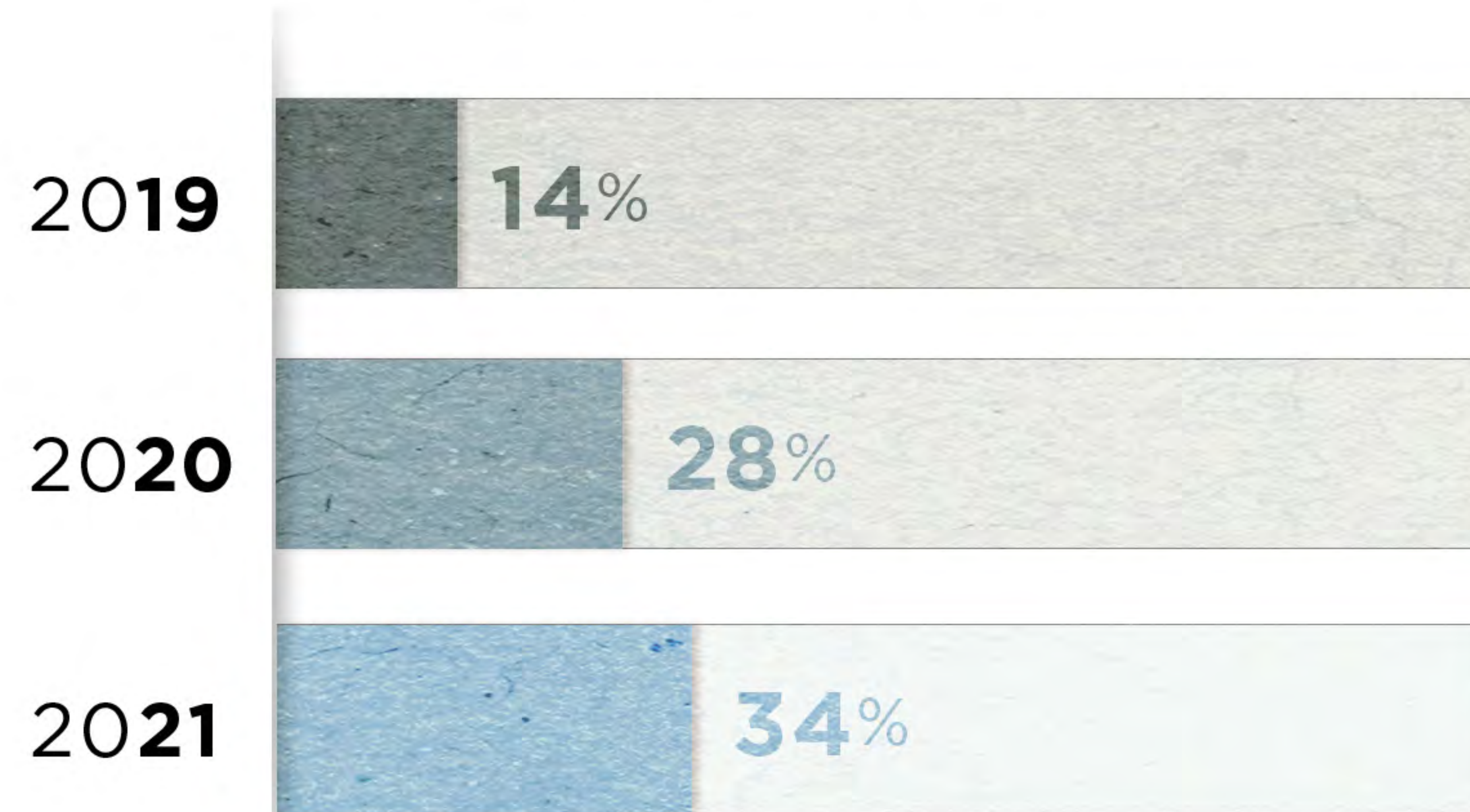
KEY 2021 DIVERSITY, EQUITY, & INCLUSION INITIATIVES



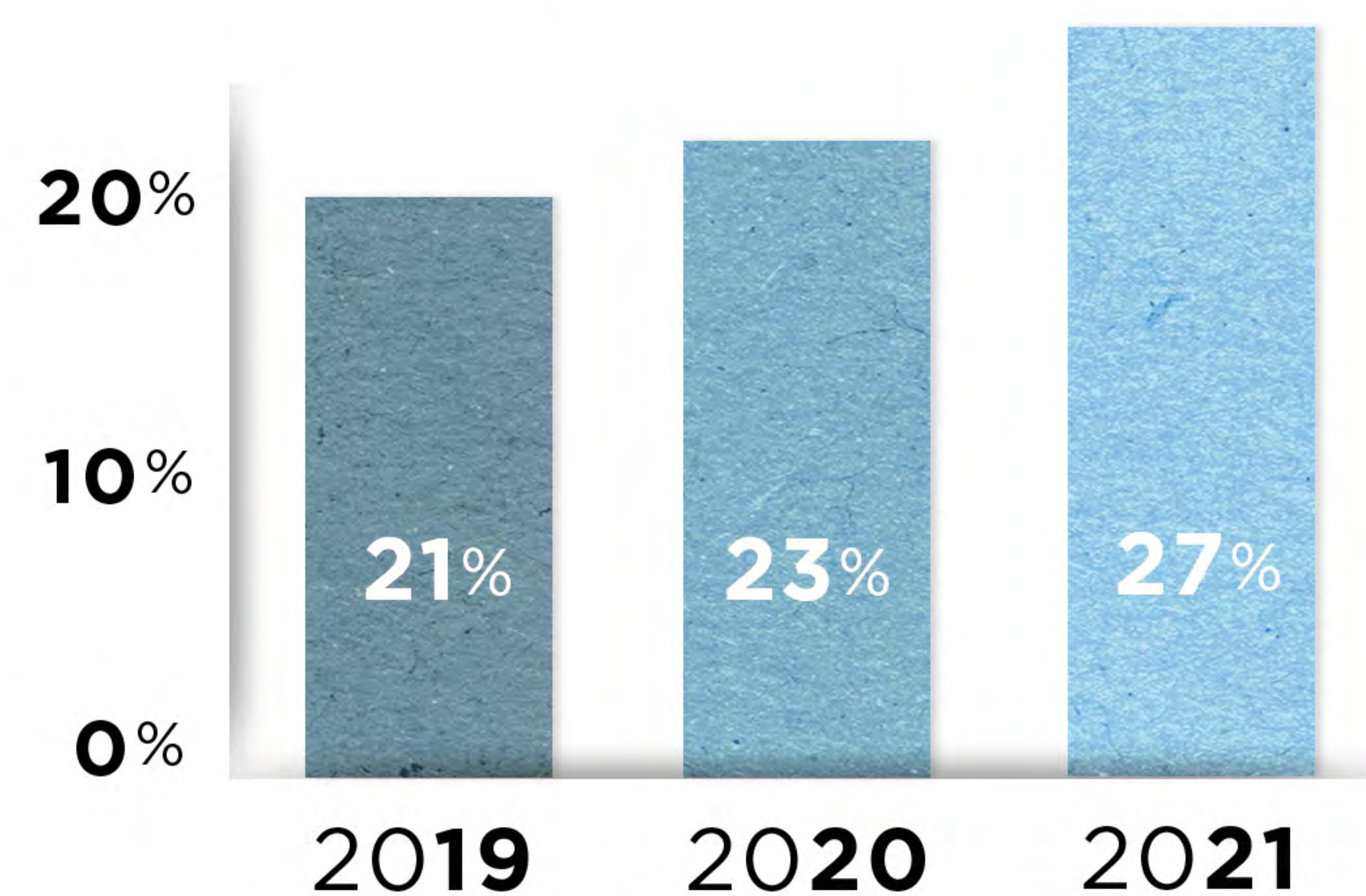
OUR PROGRESS

We've already begun to see the data reflect our efforts. Our overall composition of employees who identify as BIPOC has increased to 27%, demonstrating that BIPOC employees not only get hired, but stay. This speaks to the inclusive environment we continue to foster—through overall company education, including leadership team support.

BIPOC NEW HIRES



BIPOC EMPLOYEES



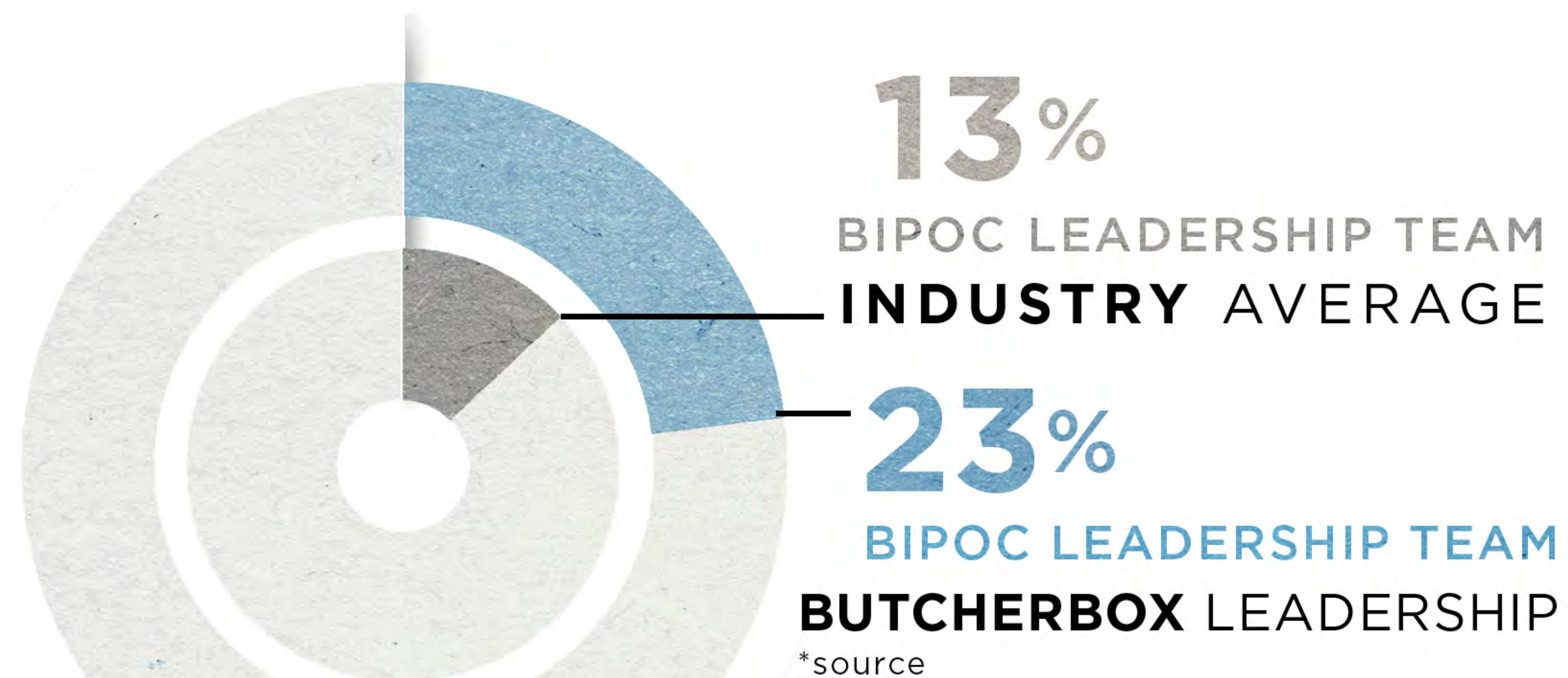
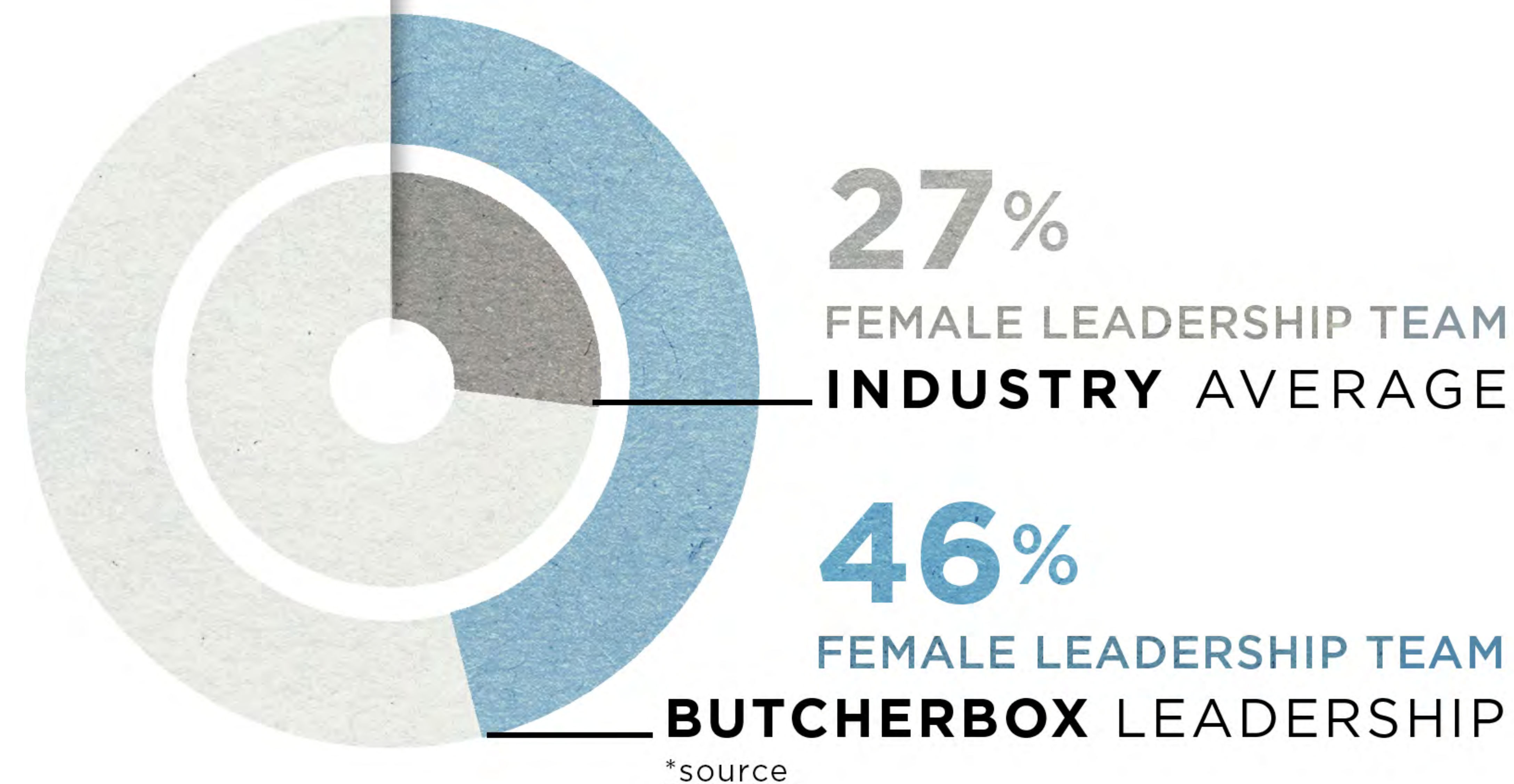
"I feel like I belong; the team that I sit on is very open, we have a good time.... I am welcomed to the table as my true self on a daily basis."
-ButcherBox employee

A DEEPER LOOK AT OUR LEADERSHIP TEAM

Benchmarking helps us understand how we compare to our industry. Reviewing our leadership team data and evaluating the overall diversity of the team across multiple identifiers is important because:

- Diversity of thought, created through a variety of demographics and lived experiences, is key to creative and holistic ideas and solutions.
- Representation matters. Leadership from under-represented groups helps foster more inclusive environments

LEADERSHIP TEAM DEMOGRAPHICS





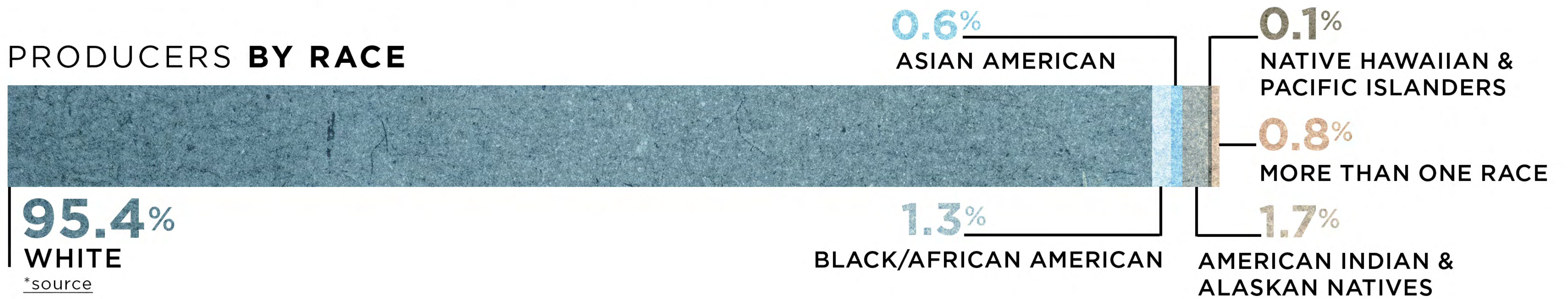
LOOKING AHEAD

We're focused on improving diversity at the executive and managerial levels. While some change may come through external recruitment, we're committed to establishing paths for current BIPOC employees to grow into leadership roles. In 2022, we'll also be focused on improving job descriptions, implementing career laddering, and creating a clearer promotion process. We will continue to create spaces to celebrate diversity and encourage curious and inclusive behaviors. Additionally, we are committed to sharing best practices on diversity, equity, and inclusion with our supply chain and the industry.

INEQUITY IN THE FARMING INDUSTRY

The 2017 Census of Agriculture shows a lack of age, gender and racial diversity among producers, or the individuals who make decisions for the farm. For examples, 9% are younger than 35, only 36% are female and 3% are Hispanic. In fact, racial disparities represent some of the starkest examples of inequity with regard to race.

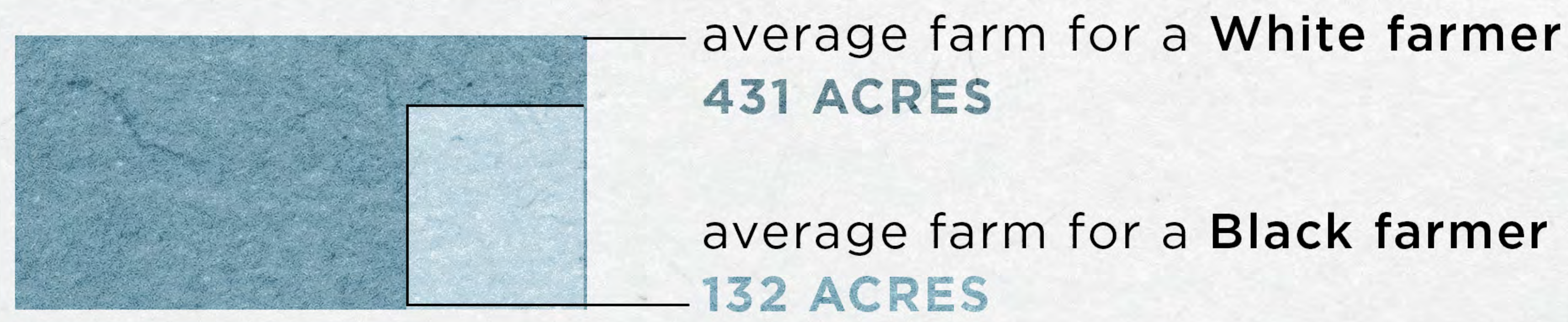
PRODUCERS BY RACE



95.4%
WHITE
*source

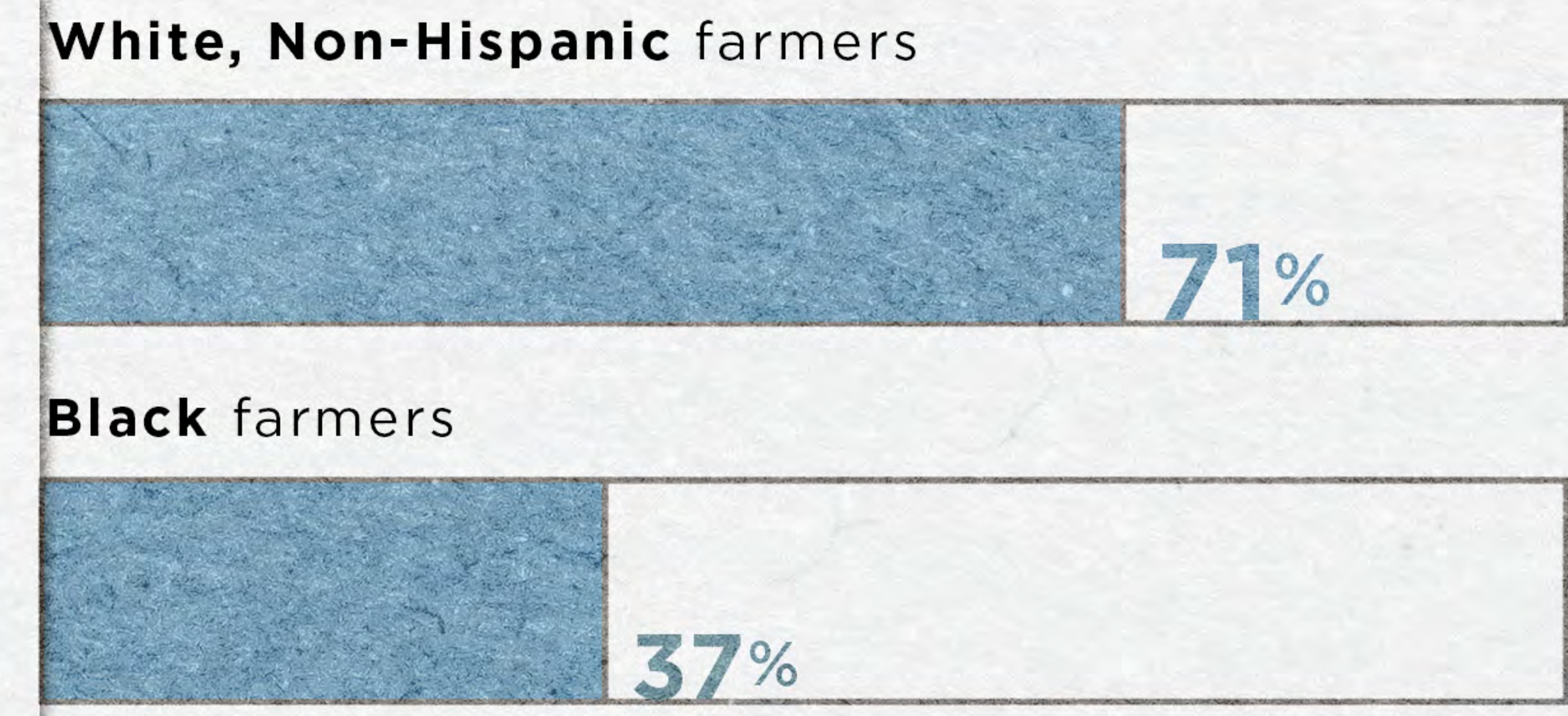
A DEEPER LOOK AT BLACK FARMERS

As we learned more, we learned about disparities for Black farmers in both land ownership and government lending.



*source

USDA LOAN APPROVAL RATES BY RACE



*source

INCREASING RACIAL EQUITY IN THE INDUSTRY

ButcherBox financially supported two farmer grant programs with an intentional focus on BIPOC, women, and LGBTQIA+ farmers.

AMERICAN FARMLAND TRUST: BRIGHTER FUTURE FUND

In 2021, American Farmland Trust targeted the focus of the Brighter Future Fund toward helping farmers improve farm viability, access, transfer or protect land, and adopt regenerative agriculture practices. Additionally, the fund prioritized BIPOC, LGBTQIA+, and/or women farmers. Our team enthusiastically acknowledged the alignment between this fund and our values, and our contribution supported 10 grants to BIPOC and women farmers. By February 2022, with the support of ButcherBox and other donors, more than one million dollars was awarded to farmers located across 44 states and the territory of Puerto Rico.





MEET A **BRIGHTER FUTURE FUND GRANTEE**

ASA YSRAEL

Farm: Local Lands

Location: Dublin, GA

Products: Vegetables, Chickens

Local Lands is a BIPOC owned family farm enterprise in Dublin, GA. Their mission has been and will be to provide all natural and conscious sources of food and products, from the field to the table, to create an intimate relationship between producer and consumer, and to educate all involved. Asa Ysrael, the “Geechie Farmer”, is a farmer, entrepreneur, agriculturist and crop specialist. Asa started his farming career more than 10 years ago in Pennsylvania before relocating and calling Georgia his home. The Brighter Future Fund grant will be used to purchase portable chicken coops to house chickens and a walk-in freezer to store packaged meat and eggs - diversifying the operation and adding a regenerative pasture rotation.

FOOD ANIMAL CONCERNS TRUST: FUND-A-FARMER GRANT PROGRAM

Since 2012, Food Animal Concerns Trust (FACT) has awarded grants to livestock farmers and ranchers across the country for projects that improve farm animal welfare and increase the capacity of humane farmers. For example, grants have supported the installation of new fencing that allows farmers to move pastured animals more efficiently and ensure they're protected from predators. In solidarity with the movement to address racial inequity in agriculture, half of the grants in 2021 were made to BIPOC farmers. ButcherBox's 2021 donation funded 10 grants - all to BIPOC producers.





MEET A **FUND-A-FARMER GRANTEE**

PEORIA TRIBE OF INDIANS OF OKLAHOMA

Location: Miami, OK

Products: Beef Cattle

The Food Animal Concerns Trust Fund-A-Farmer grant funds allowed the Tribe to install 120 acres of perimeter fencing on Tribal property to expand and improve the quality of pasture for beef cattle. The added pasture allows the Tribe to produce more beef and soon buffalo. Additionally, the Tribe has been able to make food donations to the local Native American community. The additional land also allows the Tribe to rotate pasture to maintain healthier forage and soil and grow more hay to save for winter or dry months.



LOOKING **AHEAD**

We will continue to support equity in farming at an industry level through grant support and at a systems level by advocating for equitable funding through the USDA and other federal funding channels. We are also committed to increasing racial diversity in ButcherBox's supply chain by identifying new partners and continuing to work with our existing partners in expanding their networks to include farmers from underrepresented groups.

FIGHTING FOR **EQUITABLE FOOD ACCESS**

THE PROBLEM:

In 2020, more than 38 million people in America faced hunger. Disparities also exist, with Hispanic and Black households experiencing food insecurity at rates double and triple that of White households, respectively.

*source

WHAT WE'RE DOING:

In 2021, we joined the Healthy Living Coalition and partnered with Feeding America and Blessings in a Backpack, supporting their work to end hunger in the U.S.



Feeding America is the largest hunger-relief organization in the United States that includes a nationwide network of more than 200 food banks and 60,000 food pantries and meal programs. ButcherBox donated the equivalent of 1.5 million meals* through our Deals for Meals Campaign with Feeding America.

*\$1 helps to provide at least ten meals secured by Feeding America® on behalf of local member food banks.



The Healthy Living Coalition is a community of business leaders, non-profits, and advocates working to end nutrition insecurity and advance policies that increase access to nutritious food for all. We joined The Healthy Living Coalition's call to action on Congress to expand and clarify the Bill Emerson Good Samaritan Food Donation Act to address food insecurity.



Blessings in a Backpack provides food on the weekends for school-aged children experiencing food insecurity across the United States. Through our financial support, Blessings in a Backpack was able to provide 200 additional students with weekend meals throughout the 2021/2022 school year.



LOOKING AHEAD

As we've become more engaged in policy and charitable giving related to food access in America, we've learned that the most common cause of food insecurity is low income. BIPOC communities are more likely to experience food insecurity due to the racial wealth gap in America. Therefore, our 2022 efforts will be focused on reevaluating the most effective ways to address the causes of food insecurity through policy and charitable giving. Additionally, we'll be identifying ways for our products to be more accessible regarding how and where they can be purchased.

3.

FOR THE ANIMALS



OUR APPROACH **TO ANIMAL WELFARE**

Humane animal welfare is at the core of our sourcing standards. We work with farmers, fisherman, and third party certifiers like Global Animal Partnership and Certified Humane, to ensure that animals are raised in environments that minimize stress, allowing them room to move, exercise, and exhibit natural behaviors.

BUTCHERBOX CLAIMS, **EXPLAINED**



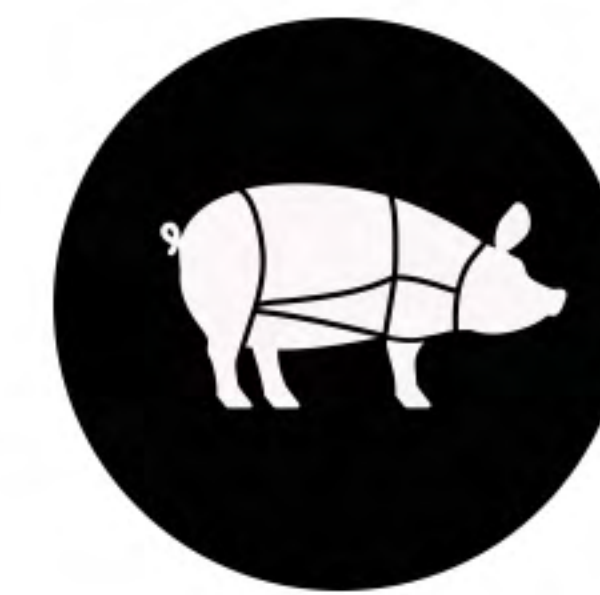
WILD-CAUGHT SEAFOOD

Our fish and shellfish spend their entire lives in the ocean, eating a diverse range of foods and living in their natural habitat.



100% GRASS-FED, GRASS-FINISHED BEEF:

Our cattle are free to roam on pasture for their entire lives and are never confined to a feedlot.



PORK RAISED CRATE-FREE

Our hogs are never confined to crates during raising and are given room to move, roam, root, and socialize.



FREE-RANGE POULTRY

Our chickens and turkeys have stationary housing with natural light, enhancements (areas to jump and perch), and seasonal outdoor access.

We uphold our commitment to animal welfare through partnerships with producers who share these values and through third-party audits



HOUSING OUR HOGS

In recent years, voters in several states have passed legislation to ensure better animal welfare. Most frequently discussed has been Massachusetts Question 3 and California Prop 12 which both require its state's farmers to give egg-laying hens, pigs, and calves enough room to turn around, stand up, lie down, and fully extend their limbs.

ButcherBox is proud to work with farmers who already meet these standards. For example, our hogs are raised in a variety of housing structures that maintain their safety and allow them to exhibit their naturally curious and social behaviors.



Illustration by Bambi Edlund, courtesy of Niman Ranch



OUR SUSTAINABLE SALMON STORY

SUSTAINING A THRIVING ECOSYSTEM

Our wild-caught sockeye salmon is sustainably harvested in the pristine waters of Bristol Bay, Alaska. The fisheries in Bristol Bay are dedicated to protecting the environment and ensuring the longevity of the salmon population, the salmon fishing industry, and the livelihoods of Indigenous fishing communities.

SEASHARE

BYCATCH

Bycatch occurs when fish of the wrong species, gender, or size are captured during commercial fishing activities. Though minimal in Bristol Bay, it can occasionally occur. That's why we support SeaShare, a nonprofit organization that helps prevent food waste by accepting fish unintentionally caught by commercial fishermen and donating them to food banks.

ESCAPEMENT MONITORING

An escapement goal refers to the number of fish that need to return to the rivers where they were born in order to reproduce, therefore maintaining the bay as a home to the fish and a reliable location for fishermen. Fisheries in Bristol Bay close if escapement numbers fall below the designated goal and are monitored daily throughout the season. Since the region implemented escapement monitoring, the salmon population has grown every year. In fact, in 2021, over 66 million fish returned to Bristol Bay, the largest population ever recorded. [*source](#)



PROTECTION

Protection from contamination is a key aspect in sustaining Bristol Bay's ecosystem. Since 2020, we've donated to Trout Unlimited, supporting their advocacy efforts to protect Bristol Bay from the mining industry, particularly the Pebble Mine. We remain committed to this work until the Bay is permanently protected.



LOOKING FORWARD

Our commitment to animal welfare extends beyond our supply chain and the products we source. We want to see an industry shift towards a sustainable ecosystem that allows animals to exhibit their natural tendencies. We will continue to support farmers through our charitable giving efforts that reduce barriers to third party animal welfare certification or grants supporting infrastructure changes that promote better animal welfare. In 2022, we will look to identify and support federal legislation that will provide the support needed for farmers to adopt and continue more humane rearing practices.

4.

FOR THE ENVIRONMENT



INCREASING RESILIENCE WITH **REGENERATIVE AGRICULTURE**

Conventional agriculture practices prioritize efficiency—growing animals and crops as quickly as possible with the cheapest and least number of inputs possible. Over time, these practices result in poor soil and water health. A degraded environment makes farmers and fishermen less resilient in the face of extreme weather conditions like droughts or floods. That’s why regenerative agriculture and sustainable fishing practices are at the center of ButcherBox’s environmental strategy.

We believe in supporting a better approach to agriculture—one that relies on natural systems and the wisdom of Indigenous communities.

KEY PRINCIPLES

We believe regenerative agriculture practices are part of the solution in solving the problems of conventional agriculture. Regenerative practices generally reflect **the 6 principles of soil health:**



Two Oklahoma farms located next to each other use different management philosophies. **Farm A's** practices are informed by soil health principles such as covering the soil, introducing diversity and integrating livestock. **Farm B's** practices uses chemical inputs for productivity of a singular crop. During a heavy rainfall event, differences in the land's ability to absorb rainwater can be observed in the image on the right.

FARM A



FARM B

Management:

- No-till Crop Rotation
- Cover Crops
- Planned Grazing Management

Infiltration Rate
2.9 in/hr

78,740
gallons of water/Ac Stored

Management:

- Conventional Tillage
- Small Grains
- No Cover Crops
- No Grazing

Infiltration Rate
0.6 in/hr

16,507
gallons of water/Ac Stored

Photo courtesy of Noble Research Institute Photo credit: Russ Jackson - Jackson Farms, Mountain View, OK



REGENERATIVE AGRICULTURE IN ACTION: **THE JOVAAG FAMILY**

The beauty of the regenerative approach is that it is adaptable; farmers and ranchers can apply the solutions that work best on their land. Ruth and Jon Jovaag, from Austin, Minnesota, run a diversified multi-generational farm that is part of the Niman Ranch network of independent family farms, a supplier and trusted partner of ButcherBox. They're proud practitioners of regenerative agriculture and regularly test new methods on their farm. Jon Jovaag explained that to stay true to their regenerative agriculture approach, they ask the question, "How do we develop a system that works as a system in itself?"

At the Jovaag farm, livestock play a large role in their regenerative ecosystem. Their pigs are not only a product of the farm, but also offer a solution when experimentation goes awry. For example, if they plant new varieties of cash crops that don't work out—whether due to market interest or limited plant growth—they bale up the unused crops and feed it to the pigs, averting a total loss. They also plan to graze their pigs and sheep in a wooded area of their property that is prone to an invasive plant species in order to curb its spread. These regenerative practices help build resilient ecosystems that enable the Jovaags and their land to resist the potential adverse effects of common threats like pests, invasive species, and extreme weather.

[LEARN MORE](#)

HOLISTIC RESEARCH: UNDERSTANDING THE IMPACT OF GRAZING LIVESTOCK



As we've spent more time examining the impacts of regenerative management, we saw significant gaps in research on understanding the impact that grazing livestock can have on the environment. The positive results from regenerative management, based on soil health principles, have mostly been demonstrated at smaller scales or anecdotally via the practices and history of Indigenous peoples of North America. Thus, there is a great need for research to quantify the impacts of regenerative management on ecosystem health and the socioeconomic wellbeing of farmers across a variety of regions.

That's why ButcherBox has invested in a five-year research project led by Noble Research Institute, tasked with investigating the connections between regenerative land management on grazing lands and the quality of the soil and farmer welfare. There is a place for cattle in a sustainable food system. Research projects like this are a critical next step in facilitating positive change in the industry.

GAINING CARBON CONSCIOUSNESS

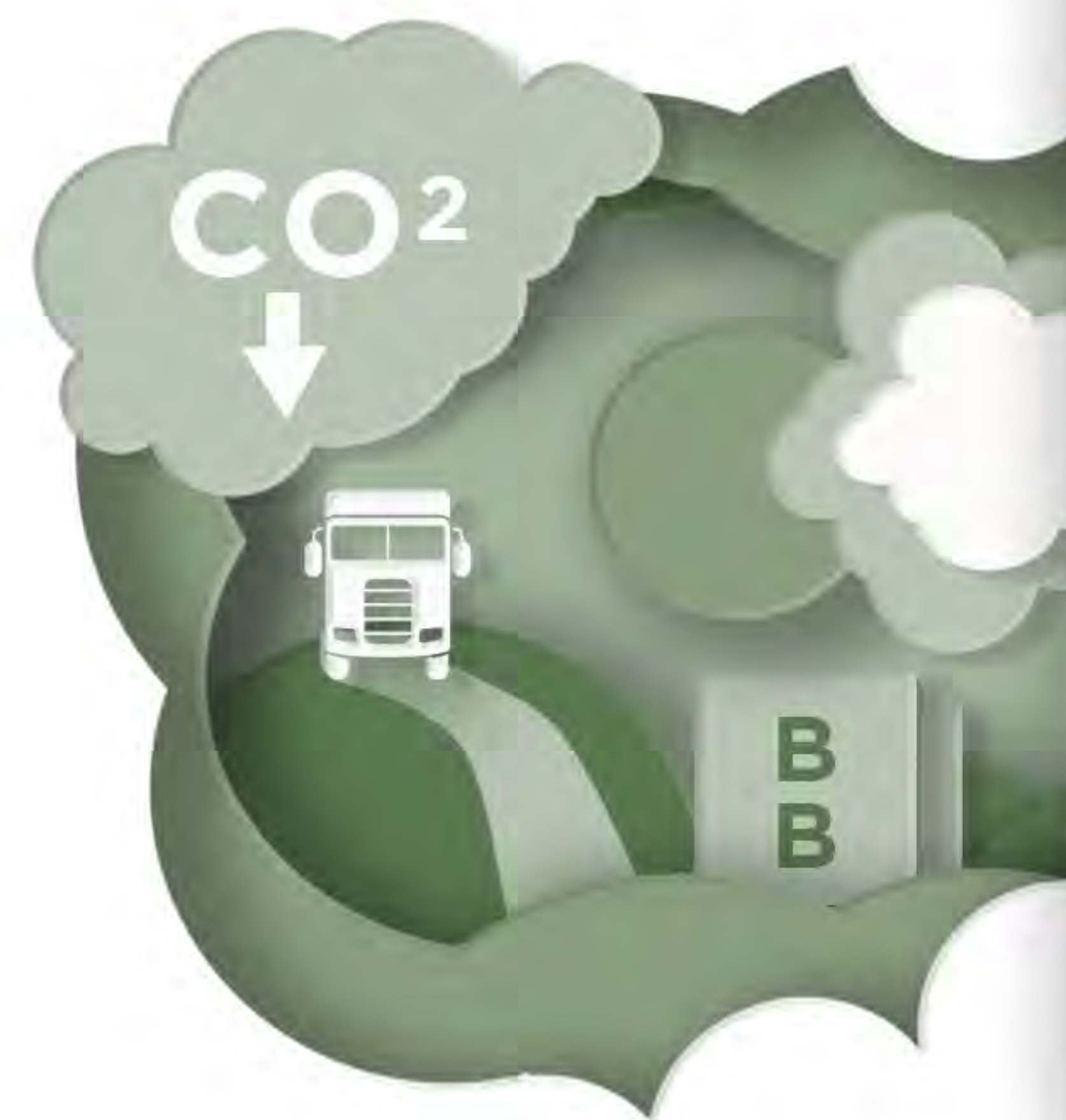
From the way our farmers raise animals to box shipment and delivery, every aspect of our supply chain emits carbon. Treating our planet with respect requires us to understand and reduce our carbon emissions.



STEP 1 MEASURE

Measured carbon emissions in our shipping journey

We started with what we could measure with accuracy: shipping and transportation emissions. We worked with a third-party consulting firm to look at our 2020 data and make calculations based on the Kyoto Protocol. The data we analyzed included the journey from the farm/ranch/boat to the processing facility, our fulfillment centers, and finally to our members' doors.



STEP 2 REDUCE

Invested in ways to reduce carbon emissions

Our main opportunity was to decrease or potentially eliminate shipments to our members' doors by air. We utilize air shipments for members who live in hard-to-reach areas of the country. In 2021, our logistics team decreased our use of air shipments by moving to ground and changing the travel pattern to limit the number of touchpoints in the journey. This action resulted in a reduction of carbon emissions of 3.34% per order.



STEP 3 REDUCE

Will buy agricultural carbon credits to help offset emissions

The shipping and transportation industry is 10-20 years out from adopting carbon zero solutions like utilizing full fleets of electric vehicles. Our short-term solution includes investing in better soil health through the purchase of agriculture carbon credits. Through this investment, we will achieve carbon neutral shipping to our members' doors for all deliveries.

[LEARN MORE](#)



LOOKING AHEAD

Meaningful environmental impact must come from actions taken within our supply chain. The volume of farmers and partners in the ButcherBox ecosystem makes it difficult to collect metrics and data on our supply chain. But, we must begin to understand these environmental impacts, both helpful and harmful, by having honest conversations with our suppliers. In 2022, we will begin collecting this information to help inform short-term improvements and longer-term goals and continue to measure the carbon emissions and regenerative agriculture practices across the entire supply chain.

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SOCIAL & ENVIRONMENTAL RESPONSIBILITY REPORT