

YERBA MADRE™

A LETTER FROM OUR FOUNDERS

When we founded Guayakí Yerba Mate in 1996, our goal was bigger than building a company. We wanted to prove that business could be regenerative by design.

That belief took us deep into the Atlantic Forest in South America—to the yerba mate plant, and to the Indigenous communities whose wisdom taught us that regeneration is not just an ecological term, but a way of life.

From that vision, we created Market Driven Regeneration™, a model for delivering net positive impact across our operations.

So, as we share our new name with the world, we're also publishing our 2024 Impact Highlights, not as a footnote, but as a promise. This is the work. This work isn't new. It's the reason we're here. And it's the future we're still building, together.

2024 IMPACT HIGHLIGHTS

A SOCIAL PURPOSE CORPORATION

Part of being a Social Purpose Corporation and certified B Corp means a commitment to all of our stakeholders, not just shareholders. We use the social purposes in our charter, the B Impact Assessment, and other third-party standards to help measure and report progress. Below are the broad social purposes from our Articles of Incorporation, followed by 2024 Impact Highlights against each purpose. Stay tuned for our full Impact Report.

Create a net positive impact on people and planet.

Implement Market Driven Regeneration™ aspirational business model.

Conserve and restore shade-grown yerba mate and the Atlantic Forest.

Reduce greenhouse gas emissions across our operations and supply web.

Reduce the impact of our products.

Empower Indigenous Peoples and other historically underrepresented and/or marginalized communities.

Enhance employee well-being.

Steward the global regenerative business movement.

1 YERBA MADRE PURPOSE: NET POSITIVE IMPACT

NET POSITIVE IS OUR GOAL. WE ASPIRE TO GIVE MORE THAN WE TAKE, AND TO USE THIRD-PARTY STANDARDS AND CERTIFICATIONS ALONG THE WAY.

CERTIFIED, AND THEN SOME

Last year we proudly upheld four gold-standard third-party certifications, B Corp, Regenerative Organic Certified®, USDA Organic, and Fair for Life, ensuring every sip reflects our deepest values, with independent verification you can trust.

YERBA THAT GIVES BACK

Our yerba mate from Paraguay achieved 100% Regenerative Organic Certified® Gold status, joining our mate from Argentina and Brazil in recognizing not only organic farming, but regenerative practices that restore soil health, protect biodiversity, and uplift farming communities.

2 YERBA MADRE PURPOSE:
MARKET DRIVEN REGENERATION™

OUR BUSINESS MODEL MEANS THE MORE REGENERATIVELY-GROWN YERBA MATE WE SELL, THE GREATER IMPACT WE HAVE.

Creating demand for shade-grown, certified regenerative, organic, and fair trade yerba mate is what we're all about. Every year we grow, the more mate we use, the more impact we have. Starting in 2025, we've also built in an organization-wide key performance indicator as part of our annual employee bonus compensation. Because Market Driven Regeneration™ is about coupling financial performance with impact and is everyone's responsibility.

3 YERBA MADRE PURPOSE:
CONSERVATION & RESTORATION

PROTECTING FORESTS, ONE LEAF AT A TIME.

Our yerba mate doesn't just grow in nature, it grows with nature. 17,305 hectares protected. That's over 42,000 acres – or the size of 396,400 basketball courts – of the Atlantic Forest conserved and restored through our shade-grown yerba mate program, supporting rich biodiversity and carbon drawdown in one of the world's most threatened ecosystems.

THIRD-PARTY VERIFIED

We are partnering with SCS Global Services to independently verify our Shade-Grown Yerba Mate Production Standard, bringing transparency and accountability to every farm, canopy, and cup.

4 YERBA MADRE PURPOSE:
GREENHOUSE GAS EMISSIONS

TRACKING OUR CLIMATE IMPACT AT THE SOURCE AND SETTING AMBITION.

We're not guessing; we're measuring, verifying, and improving. A first-of-its-kind footprint. In partnership with Argentina's National Industrial Technology Institute (INTI), we're developing a custom emissions factor for our yerba mate, giving us more accurate insight into our greenhouse gas footprint and the climate-positive power of shade-grown, regenerative yerba mate. And, we're not stopping there – we're tracking our annual company-wide emissions in Persefoni and setting a science-based target (SBT) – a long-term ambition to reduce our climate impact while we grow.

5 YERBA MADRE PURPOSE:
PRODUCT IMPACTS

TOWARDS A CIRCULAR ECONOMY.

We don't use plastic bottles, but we know there's more work to do to go from take-make-waste to a truly circular economy. We achieved zero waste – over 90% diversion from landfill by weight – in our U.S. facilities. Almost 100% (98% to be exact) of our packaging by weight was recyclable and 60% contained post-consumer recycled content or plant-based material.

Because we can't do it alone, we work with our peers in natural and organic products through One Step Closer's Packaging Collaborative to learn, share, and innovate using our collective power.

6 YERBA MADRE PURPOSE:
COMMUNITY LIVELIHOODS

ROOTED IN RELATIONSHIPS, POWERED BY PEOPLE.

Our impact starts with the communities who grow our mate and grows from there.

BEYOND FAIR.

We are going above and beyond Fair for Life's Fair Trade Standard requirements, creating a new Impact Fund to further support the Atlantic Forest, family farmers, and Indigenous communities – the forest protectors who produce our mate, and start the cycle of regeneration at the origin of our business.

\$200K FOR GRASSROOTS POWER.

In addition to fair trade funds, we contributed \$200,000 directly to communities and nonprofits in North and South America, helping to fuel local solutions and long-term resilience.

NEW INDIGENOUS PARTNERSHIPS.

We welcomed two new Indigenous communities into our grower network in Argentina, including the Yvytú Porá, led by a female chief – a strong example of empowerment and cultural preservation.

7 YERBA MADRE PURPOSE:
EMPLOYEE WELL-BEING

WE PUT PEOPLE FIRST.

We continued to lead with care, ensuring every team member thrives, on and off the clock.

FAIR PAY, EVERYWHERE.

We upheld our commitment to fair living wages for all. This includes our yerba mate harvesters, whose livelihoods are historically most at-risk.

BIGGER BENEFITS, BROADER SUPPORT.

We expanded our U.S. employee benefits to include enhanced life and disability coverage, subsidized gym memberships, mental health support via Headspace, pet insurance (because furry family matters, too), and more, all designed to support the whole human, not just the job title.

8 YERBA MADRE PURPOSE:
REGENERATIVE BUSINESS MOVEMENT

BUSINESS AS A FORCE FOR REGENERATION.

We aim to lead by example and inspire the regenerative business movement by proving that people, planet, and prosperity can all thrive as one.

SIGNED AND COMMITTED.

Helping to shape and pilot the Purpose Pledge is the latest step in a path we've been walking for decades.

In 2007, we were one of the first companies to become a B Corp the first year of the certification's launch.

In 2009, we became the first-ever Fair for Life Fair Trade Certified® yerba mate.

In 2019, we piloted and certified the first Regenerative Organic Certified® yerba mate and became the first company in South America to achieve Regenerative Organic Certified® Gold.

At every step, we've worked to prove that business can—and must—lead the regenerative movement, and that it takes collaboration from all of us.

YERBA  MADRE™

Yerba Madre was produced and distributed as Guayaki Yerba Mate in 2024 and remains owned and controlled by Guayaki Yerba Mate, SPC.