

THRIVE  
— MARKET —

# Our Mission in Action

2022 Impact Report



# A Note From Our Co-Founder & CEO

Dear Thrive Market Community,

Another year gone by, and so many moments to look back on with pride. That's saying a lot—2022 was no easy year. But we showed up for our community of more than 1 million members, driven forward by our mission to make healthy and sustainable living accessible to all.

In 2022, we continued to take action toward that mission. We passed \$9.6 million on the road to \$10 million in healthy groceries by 2025, launched 92 regenerative products grown with farming practices that help heal the earth, and achieved TRUE Certification for Zero-Waste practices at all three of our warehouses.

We celebrated every moment together, and the world took notice: We were honored and proud to be named one of the TIME100 Most Influential Companies of 2022.

This is the magic of Thrive Market, growing a company and a community dedicated to making the world a better, healthier place for everyone.

Thank you for being part of our story. Your support pushes us forward every day.



Nick Green



Nick and his daughter, Valeria, volunteered with our partners at FoodCycle LA to pack bags of healthy groceries for families in Compton.



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# A Grocery Store for Good



**We're on a mission to make healthy living easy, affordable, and accessible for everyone.**





# Impact at a Glance



**\$9.6 Million**  
**Raised for**  
**Food Equality**

Thanks to generous member donations and our own matching programs, we made major progress toward our goal of reaching \$10 million in healthy groceries by 2025 to fight for food equality.



**Zero Waste**  
**3 TRUE Certified**  
**Warehouses**

We celebrated TRUE Gold Certification at our Hanover, PA fulfillment center, making all three of our warehouses TRUE Certified for recycling or reusing more than 90% of materials that enter.



**100% Recycled**  
**Thrive Market Box**

The only thing better than a fresh new look and carbon-neutral shipping for your Thrive Market grocery box? It's now made with 100% recycled content, closing the loop from door to door.





# Proud to Be a B Corp

Certified



Corporation

## 2 years

as the largest grocer in the U.S. to be a B Corp

B Corp Certification holds us accountable to doing business better—not just for our members and our planet, but for our own employees, too. So while it's about sustainable practices like ground-only shipping and regenerative sourcing, it's also about internal employee programs like family planning assistance. And as we send healthy groceries to families in need across the country, we also send financial aid through the Thrive Market Employee Help Fund to our own team members facing unexpected hardships.

We're proud to be one of 2,000+ B Corps in the U.S. and Canada making sure people and planet are just as important as profit, and we're looking forward to recertifying in 2023.



# Expanding Access





# The Right to Healthy Food

Through our Thrive Gives program, every annual membership purchased sponsors a one-year membership for a teacher, student, veteran, nurse, first responder, or family in financial need. Since our founding in 2014, we've donated 2,761,083 one-year memberships.

To pay it forward, our members can also give any amount toward charitable causes at checkout. Members donated \$959,362 in 2022, funding shopping budgets for Thrive Gives members and supporting nonprofit partners that help us get essentials to people in need across the country.



## How Donations Helped in 2022



- \$2.78M in healthy groceries**  
sent to families in need through nonprofit partners
- 8,000 kids in Arkansas**  
learned about healthy food in school
- \$1.23M in shopping budgets**  
funded for Thrive Gives members
- \$300,946 in nourishing meals**  
sent through World Central Kitchen's work in Ukraine



## The Great Holiday Give Back

In November and December, we matched all member gifts at checkout, doubling their impact to fight hunger over the holidays. Together we donated \$259,830 in healthy groceries.

## Supporting BIPOC Farmers

Farmer Cee grows organic hemp to make herbal teas at Green Heffa Farms in North Carolina. In August, we helped to sponsor her W.A.S.H. (We Are Still Here) Conference in support of other Black and Indigenous farmers in the South.



# Meet Our Members



**Travon**  
South Hill, VA

For this state trooper and army vet, finding high-quality ingredients (and his daughter's favorite snacks) is everything.



**Emilie**  
Madison, WI

When Emilie joined AmeriCorps, she realized that helping people deal with food insecurity should mean taking care of her own diet, too.



**Andrea**  
Oklahoma City, OK

Thrive Gives helped Andrea keep her house full of nutritious food while she prioritized a new business and staying home with her kids.



**Uele**  
Memphis, TN

Thrive Gives became "a life raft" for Uele and her family after her autoimmune disease made her food choices especially critical.



# Food Equality Now

In 2020, we set a goal to raise and donate \$10 million in healthy groceries by 2025 and fight for food equality. By partnering with nonprofits across the U.S., we’re able to make a greater impact in the fight and get healthy food to communities that need it most.



## FoodCycle LA

FoodCycle works with a network of suppliers to redirect good, surplus food to people in need (and away from landfills). In 2022, we distributed 1,000 boxes of pantry staples alongside fresh produce they saved.



## FoodCorps

FoodCorps works in high-need areas connecting kids to nutritious food in school. In 2022, we funded programs for 8,000 kids in Arkansas, and supported FoodCorps’ advocacy work at the White House Conference on Hunger, Nutrition, and Health.



# \$9.6M

in healthy groceries raised  
by the end of 2022

We’ve since reached our \$10M goal, but that’s a celebration for our 2023 Impact Report!



# Gathering & Giving Back

Our employees came together throughout the year to do good—for our local neighborhoods in Los Angeles, for our own teams, and for the world in a time of crisis.



## Donated \$300,946 to Ukraine Relief

Member and employee donations helped us support World Central Kitchen's work distributing nourishing meals at border crossings, shelters, and refugee communities in and near Ukraine.

## Packed 2,125 Boxes of Healthy Groceries

From Alma Backyard Farms in Compton to the LGBT Center in Hollywood, our team volunteered together to unload trucks, fill bags and boxes with Thrive Market pantry staples, and distribute them to local communities.

## Raised \$16,810 for Our Own Team Members

Thanks to employee donations (that were matched by our co-founders), we sent more than \$10k to Thrive Market employees facing unexpected expenses or hardships.





# The People Behind Our Impact

Each and every team member helped us work toward our mission in 2022. In August, employees from across the country gathered in Los Angeles for the first annual “Thrive Week” to celebrate our progress, together.



## Leading the Charge Toward Zero Waste

As the Site Director at our Batesville, IN warehouse, Evan leads the team in recycling or reusing more than 90% of materials that enter our doors. Thanks to teams like Evan’s, we achieved our goal of TRUE Certification for Zero Waste at all three of our warehouses in 2022.



## Launching New Cruelty-Free Brands

Product Innovators like Erin and Nancy sourced and formulated the trusted home and body products in our newest brands, Rosey and f.a.e. With plant-powered formulas and Leaping Bunny Certification, our new brands show our team’s commitment to our members *and* our planet.



## Connecting AAPI Employees

Resource groups like GOAT help employees who share common values and experiences connect outside of their roles. GOAT also brings all employees together through food, from their now-legendary dumpling lunch in celebration of AAPI Heritage Month to a holiday breakfast at the end of the year.



# Environmental Responsibility

A photograph of two women participating in an outdoor cleanup activity. The woman in the foreground is wearing a light-colored hijab, a grey face mask, and a green vest over a grey long-sleeved shirt. She is bent over, working with some brown paper or fabric. The woman in the background is also wearing a green vest and a black face mask, and is holding a large yellow and brown paper bag. They are in a lush green environment with trees and foliage in the background.



# We're building the world's first climate positive grocery store.

Working toward our aggressive and imperative five-year sustainability goals, we've now made good on two of three promises to our planet.



## Carbon Negativity

We're going beyond 2022's carbon neutrality (and our recent Climate Neutral Certification) on our way to reaching carbon negativity by 2025.

## Zero Waste

All three of our warehouses are now TRUE Certified for Zero Waste, reaching our goal of full certification by 2022.

## Plastic Neutrality

Through rePurpose Global, we achieved plastic-neutral shipping materials for all member orders in 2022, and maintained plastic-neutral packaging for all owned-brand products.



# The Road to Carbon Negative

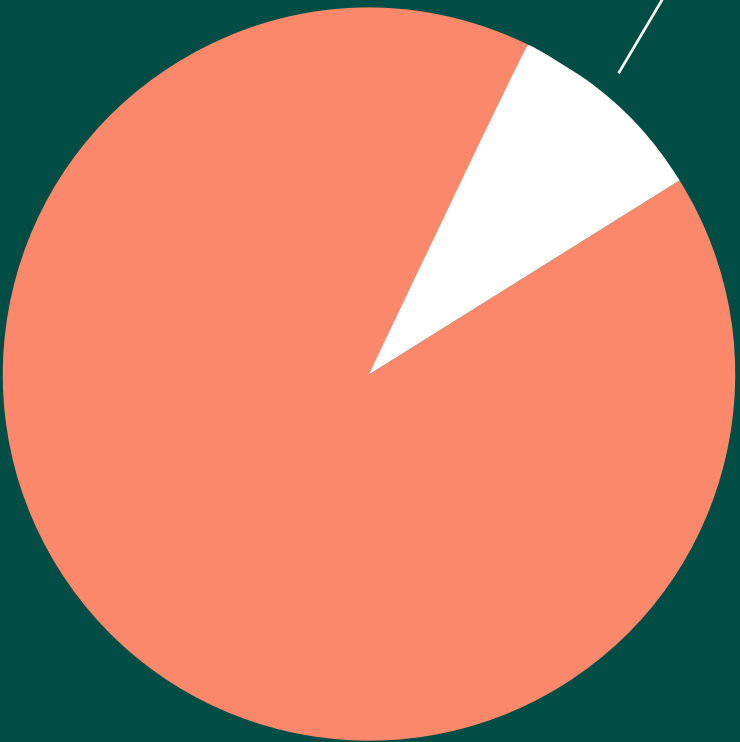


100%  
carbon-neutral  
company in 2022

We measured, reduced, and compensated for 100% of 2022 emissions generated from making and delivering our products to reach Climate Neutral Certification, a key sign to consumers that we prioritize our planet. To reach our goal of carbon negativity by 2025, we'll work toward science-aligned reduction targets by implementing new software to optimize shipment loads and increasing our investments in regenerative agriculture. We'll also stick to ground-only shipping and support reforestation projects.

## Greenhouse Gas Emissions in 2022

Measured using Climate Neutral's BEE (Brand Emissions Estimator) tool.



**Scope 1:**  
1,188.17 metric tons CO<sub>2</sub>

Direct emissions from controlled facilities, like space heating in our office and warehouses.

**Scope 2:**  
0 metric tons CO<sub>2</sub>

Indirect emissions, like the electricity that powers our office and warehouses. We address all electricity use through the purchase of renewable energy certificates.

**Scope 3:**  
46,261.73 metric tons CO<sub>2</sub>

All other indirect emissions from making and delivering our products, including ingredients and packaging, customer shipments, business travel, and employee commuting.

## Offsetting Our 2022 Footprint

### Scope 1 & 3 Emissions:

100% offset through third-party verified offsets purchased from ClimeCo and the Bonneville Environmental Foundation. Credits support four projects in China, ranging from wind power resources to eliminating methane release through landfill gas capture.

### Scope 2 Emissions:

Addressed 100% of our facilities' electricity use by purchasing renewable energy certificates through the utility companies for our Reno and Batesville warehouses, and the Bonneville Environmental Foundation for our Hanover warehouse and LA HQ.



# Our Plan to Cut Carbon

As part of our Climate Neutral Certification, we worked with Climate Neutral to set science-aligned carbon reduction targets and created an action plan that we'll implement over the next two years.

## Our Reduction Targets

### Reduce Scope 1 & 2 Emissions by 42% by 2030

To get there, we'll reduce fossil fuel use at our facilities (scope 1) and continue to purchase renewable energy certificates (scope 2).

### Help 67% of Our Suppliers Set Targets by 2027

We'll work with the suppliers for our owned brands (Thrive Market Goods, wellmade, Rosey, and f.a.e.) to help them set their own science-aligned emission targets.



## Our Reduction Action Plan

### Shipment Optimization

We're implementing new software tools to help us consolidate inbound freight into fewer truckloads, working toward a 20% reduction by 2024 in shipments that don't take up a full trailer.

### Regenerative Investments

We're increasing investments in regenerative and organic sourcing for our owned-brand products by 10% by 2024, creating more products grown with practices that can help reverse the effects of climate change.





8,054,565  
lbs of waste  
diverted away from landfills to be  
recycled, composted, or reused

# Zero-Waste Wins

As of 2022, all three of our warehouses are TRUE Certified for Zero Waste. TRUE means we go beyond recycling or repurposing at least 90% of downstream waste—the certification focuses on the upstream policies that bring materials into our warehouses in the first place, working toward a smaller carbon footprint and reducing pollution. To maintain our certification, TRUE requires that every year, we continue to divert at least 90% of materials away from landfills, incineration (waste-to-energy), and the environment.



92.3%

of solid waste diverted  
away from landfills at our  
Reno, NV warehouse



94.1%

of solid waste diverted  
away from landfills at our  
Batesville, IN warehouse



92.7%

of solid waste diverted  
away from landfills at our  
Hanover, PA warehouse



# Reaching Plastic Neutrality



We tackled plastic reduction head-on in 2022, auditing our current processes, testing new packing methods, and ultimately reducing plastic shipping materials by 70%.

The plastic we do use in packaging for our owned brands and shipping materials for member orders is now Plastic Neutral Certified with rePurpose Global. That means we measure how much plastic our products create, then recover the same amount from nature.





# Cleaner Oceans, Healthier Planet

To reach Plastic Neutral Certification with rePurpose Global, we focused on three key impact projects across the globe in 2022.



## Project Hara Kal in Kerala, India

Hara Kal, aka “Green Tomorrow,” stops ocean-bound plastic waste from reaching Kerala’s palm-lined beaches. In turn, the project protects wildlife in the area and maintains the shoreline, which is home to local tea, coffee, and spice farms.



## Project Ekonomia ya Bluu in Mombasa, Kenya

Through Project Ekonomia ya Bluu, aka “Blue Economy,” rePurpose Global collects, sorts, cleans, and recycles plastic from the once-pristine coastal region of Mombasa. With our help, they’re working to restore the purity of the coasts, protect marine wildlife, and help the communities that depend on it for their livelihoods.



## Project Sueño Azul in Bogotá, Colombia

Meaning “Blue Dream” in Spanish, Sueño Azul is an effort to preserve the lush greenery and natural environment in Colombia’s capital city. rePurpose Global helps to save plastic that would have been dumped in landfills, and recycles it or turns it into plastic wood for furniture and even housing units.



# Ethical Sourcing



# The Thrive Market Standard: The Best Quality Products, Always

Since our launch in 2014, every food item we carry has been verified to be 100% non-GMO through organic or third-party certifications. What we choose not to carry is just as important, and we restrict hundreds of ingredients to ensure that every product in our curated selection is healthy for both people and planet.

We're proud to carry brands that share our values, and we welcomed 179 new partners to our shelves in 2022. There's Alvarado Street Bakery, a worker-owned co-op that's been making legendary bread in San Francisco since the '70s, Singing Pastures and their regenerative, pasture-raised pork snacks, and Ethique's plastic-free, nourishing hair and body bars—just to name a few.

# 100%



non-GMO food, always







# Made by Thrive Market

Partnering directly with our most trusted farmers and suppliers across the globe, we source and create hundreds of essentials for our own member-exclusive brands. If a product has the Thrive Market name on it, you can trust that it's made with sky-high standards at wallet-friendly prices.



194

new essentials launched exclusively for members



Jeremiah McElwee, our Chief Merchandising Officer, is a 30-year veteran of the natural and organic product space. He's been with Thrive Market since our start—developing and championing our quality standards that remain unmatched in our industry.



# Stories From the Source



## A Simple, Sustainable Classic

To make our single-ingredient Organic Apple Sauce, we keep it simple with certified organic apples, grown and processed in our home state of California. Sustainable practices like a solar-powered cannery and using leftover pomace as organic animal feed make our sauce that much sweeter.

## Thoughtful From Farm to Factory

Since 1954, Pitman Family Farms in Sanger, CA has prioritized animal welfare and sustainability. With 30% more space for chickens to roam and water-saving practices like air chilling, thought and care are in every step of our G.A.P. Certified Organic Chicken.



## In the Shade of Everest

We source our Regeneratively Grown Organic Loose Leaf Teas directly from small, female-owned farms in the Himalayas, where passionate farmers carefully harvest ancient teas like Kumaon Black and Nepali Green Pearl.







# The Regenerative Way Forward

Indigenous farmers in the Altiplano, Peru have been growing quinoa and amaranth with regenerative practices like crop rotation for generations. To bring these ancient grains to our members, we sourced them directly from farmers and launched them with Regenerative Organic Certification (ROC™), helping to support 14 smallholder farmers.

Regenerative agriculture is the true sustainable way forward. With practices like composting, rotational grazing, and water conservation, regenerative farming minimizes greenhouse gas emissions and combats the devastating effects of climate change. We're as committed as ever to sourcing regenerative products wherever possible.



# 92

new regeneratively  
grown products added



# A New Take on Clean

We believe in a better standard, where ethically and sustainably made products are the norm—not the exception. With two new Thrive Market brands, Rosey and f.a.e., we moved two giant steps closer toward filling every room in every home with trusted products at prices that don’t break the bank.



## Rosey Promises

Rosey cuts through the toughest messes with planet-friendly formulas designed to keep your home sparkling through anything life throws its way.

- No Harsh Chemicals
- No Synthetic Fragrances
- Ingredient Transparency
- Mineral- & Plant-Based Formulas
- Ethical & Cruelty-Free Supply Chains



The perfect pair: Rosey Cleaner Concentrates and Reusable Spray Bottles made with 100% sustainable materials.

## f.a.e. – for all, everywhere

f.a.e. puts care back into skin and body care with nourishing, cruelty-free formulas for all skin and hair types at affordable, feel-good prices.

- Expert-vetted formulas
- Cruelty-free, Leaping Bunny Certification
- Never any parabens, phthalates, sulfates, or synthetic fragrances



f.a.e. Instant Refresh Face Wipes are sustainably crafted with bamboo viscose and pure botanicals—and without water.



A man in a brown jacket and blue jeans is walking away from the camera down a dirt path in an olive grove. The path is flanked by rows of olive trees. The sky is clear and blue. The overall scene is peaceful and natural.

# Our Impact Is Your Impact

Thank you!

**THRIVE**  
— MARKET —