




# Impact report 2020

Nurturing healthier, happier lives






We are living in a time of unprecedented crisis, both human and planetary.

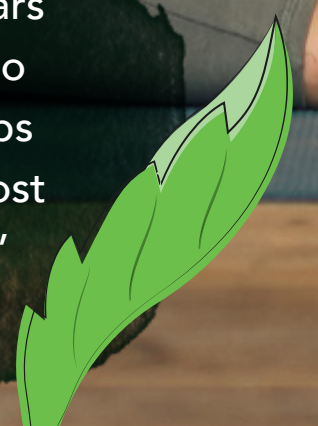
Temperatures are rising, species are disappearing and the global threats to human health have never been clearer — and yet there is hope.

At Pukka, we believe everyone has the right to health and happiness — and we're confident we can be a part of the solution to today's biggest societal and planetary challenges.



"When Tim and I founded Pukka 20 years ago, we did so out of a shared vision to bring the transformative power of herbs to the world — and to do this in the most sustainable and ethical way possible."

SEBASTIAN POLE, OUR CO-FOUNDER




Our purpose is to nurture healthier, happier lives through powerful organic plants.

For thousands of years, in cultures all around the world, humans have relied on the healing power of natural, organically-grown plants to **prevent and treat a wide range of health issues**.

Today, millions of people continue to use herbs and plants to support their health. As a company inspired and guided by the traditional practices of Ayurveda, along with western and traditional Chinese herbalism, our expert-led team is combining more than **5,000 years of herbal knowledge with the latest scientific research**, to bring powerful organic herbs to people, everywhere.

Pukka was founded with the understanding that **human health is dependent on planetary health** — and that in order for humans to thrive, we must **bring our lives back into balance with nature**.

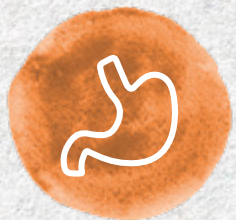


Our vision is a future world where we all care for our health and wellbeing with powerful organic plants.

In this time of climate and ecological crisis, we already face major societal challenges from ever-increasing issues like poor sleep, sedentary lifestyles, poor diets and chronic stress. More worrying still, microbial resistance caused by overuse of antibiotics means that unless something is done, minor injuries and infections could soon be deadly once again.

**The power of plants to support human health is overlooked as a solution to these problems.**  
That's what Pukka is compelled to change.

### the four pillars of good health



#### DIGESTION

Eating and drinking to support your body



#### MIND & MOOD

Caring for your mental wellbeing



#### SLEEP

Resting and sleeping deeply



#### STAYING ACTIVE

Exercising to suit your body type

We'll know we've achieved our vision when:

- people everywhere understand how to use **herbs to support their health and wellbeing**
- people are as likely to use a **herbal remedy** as a pharmaceutical drug for complaints like **stress, indigestion and poor sleep**
- high-quality organic herbal creations are **widely available** for all to use

Achieving this vision requires **individual action**, and in many countries, significant **systemic change**. This report explains how Pukka is starting to change things for the better and doing business in an **organic, ethical and regenerative way**.

So make yourself a **beautiful cup of Pukka tea**, find a comfortable space, and breathe....as we tell you about **our vision for a Pukka world**.

# A PUKKA JOURNEY FROM compost TO compost

It all starts in the soil;  
100% of the herbs we  
source are organic



We support farmer and collector  
livelihoods by paying premiums  
for the herbs they harvest



1

GROWING AND  
HARVESTING



2

TRANSPORTING



Along the process, herbs  
are tested for taste  
and herbal efficacy



3

BLENDING  
AND PACKING

Our powerful organic plants make a long  
journey from fields all over the world to  
your favourite cup — and we aim to make  
a positive impact every step of the way.



4

RETAIL AND  
E-TAIL

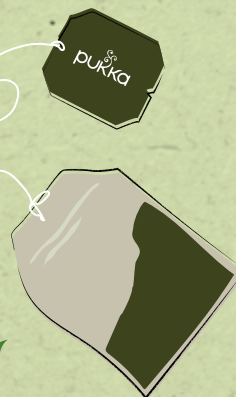
Every pack makes  
a difference, with  
1% of our sales  
going back to  
planet and people

1%  
FOR THE  
PLANET

6

RECYCLING AND  
COMPOSTING

We're working to close the  
loop with certified home  
compostable tea bag paper  
and recyclable packaging



5

YOUR MINDFUL  
MOMENT

Each and every Pukka creation  
is designed for a specific  
health and wellbeing benefit





# NURTURING HEALTHIER *happier* LIVES

At Pukka we're experts on herbal health, and we're here to share that knowledge with the world.

You don't have to look far to see that modern lifestyles are affecting our health, with inequality, poverty and the climate crisis already making things worse for many.

Almost two thirds of people around the world suffer from poor sleep, of both insufficient quality and quantity, with a global average of just 6.8 hours per night. One in ten people globally suffer from mental health issues, and nearly half of young people say they are stressed all or most of the time.



Stress, anxiety, poor diets and lack of sleep put us more at risk of serious medical conditions like obesity, heart disease and diabetes – which is putting pressure on our already strained healthcare systems. Pharmaceutical drugs are often prescribed to treat patients with these issues, but these tend to treat the symptoms, not the root cause.

**Antibiotics, which have long been one of the best defences to fight infection, are losing their effectiveness due to overuse and misuse.** This is recognised by the World Health Organisation as one of the ‘biggest global threats to human health’ as previously minor infections are becoming untreatable — and even fatal.

The good news is, a large and growing body of research shows us that many illnesses and diseases can be avoided, prevented or reduced with good diet, stress management, sleep, exercise and plants.

**Urgent systemic change is needed, and natural preventative health is one of the best ways we can make it happen.**

“Antibiotic resistance poses a threat as big as climate change”

DAME SALLY DAVIES  
FORMER CHIEF MEDICAL OFFICER FOR ENGLAND



# nature knows the answer



**EUAN MACLENNAN**

MEDICAL HERBALIST AND PUKKA'S  
HERBAL AND SUSTAINABILITY DIRECTOR

## Can you imagine going to the doctor and being given a prescription for a herbal remedy instead of a pharmaceutical drug?

Depending on what country you live in, that may sound far-fetched, or it may sound completely normal. In Germany, doctors often prescribe herbs to patients, and in China and Japan, traditional herbal medicines are fully integrated with conventional medicine practice.

But in the UK and many other countries, there is very limited understanding amongst the general medical profession of how herbs can be used for a wide range of health issues. Indeed, health practitioners who are soaked in botanical knowledge and the spirit of herbal wisdom almost always work outside of conventional systems. If you zoom out on the timeline of human history, you can see we became lost somewhere along the way.

For thousands of years, people have relied on nature's traditional herbal wisdom to support healthy living, from improving digestion to better sleep. Modern medicine can be a marvel, but today herbs are being overlooked as a deeply promising form of healthcare.

The research team at Pukka recently ran a clinical trial in the UK, to test whether our **Andrographis supplements could be used as an alternative to antibiotics to treat respiratory infections.**

GPs in 20 surgeries across the south of England took part in a randomised placebo-controlled feasibility study.


The verdict? **GPs across 16 busy practices were happy to prescribe the herbal remedy over antibiotics**, and patients were happy to take it. Given that I work in an NHS surgery every Friday, I can attest to the importance of this result.

Although a small study, it could be the start of a huge step forward in the fight against antibiotic resistance, which is one of the biggest threats to global health today.

Indeed, our research team currently have **17 studies** running in partnership with leading universities to understand more about the efficacy of herbs in a wide range of contexts from women's health to brain function. In this way, we are contributing to the growing body of herbal evidence worldwide.

We're making progress, but **the systemic barriers we face are enormous.** Inappropriate and often inconsistent regulations around health claims mean it is incredibly **difficult to explain to people how herbs can help them**, even though humans have been using the same plants for thousands of years and many modern medicines have evolved from natural remedies.






Essentially, herbs are the bridge between food and medicine. They are natural sources of concentrated plant compounds that we know can be critical in supporting health, a fact not lost on many cultures with more integrated health systems. **But Europe, the UK and the US are stuck in a quagmire of layered regulations and poor understanding which stops us sharing such valuable wisdom.**

Nature is about evolution and growth, and our approach to health needs to mirror this gentle yet dynamic system. The historic approach of 'a pill for an ill' no longer suits the human condition, if it ever did. **At Pukka we see our job as facing into this challenge to build healthier, happier lives through our connection with the beauty and power of nature.** Can there be a more enticing path to health?

**"Herbs are the bridge between food and medicine."**

**EUAN MACLENNAN,**  
OUR HERBAL AND SUSTAINABILITY DIRECTOR



## For healthcare to evolve and address human need, the system requires:



### REGULATION

**More appropriate regulation of the herbal medicine industry** to allow confidence in the therapeutic strength and quality of herbs, together with a holistic approach to the sustainability issues around health. This will remove so many poor-quality (and sometimes dangerous) products from the market and ensure that our planet is protected as natural healthcare flourishes.



### TRAINING

**A review of medical training**, which does not presently reflect the latest research on the vital importance of preventative healthcare or the need for patient empowerment. Even though herbal medicine is recognised as the major form of healthcare for over 60% of the world's population, doctors in many countries don't have the knowledge or permission to recommend it. A growing number of GPs are now adopting alternative treatments but we need to see a lot more of this.

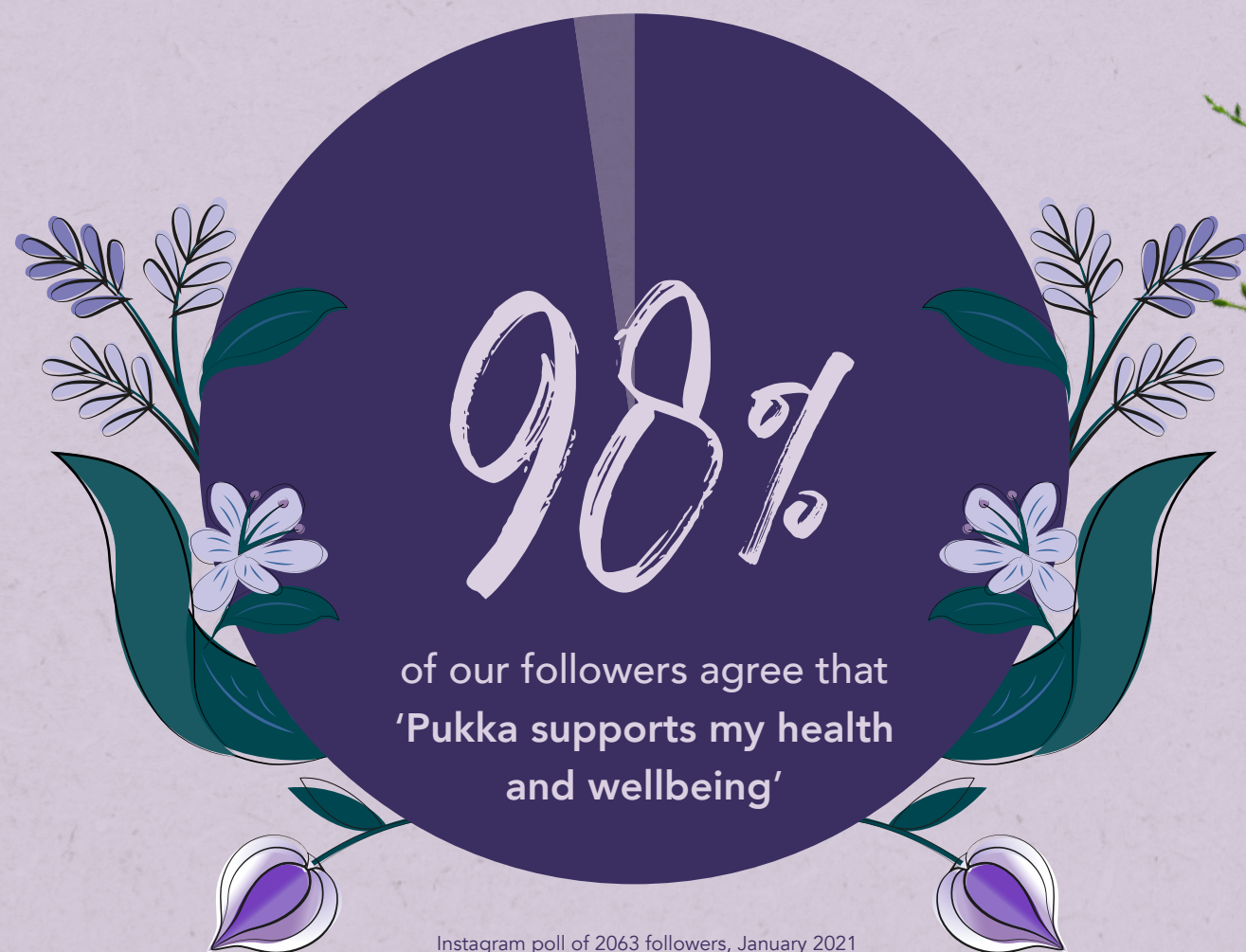


### SYSTEM CHANGE

Most of all, and the area where Pukka is taking action, is the need to define and clearly articulate **the wider systemic challenge of trying to keep people healthy on a planet that we are making sick with pollution and environmental degradation.** Looking after our planet is a huge part of looking after our health, which is why everything we do at Pukka is with utmost care for the planet; everything on our beautiful world is interconnected.

# sharing herbal wisdom to unlock healthier lifestyles

There are now more than **150,000 members** of the Pukka Collective, our free-to-access online hub which offers regular access to personalised health and wellbeing advice.



The Pukka Life Academy is our online herbal education portal that we use to train our people as well as partners and practitioners. In 2020, our team completed **1,055 modules**, growing and deepening their herbal knowledge.



We asked our community how Pukka supports their health and wellbeing. They said:

With blends that help me relax, boost my immune system and make me happy

The variety of your products. Green tea is giving me the boost for A&E work 🤖

Helping me sleep so much better 😴

Making me feel good and inspiring me to take a more natural approach to wellbeing

Creating tasty and invigorating teas that help my anxiety 💕

Giving me calming moments to myself where I can sit, relax, breathe and reflect 🧘

Follow us on Instagram @PukkaHerbs



# helping the world sleep better

Two in three people suffer from poor sleep.  
In 2020 we ran a campaign to help change that.



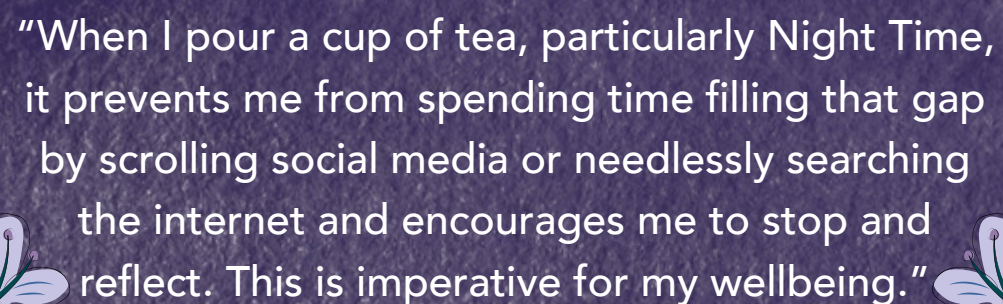
We sold more than  
84 million servings of  
**Night Time tea** and  
supplements around  
the world, containing  
the highest-grade  
organic herbs.



The articles, posts  
and videos we  
shared on how to  
get a more restful  
night's sleep were  
accessed more than  
**133 million times.**



We launched  
our beautiful  
new **Night Time  
Berry tea** in 2020,  
expanding our  
herbal sleep range.



"When I pour a cup of tea, particularly Night Time,  
it prevents me from spending time filling that gap  
by scrolling social media or needlessly searching  
the internet and encourages me to stop and  
reflect. This is imperative for my wellbeing."

PUKKA COMMUNITY SURVEY, 2021



# scientific evidence for the efficacy of herbs

with breakthrough herbal research

Pukka leads an extensive research programme to understand more about the science of plants and what they do for human health.

To date we have completed **58 individual, laboratory or human research studies**, including eight university studies looking at topics like how herbs can support gut health, women's health and brain function.

Our latest review article was on the clinical effects of turmeric, which found evidence for its ability to relieve pain and improve physical function.

As part of our work this year we will be building a global herbal research base, and we will continue to work with universities and their students to empower the next generation of herbal scientists. Since 2018 we have funded more than **20 scholarships, internships and PhD studies**, contributing to a positive future for herbal expertise.

"Pukka Herbs have nurtured and supported my academic career, helping me to transition from student to scientist. I cannot thank them enough for increasing my knowledge of the molecular science behind herbs and human health and I am now looking forward to an interesting and innovative future."

GRACE RUSSELL BSC, MSC, BIOMEDICAL SCIENCE AND PUKKA STUDENT INTERN

## Some recent Pukka studies...

A trial of doctors using **Pukka's Andrographis supplements to treat upper respiratory tract infection** — which suggested the product would provide a feasible alternative to antibiotics in a healthcare setting.

A study **assessing the quality of 67 ashwagandha-based products** on the market — which was found to be highly variable, proving the need for consumers to recognise and purchase from reliable sources.

A meta-review of **65 studies on the clinical evidence for turmeric** — which found its most common medical uses were for relieving pain and inflammation in osteoarthritis, and regulating blood sugars and lipids in metabolic syndrome.

# we are a team of expert herbalists

Pukka was co-founded by Sebastian Pole, a practising herbalist with a background in Ayurvedic, Chinese and western herbalism. Today, around **20% of our 140-strong team are qualified herbalists**, nutritionists or plant scientists. We are very fortunate to have expert herbalists, academic researchers, nutritionists, pharmacognosists, clinicians, analytical chemists, botanists, sustainable horticulturalists and organic agronomists leading Pukka's quality, sourcing and herbal teams, holding us to professional standards in everything we do.



"In many Western cultures, the power of plants is underestimated. At Pukka, we want to help bring back traditional herbal wisdom and underpin it with new scientific evidence to empower people to take care of their own health."

JO WEBBER, OUR HEAD OF HERBAL EDUCATION

# there is much more to be done

Everything we do is rooted in evidence of what we know to be true, whether from traditional wisdom or the latest science.

Over the coming years, **we will be focusing our efforts where they are needed**, whether it's managing stress in society, leading the herbal health conversation or advocating for systemic change.

Together we can take steps to address the health crisis. Things you can do today are:



Take action to support your health and wellbeing by joining the Pukka Collective



Find out more about the benefits of organic herbs and preventative healthcare



Try out our wide range of teas and supplements and see which work best for you





# planetary

## HEALTH

We can't nurture healthier, happier lives on an unhealthy planet.

The economic system we live in is devastating our natural world. Today there's more human-made material, like concrete and plastic, on earth than natural living matter.

Wildlife populations have shrunk by two-thirds since the 1970s, and more than a million species are at risk of extinction. Our once fertile soils have been degraded by decades of poor management — putting our global food systems at risk. This is directly impacting people's ability to live healthy, happy lives, with millions already affected by extreme weather events like heatwaves, wildfires and floods.

Unfairly, it's the **people living in lower income regions and young people who are worst affected**, even though they have done the least to contribute to the problem.

As a society, we have less than 9 years  
to make bold and drastic changes.

We must reach **net zero emissions by 2030** and stay within **1.5°C of global heating**, or we'll miss our last chance to save some of the most majestic parts of our natural world. We must do this in ways that respect, support and empower the people who are most deeply affected by our changing climate – including the farmers and wild harvesters in our own supply chain. **Time is running out, but we still have a chance to make a difference.**

We can learn so much from nature, where diversity is a sign of a healthy population and the concept of waste doesn't exist. Our approach to planetary health mirrors our approach to human health, where **prevention is always preferable than cure**. But once the damage is done, it's not enough to simply sustain, we must find ways to regrow, rebuild and regenerate too.

**We want to share this way of doing business with the world.**

"There are big challenges to running a successful business in a time of climate and biodiversity emergency — as we work out how to get to net zero by 2030 whilst our business grows internationally. We don't have all the answers, and we certainly don't claim to be perfect — but we're on the journey and however hard it gets we must not give up."

KAREL VANDAMME, OUR CEO



# net zero before neutral

because prevention is better than cure

We will get to net zero emissions by 2030.

This is different from being **carbon neutral**, as net zero means reducing our emissions as much as we can first, before offsetting what's left. We have committed to **science-based carbon targets** and since declaring a **climate and biodiversity emergency** in 2019, we're taking strong action to reduce our greenhouse gas emissions in line with a 1.5°C trajectory by 2030.

In 2019 we offset our 'crop to cup' emissions by investing in three carbon avoidance projects which meant we were 'carbon neutral' that year. **But we know that offsetting alone isn't a long term or equitable solution to the climate crisis.**

It's not fair to keep emitting carbon and paying others to clean up as this can reinforce existing inequalities. **This is why our current focus is on reducing our emissions to the lowest possible level first.**

More than half of people who enjoy Pukka creations rank the climate emergency as one of their top three societal concerns

While we will need to remove some residual emissions to reach our net zero target in the future, purchasing offsets will only ever be done in addition to this, not instead of it.

"We know we need to do more than offset our greenhouse gas emissions — which is essentially passing our responsibility on to others to balance our books. That's why our focus is on emissions reduction. Achieving reductions in a growing business is a massive challenge but true to our purpose we are committed to this course of action — we know that humans won't thrive on a sick planet."

GEORGIA PHILLIPS, OUR HERBAL MISSION LEAD



# carbon footprint

FY 2019\*

Today, most of our emissions across the life cycle of our products — from crop to compost — come from the **energy used to boil kettles** to make tea, from **growing and processing the herbs** in our supply chain, and from the impact of our products and **packaging after use**.

Our key next steps are mapping the carbon impact of every new and existing Pukka product, training and engaging our team and joining with fellow B Corps™, suppliers and industry partners to work together for radical change towards net zero.

## 15% END OF LIFE

The carbon impact from recycling, composting and disposing of Pukka teas, supplements and their packaging.

## 8% FARMING

The carbon emissions related to growing and farming our organic herbs

## 10% BLENDING & PACKING

Emissions from the process of turning raw ingredients into Pukka herbal creations

## 8% PURCHASED GOODS & SERVICES

The embodied carbon from everything we buy that's not related to our herbs

## 12% LOGISTICS

The upstream transport required to move our herbs from the fields to our warehouses

## 2% PUKKA OFFICES AND WAREHOUSES

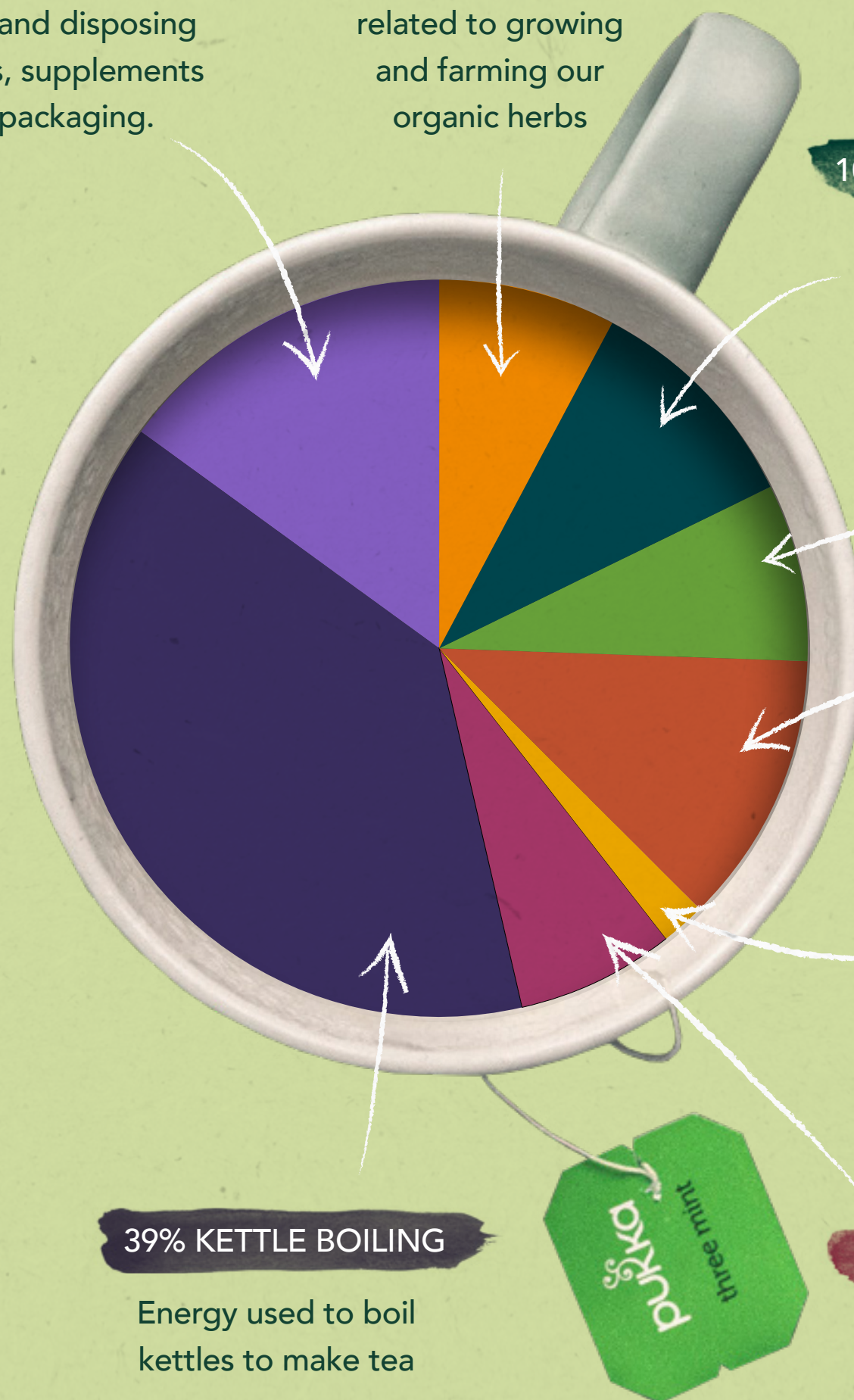
This includes business travel, commuting and the carbon impact of our office and warehouse waste management

## 7% DISTRIBUTION & SHOPPING

The downstream emissions from getting Pukka creations from our warehouses to your cup

## 39% KETTLE BOILING

Energy used to boil kettles to make tea

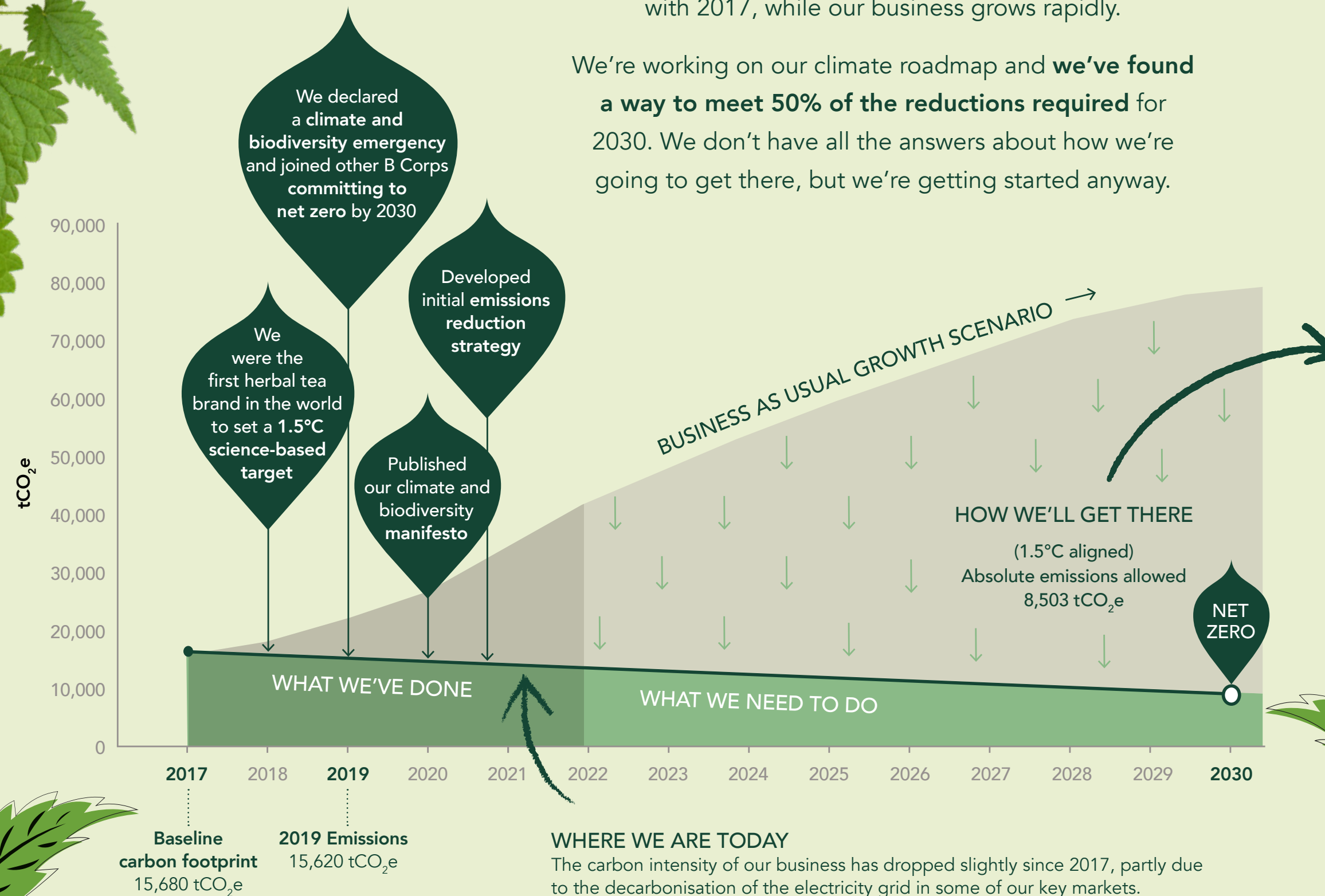


\*Due to data gathering lead times we are currently reporting our carbon data one year in arrears.

# how we'll get to net zero by 2030

Achieving net zero emissions by 2030 is a massive challenge. It means **reducing our absolute emissions by 43%** compared with 2017, while our business grows rapidly.

We're working on our climate roadmap and **we've found a way to meet 50% of the reductions required** for 2030. We don't have all the answers about how we're going to get there, but we're getting started anyway.



The key actions we'll be taking to reduce our emissions by 2030 include:

- Encouraging customers to take action to reduce the greenhouse gas emissions that result from using our herbal creations e.g. only boiling the water needed and composting tea bags after use
- Promoting climate-friendly farming practices in our herb supply chain, like cover cropping and agroforestry
- Supporting our suppliers to set science-based targets and switch to renewable energy
- Working with our logistics suppliers to cut transport emissions
- Partnering with others to accelerate decarbonisation of the UK electricity grid (this helps cut kettle boiling emissions too)



# Drinking teas planting trees



Pukka is growing a forest with TreeSisters.

1% of sales from every cup of Pukka tea goes straight back to nature. Thanks to our community of herb lovers, we have now planted **1 million trees** in Madagascar and Nepal with our incredible charity partner TreeSisters, regenerating nature and empowering women in some of our planet's most beautiful and endangered habitats.

We choose to support these projects rather than ones closer to our home in the UK, because trees planted close to the equator grow three times faster than ones in cooler climates and sequester 3 to 9 times more carbon. When you buy Pukka, you are helping to reforest our world.



One project we are funding is **planting coastal mangroves** in Madagascar. As well as being important ecosystems and flood defences, mangroves sequester up to **9 times more CO<sub>2</sub>** than temperate trees. They are important soil stabilisers by providing tidal buffer zones that protect against flooding as sea levels rise and storms intensify. These 'sea trees' also provide vital nursery habitat for countless species of fish that provide income and food for the local communities that the project supports.

"When we make the shift from consuming our world to restoring her, we will have turned a major corner. Pukka recognises the link between personal and planetary health and now they are inviting their customers to make the choice to purchase in a way that helps to restore the global forest — every company needs to do this."

CLARE DUBOIS, FOUNDER & CEO TREESISTERS





# FARMING WITH *nature* NOT AGAINST HER



Organic farms are home to up to  
50% more plants, insects and birds  
than non-organic ones.



As we face a global climate and biodiversity crisis, the need for nature-friendly farming has never been greater. Organic farming is a proven and important way of looking after our soils and our planet – **which is why every Pukka creation is made with only organic certified ingredients.**

In 2020, we sourced 1,700 tonnes of certified organic herbs, a number that is growing as we grow. The more people enjoy Pukka creations, the more certified organic land will be needed to produce our herbs.

We want to ensure that what is good for Pukka is also good for our planet.

So we are now taking organic to the next level by supporting and encouraging **Best Practice Organic agriculture in our supply chain**. These are farming systems that not only promote nature's recovery by protecting the soil and wildlife but also support farmers to thrive. We must balance the needs of the planet with those of the people and ensure thriving livelihoods for everyone we work with.



"I commend Pukka's continued commitment to and leadership within the organic movement. Their unwavering support for the principles of organic farming and the work of the Soil Association is playing such an important part in creating a kinder, more resilient, climate and nature-friendly future for the world."

HELEN BROWNING, CHIEF EXECUTIVE, SOIL ASSOCIATION



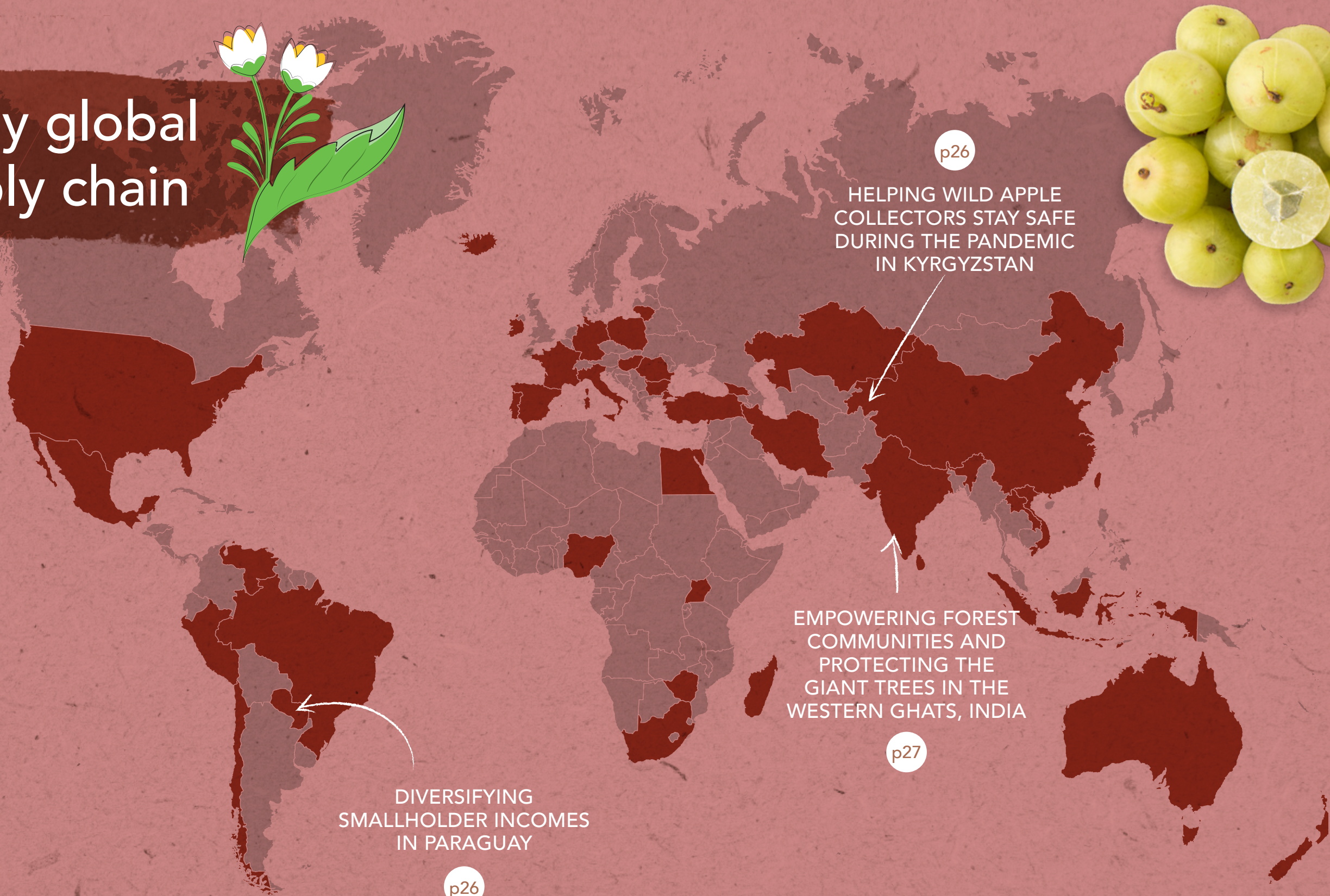


# a truly global supply chain



We source over 200 certified organic ingredients from exceptional suppliers all around the world.

This map shows the key places where our herbs are grown.



Our Best Practice Organic programme aims to support farmers and wild collectors in six key areas:



WATER  
SECURITY



CLIMATE MITIGATION  
AND ADAPTATION



KNOWLEDGE  
SHARING



BIODIVERSITY  
AND SOIL HEALTH



FARMER  
LIVELIHOODS



EMPOWERING THE  
NEXT GENERATION

## a snapshot from a farm

Due to the pandemic, we weren't able to travel to meet farmers and suppliers in person this year. But we did connect with some of them by video call, including a group in Kerala, India who grow turmeric for a number of our blends.

Ajin (left of frame) and his brother Jose (middle) are the third generation of farmers on this land, with the next generation already on their way; Ajin is expecting his first child in May. During our call, Ajin's mother and father were hard at work sorting the crops harvested by hand that day.

They gave us a video tour of their organic farm. These growers really work with nature, sharing traditional knowledge and following organic cultivation practices in harmony with the special climatic conditions of the area.

We asked about **how Covid-19 has impacted their lives**. Perhaps surprisingly, there have been many positive impacts for the growers in Kerala, with the usual shortage of workers not a problem this year as many city workers returned home to their families in the countryside.



From Left: Ajin, Jose and Dr Thomas — calling in from Kerala, India.

They told us about the challenges they face as farmers – with their big three being climate change, crop destruction from wild boars and price fluctuations. Ajin said:

*"In Kerala, the last three years there has been so much high rain and flooding. The rain is heavier and comes in a different season. It really affects the crops."*

"The climate is changing... just like us, the plants are confused"

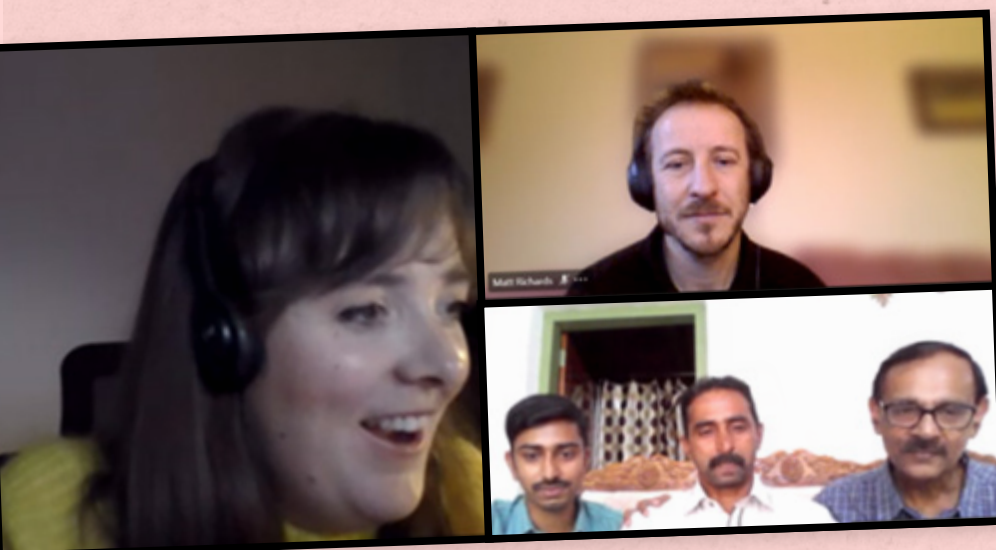
DR THOMAS, AN ADVISOR IN OUR FARMING COMMUNITY IN KERALA





Dr Thomas (right of frame) explained that in February this year, the annual 'blossom rain' did not come. It is known as blossom rain as it allows the plants to flower and set fruit, but with none this year, the fruit will not come. He said:

***"This chaos is happening because of climate change and there is a total shift — we used to be guaranteed rain at the start of July, but now we don't know if it will come in August or September."***



A videocall with our turmeric growers in Kerala, India with Matt from our suppliers Organic Herb Trading and Natalie, Pukka's Sustainability Specialist – both calling in from the UK.

These changing weather conditions are impacting their land, with topsoil being washed away by heavy rains.

The annual quantity of rainfall has not changed in Kerala, but instead of falling over 10 months it tends to be heavier and condensed into a 2-month period. Improved soil quality and water retention will help support farmers to endure changing rainfall patterns and so this is the kind of project Pukka will be supporting in future years. We have already trained people on the ground how to use our farm mobile app so we can monitor greenhouse gas emissions and soil health over time.

Despite the challenges, Ajin and his family still love farming. He said,

***"When we put a seed in a small pot and it grows and flowers, it makes every farmer happy."***

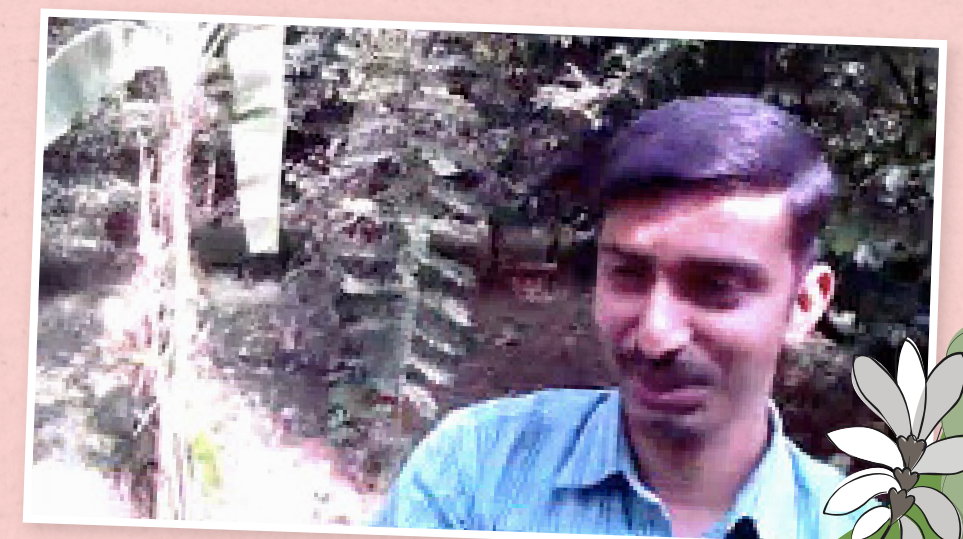
After the harvest, the community celebrate together with a big festival of thanks.

Ajin wants to improve the farm by using more technology, reducing man-power and even diversifying their income through tourism.

When we asked Ajin what he would like to say to the people who enjoy the Pukka teas and supplements that contain the turmeric he grows, he said:

***"When you eat or drink, think about the farmers — and also respect them."***

We couldn't agree more.





# HEALTHIER, HAPPIER LIVES FOR *farmers* AND COLLECTORS



We're ensuring fair livelihoods for workers in our supply chain.

We engage in long-term partnerships with the organic suppliers, growers and wild collectors in our supply chain, which means we can support them through challenges like Covid-19 and climate change, which are making life more difficult.

"Pukka as a business wouldn't be possible without the many thousands of growers and wild collectors that we source from. The overarching aim of our 'Best Practice Organic Programme' is to help create resilience within our value chain, as you cannot have a sustainable, resilient farming community without ensuring that those working within it have a fair and decent standard of living. Environmental and social improvement go hand in hand."

NATALIE SLUGGETT, OUR SUSTAINABILITY SPECIALIST





## KYRGYZSTAN

### Helping wild apple collectors stay safe during the pandemic

The Covid-19 lockdown came at the worst possible time for wild collectors in Kyrgyzstan – precisely when they would normally be collecting the apples used in our **Wild Apple and Cinnamon** blend. When asked what they needed most at the time, the reply was: “Please send cleaning and hygiene items.” These items had become much more expensive during the pandemic, and the local shops and markets often ran out.

Through a partnership with Martin Bauer Group and Mercy Corps, we were able to fund the delivery of **hygiene packages to 223 families and share information about the coronavirus**, its global progression, and how collectors could protect themselves and their families.



“Most of all I liked the laundry detergent and liquid soap. We’ve never actually used liquid soap before, and the detergent we usually buy never smells so good. Also, I gave the wipes to my father because they are easy for him to use anywhere. We thank you very much for taking such good care of us!”

KHOLIDA CHOKONBAEVA,  
FROM THE VILLAGE OF NICHKE-  
SAI, KYRGYZSTAN



## PARAGUAY

### Diversifying smallholder incomes

The organic orange peel and lemon verbena in several of our teas including **Turmeric Gold** and **Womankind** comes from central Paraguay. Sadly, large areas of this forested land have been converted to soy farms, displacing smallholder farmers and indigenous groups, who struggle to find ways to make an income.

As part of a collaboration with our supplier Martin Bauer Group, we funded a project that **trains these communities to build and manage their own beehives** and sell the honey for additional income. So far, more than 128 households and families have benefitted from the project, 40 of these with Pukka’s support.



“Through this project I learned how to build my beehive, how to feed and look after the bees and how to harvest the honey. It has been very profitable for my family because I can now generate extra income at home. Thank you for allowing me to access this project.”

MARÍA BURGOS,  
PICTURED ABOVE

Some of the local people benefiting from this project, checking on their bee hives.





INDIA

## Empowering forest communities and protecting the giant trees

The Western Ghats is a beautiful mountainous range in India, recognised by UNESCO as one of the world's biodiversity hotspots. It is also where we source FairWild Bibhitaki and Triphala for our **Triphala Plus** supplements and **Turmeric Active** tea.

We are supporting a FairWild project here with our supplier **Nature Connect** to improve livelihoods for forest-dependent communities through training and skills building, offering more than **100 local people new ways to make a sustainable income** collecting fruits from the forest. Over 10 years, this will **protect 150 acres of nature-rich forest and sequester up to 12,000 tonnes of carbon.**

"Being a collector, I learnt what rules and regulations I should follow while collecting fruits from the certified sites. We also learn the importance of collecting fruits sustainably without harming the trees."

RAJESH JADHAV,  
FAIRWILD COLLECTOR, PICTURED BELOW



"I like this work because the working environment is healthy and I feel secure with the team members. It has given me economic stability."

RAJANI SANTOSH RANE,  
FAIRWILD COLLECTOR,  
PICTURED RIGHT



# fair pay for an organic harvest



We think it's only right that everyone in our supply chain gets fair pay for a hard day's work.

In some lower income countries where we source many of our herbs, the standard price farmers and wild collectors get from selling their harvest is not enough for them to thrive.

To address this, we pay a *Fair for Life* or *FairWild* premium on top of the standard price we pay for our herbs. These premiums go directly to growers to spend on self-managed community projects.

Our performance on this is strictly audited by a third party through our *Fair for Life* and *FairWild* certifications. Today, **47% of the organic herbs we source are certified** to one of these two standards — and **we're aiming to increase this to 60% by 2025**, even as we grow.

By 2025, we will be paying nearly £1 million each year in premiums to support farmers and growers.

## Why is our target 60% not 100% Fair certification?



MARIN ANASTASOV,  
OUR HEAD OF  
PROCUREMENT

"We source our herbs from all over the world, in some cases from countries with robust labour laws including Germany, Italy, France and New Zealand. Having *Fair for Life* certification in these instances does not necessarily provide a better framework for worker's wages or conditions to what already exists. In other countries, our suppliers have pioneering ways to engage with their farmers through Best Practice Organic methods, empowering their communities and delivering substantial social and environmental initiatives, without additional certification frameworks.

We want to maintain agility in the way we source, encourage certification where needed and look to support farmers, growers and collectors in multiple ways, always with an eye for ethics, sustainability and quality."



COMPOSTABLE TEA BAG  
PAPER MADE FROM  
NATURAL FIBRES — JUST  
REMOVE THE TAG

FSC®-CERTIFIED CARTON,  
ENVELOPE AND TAG PRINTED  
WITH VEGETABLE-BASED INKS

NO STAPLE,  
JUST ORGANIC  
COTTON  
STRING

TEA BAGS INDIVIDUALLY  
WRAPPED IN RECYCLABLE  
ENVELOPES TO SEAL  
IN THE HEALTH-GIVING  
BENEFITS OF THE  
ORGANIC HERBS

# CLOSING THE loop

Our tea packaging is recyclable –  
and we're going fully circular by 2025.

We scour the globe for the finest, organic, fairly-sourced herbs. How we sustainably package those herbs to keep them in the best possible condition and with the least impact on the planet is key. We package our tea bags in individual envelopes to stop the essential oils evaporating, maintaining the quality and locking in the health and wellbeing benefits of the herbs.

These envelopes are fully recyclable with paper.

Our tea bag paper is certified as home compostable and we are in the process of testing the whole tea bag (including the tag and string) to ensure it meets the certification requirements. More information will be coming soon, for now please remove the tag and pop the tea bag into the food waste bin.



Pukka tea bags were shown as one of the few options which truly degrade and break down easily in *Hugh and Anita's War on Plastic*. On this TV show, our tea bags were tested by scientists at the University of East Anglia in a laboratory test.



# how we'll meet our packaging goals

Packaging remains one of the top priority areas for Pukka as we still have work to do to meet our ambitious goal of fully circular packaging by 2025.

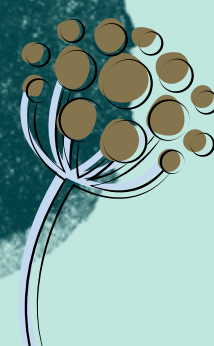
Most of our packaging is circular; but the lid seal on our supplements, the lids of Elderberry Syrup and Castor Oil and the lid and sleeve of our Aloe Vera Juice are not currently recyclable – we are working on a solution. A major challenge is our global presence, as our success depends on the recycling facilities in individual countries.

In 2020 we launched our [packaging policy](#) and are now finding new ways to embed it from the very beginning of our new product development process. As part of this, we will ensure that all Pukka packaging carries clear recycling guidance by the end of 2022.

We are also looking beyond our business to join global efforts to accelerate progress on plastics and packaging. In 2020, we signed a letter with a number of fellow UK B Corps like Abel & Cole and Toast Ale calling for **better laws on plastics** in the UK as part of the new Environment Bill.

"We know how important packaging is to everyone who enjoys Pukka's herbal creations. We're always looking for ways to improve the sustainability of our packaging; making it recyclable, reusable or reducing its impact."

SAM PERRY, OUR PACKAGING TECHNOLOGIST



## Landfill

626kg CO<sub>2</sub>e  
per kg

## Composting saves CO<sub>2</sub>

Composting tea bags is one of the best ways to help us reduce our carbon footprint

## COMPOST

10 kg CO<sub>2</sub>e  
per kg





# A FORCE FOR good

Pukka has been a Certified B Corporation® since 2016.

This puts us at the heart of a growing global community of more than **3,900 ethical and sustainable businesses** working together to disrupt business as usual and create a just, inclusive and regenerative world that delivers value for all.

As a B Corp, we have made a **legal commitment to balance the interests of our shareholders with those of people and the planet.**

We must recertify every three years, which challenges us to keep making our business better for Pukka people, our communities, our customers and the environment. This is what guides us each and every day as we strive to continuously improve and show that **business can be a force for good.**

We are exploring ways to bring B Corp even deeper into everything that we do at Pukka. Now we are using our score as an **annual measure of success** and improving our score has been built into our team bonus plan for 2021. We will be recertifying in 2022.

## OVERALL B CORP IMPACT SCORE

Qualifies  
for B Corp  
certification

104.1

0 80 200

## IMPACT AREA SCORES

15.3 Governance

25.1 Community

24.2 Workers

39.4 Environment

“There’s a real quickening of the pace of change going on out there – both in terms of the impact of the climate and ecological emergencies on the lives of more and more people, and of the way in which companies are now raising their game to address those emergencies.

The gaps between the two are still huge, but few companies have done as much to narrow those gaps as Pukka Herbs – in ways that powerfully reinforce its commitment to nurturing healthier, happier lives.”

JONATHON PORRITT,  
CHAIR OF PUKKA'S MISSION COUNCIL

**BETTER  
BUSINESS**

# delivering on our commitments



## nurturing healthier, happier lives

Connecting as many people as possible to the beauty and power of nature, sharing our knowledge and campaigning for a healthier world



WHAT WE'RE DOING	OUR GOALS	WHAT WE DID IN 2020
Helping people experience physical and emotional benefits through our herbal creations	<ul style="list-style-type: none"><li>• Ensure 3bn servings of Pukka herbal creations are consumed in 2025</li><li>• People report experiencing physical and emotional benefits through Pukka creations</li></ul>	<ul style="list-style-type: none"><li>• Sold 850m servings of Pukka teas, lattes and supplements</li><li>• 98% of Pukka consumers said Pukka supports their health and wellbeing (survey of 2000 IG followers Jan 2021)</li><li>• Began developing a formal approach to monitor how we support people's physical and emotional health and wellbeing</li></ul>
Inspiring millions of people to learn about herbal health & wellbeing	<ul style="list-style-type: none"><li>• Reach 500m people with educational content about how herbs can support health and wellbeing by 2025</li></ul>	<ul style="list-style-type: none"><li>• Reached 133m people with educational content</li><li>• Pukka employees completed 801 hours of online herbal learning</li><li>• Counted 144,000 members of the Pukka Collective up 122% since 2019 (65,000 members)</li></ul>
Investing in and promoting research and expertise on the use of herbs to support health & wellbeing	<ul style="list-style-type: none"><li>• Build a herbal research evidence base showcasing both Pukka funded &amp; other herbal research</li><li>• Become recognised for our herbal research and build the case for using herbs to support health and wellbeing</li></ul>	<ul style="list-style-type: none"><li>• Pukka research was cited 11 times in other peer-reviewed journals</li><li>• Herbal team compiled database of more than 3,000 existing herbal studies</li></ul>
Campaigning for more people to use powerful organic plants to support health and wellbeing	<ul style="list-style-type: none"><li>• We are developing our plans for campaigning and advocacy in this area and will have more to share in our next report</li></ul>	<ul style="list-style-type: none"><li>• Began to develop our advocacy plan</li></ul>



## farming with nature

Investing in best practice organic agriculture in our supply chain



WHAT WE'RE DOING	OUR GOALS	WHAT WE DID IN 2020
Increasing organic land	<ul style="list-style-type: none"><li>• Purchase 4,000 tonnes of organic herbs in 2025</li><li>• Source 100% organic herbs (we always have, and we always will)</li></ul>	<ul style="list-style-type: none"><li>• Purchased 1,700 tonnes of organic herbs</li><li>• Sourced 100% organic herbs (we always have, and we always will)</li></ul>
Increasing take up of Best Practice Organic farming methods in Pukka's supply chain	<ul style="list-style-type: none"><li>• Increase the number of Pukka supplier farmers who use Best Practice Organic methods on their farms</li></ul>	<ul style="list-style-type: none"><li>• Worked with our suppliers to support five Best Practice Organic interventions to improve livelihoods, soil health and biodiversity</li><li>• Began work to establish a baseline for the percentage of farmers using Best Practice Organic methods so that we can set improvement targets</li></ul>



## happier, healthier lives for farmers and collectors

Supporting the people who grow and harvest our herbs



WHAT WE'RE DOING	OUR GOALS	WHAT WE DID IN 2020
Improving livelihoods for farmers and wild harvesters	<ul style="list-style-type: none"><li>• Increase fair premiums to farming and harvesting communities. We'll do this by increasing the % of Fair For Life &amp; FairWild certified organic ingredients we buy to 60% by 2025.</li></ul>	<ul style="list-style-type: none"><li>• Paid £352k in Fair for Life and FairWild Premiums to farming &amp; harvesting communities, covering 47% of our total volume of ingredients.</li></ul>



## planetary health

Taking action to address the climate and biodiversity emergency



WHAT WE'RE DOING	OUR GOALS	WHAT WE DID IN 2020
Taking action to be carbon net zero	<ul style="list-style-type: none"><li>• Achieve net zero carbon emissions by 2030</li></ul>	<ul style="list-style-type: none"><li>• Developed Pukka's net zero strategy and high level roadmap for reduction and removals projects in line with our 1.5°C science-based target</li><li>• Reduced GHG emissions per £ of sales by 30% since 2017 – partly achieved due to grid decarbonisation in some key markets</li></ul>
Developing a circular approach for packaging & waste	<ul style="list-style-type: none"><li>• A minimum of 50% of our packaging will come from renewable or recycled materials by 2025</li><li>• No single use plastic by 2025</li><li>• All our packaging will be either 100% recyclable, compostable or reusable by 2025</li></ul>	<ul style="list-style-type: none"><li>• Published our packaging policy and targets</li><li>• Started work to improve on pack messaging showing what to do with Pukka products at the end of life</li><li>• Started work on finding alternatives for the non-recyclable 2% of packaging in our range</li><li>• Achieved home compostable certification for tea bag paper (we're testing the bag and string too)</li></ul>
Regenerating nature	<ul style="list-style-type: none"><li>• Increase the amount of land farmed with Best Practice Organic methods (organic farms support 50% more wildlife)</li><li>• Continued commitment to FairWild certification</li></ul>	<ul style="list-style-type: none"><li>• Planted 511,000 trees with TreeSisters in 2020. We will have planted 1 million trees by the end of 2021.</li></ul>



## business as a force for good

Leading by example to show that Pukka is commercially successful as a force for good



WHAT WE'RE DOING	OUR GOALS	WHAT WE DID IN 2020
Demonstrating Pukka is commercially successful and a force for good B Corp	<ul style="list-style-type: none"><li>• Maintain and seek to improve Pukka's B Corp score of 104.1</li></ul>	<ul style="list-style-type: none"><li>• Started work to improve our B Corp score for our recertification in 2022</li></ul>
Increasing environmental giving as the business grows	<ul style="list-style-type: none"><li>• Give 1% of our sales to environmental and social initiatives with 1% for the Planet (£12m in a decade, 2015-2025)</li></ul>	<ul style="list-style-type: none"><li>• Gave £750k to environmental initiatives, up from £592k in 2019. Giving includes fair premiums, certification fees, TreeSisters and non-profit partnerships</li></ul>
Continuing to build an inclusive culture	<p>By 2024:</p> <ul style="list-style-type: none"><li>• Ensure that 90% of Pukka people report that they can bring their authentic self to work</li><li>• Achieve gender balance at all levels</li><li>• Ensure that a minimum of 45% of our workforce is international</li><li>• Increase ethnic diversity in our team</li><li>• Increase the number of people in our team who identify as having a disability</li></ul>	<ul style="list-style-type: none"><li>• 89% would recommend Pukka as a great place to work, down from 92% in 2019</li><li>• 85% of Pukka people reported that they can bring their authentic self to work</li><li>• Developed Pukka Inclusion &amp; Diversity action plan</li></ul>
Inspiring other businesses to act	<ul style="list-style-type: none"><li>• Inspire more businesses to address their social and environmental impact by 2025 – through becoming organic, B Corp, 1% for the Planet, Fair for Life and FairWild certified</li></ul>	<ul style="list-style-type: none"><li>• Our Sustainability Highlights 2019 report reached 4 million people</li><li>• Being an active member of all our certification communities including speaking at events and inspiring new members</li></ul>



"We want something as simple as a cup of herbal tea or supplement to be the catalyst that connects you with nature."

SEBASTIAN POLE, OUR CO-FOUNDER

