



2022 Impact Report



Sustainable Livelihoods &
Women's Empowerment



Agriculture & Environment



Nutritional Security

Our Mission

Kuli Kuli's mission is to **nourish people and the planet** through naturally **energizing, nutrient-rich, and sustainable plants**.

We believe that by making climate-smart, community-grown superfoods into staple foods, we can generate income for millions of farmers while fighting climate change.

Meet Moringa:

A climate-smart crop

Research has shown that the moringa tree has incredible potential as a climate-smart crop. According to studies, moringa has up to **20x the carbon sequestration rate** compared to normal vegetation.

Every year, Kuli Kuli's operations sequester between **300 million and 900 million kgs** of CO₂. This is equivalent to removing between **64,000 and 194,000 passenger cars** from the road.





As a **Certified B Corp** and a **Benefit Corporation**, Kuli Kuli is a part of a global community using business as a force of good by balancing purpose and profit. **We are proud to hold a B-Impact Score of 102.6.**

Kuli Kuli is dedicated to putting people and the planet first by paying all of our farmer partners a **fair wage**. We are proud to source cocoa powder for our bars and energy shakes that is **Fair Trade Certified**.

2022 Highlights



Almost **\$1 Million** in Revenue
Generated for Moringa
Farmers



4.7M Trees Planted*

*Planted and Preserved



446 Livelihoods Supported



Supplier Feature:

MoringaPura

In 2022, a women-owned farm in Mexico became our top moringa supplier.

Carmen Padron runs a farm employing and offering housing to indigenous workers from the Oaxaca region. They've managed to significantly increase their workforce in the last year thanks to purchases from Kuli Kuli.

MoringaPura's impact and dedication to their local community extends beyond the farming operation. Initiatives include providing financial support to employees for higher education, participating in a program to train other farmers how to grow moringa, and supporting a local orphanage.



Moving Beyond Moringa

With the launch of our Superfood Blends, 2022 was the year we sourced significant amounts of superfoods beyond moringa.



Ingredient Feature:

Transparent Trade Cacao

The cacao sourced for our Mood Magic blend is **single origin, fully traceable**, and grown using **agroforestry practices**.

Our supplier, Uncommon Cacao, is a B-Corporation known for their work to **maximize farmer profits and remove exploitation** from the cacao supply chain through direct trade with smallholder farmers.



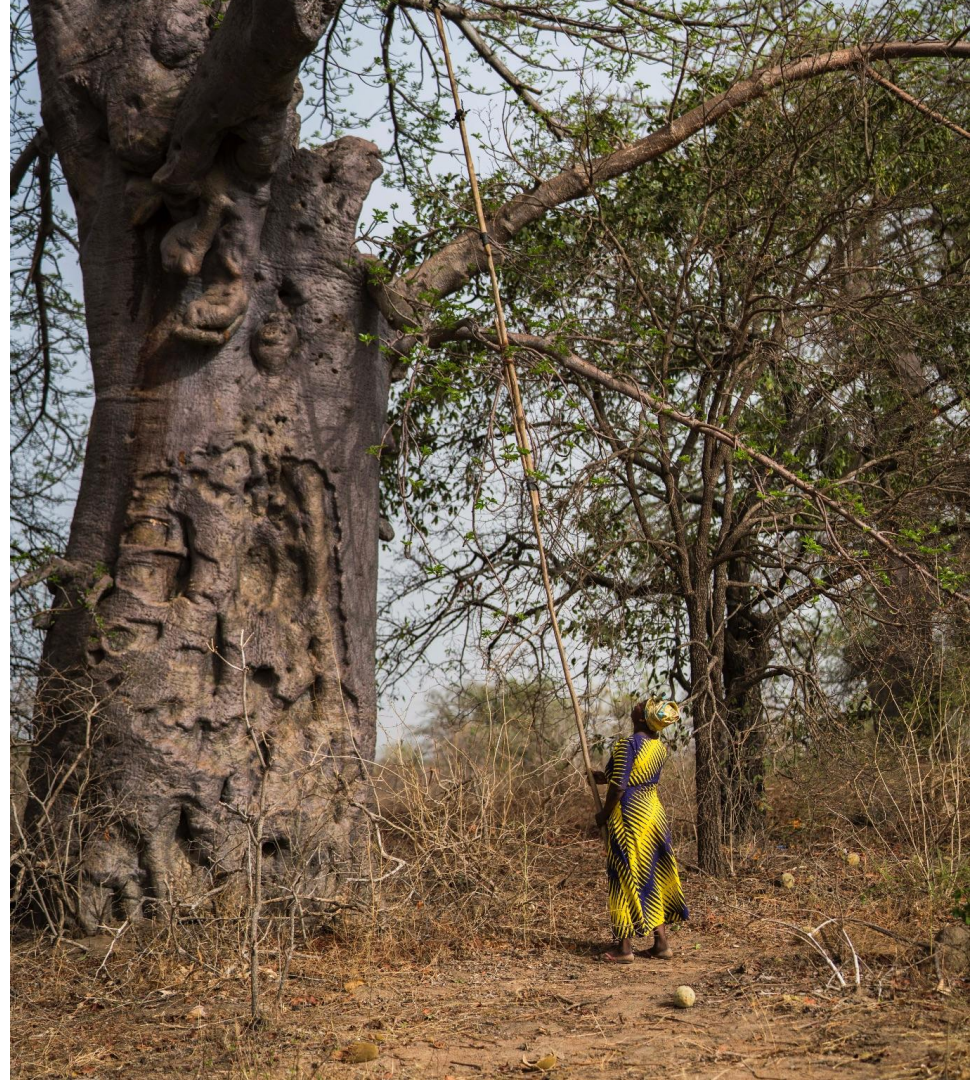
Ingredient Feature:

Wild-Harvested Baobab

Baobab is featured in two of our new Superfood Blends. Native to the African continent, Baobab's fruit are harvested from **trees that can live for thousands of years.**

These massive trees have an **incredible ability to sequester carbon.** As a wild-harvested plant, baobab fruit has a much smaller impact on the land compared to farmed foods.

Our baobab supplier partner works directly with **thousands of women in rural communities** to harvest and process baobab.



Reducing our Plastic Footprint

In 2022, Kuli Kuli launched six new products in packaging using **at least 40% Post-Consumer Recycled material**.

Our PCR initiatives aim to **minimize production of virgin plastic, reduce our carbon footprint, and divert plastic waste** from landfills and downstream pollution.

In 2022, we diverted the equivalent of **67,000 plastic bottles**.

*Since transitioning our first product line to PCR in 2021.

Total Plastic Bottles Diverted*



Sustainable Packaging Partnerships



Packaging sustainability is more than the materials used.

Over 90% of Kuli Kuli's packaging is made by Fortis's operation in Merced, California, a certified Sustainable Green Printer. Minimizing their environment footprint is built into the facility's processes.

Fortis's Core Sustainability Measures

Use of water-based inks.

Water-based inks involve low or no volatile organic compounds (VOCs). VOCs can contribute to air pollution and have a negative impact on health.

Three-stage wastewater treatment.

This process removes contaminants from their ink process to stop them from entering water systems.

2023 Initiatives

Key focal points for the coming year

Impact Measurement Tools.

We are deepening our assessment tools in order to prioritize sourcing from our highest impact suppliers.

Carbon Neutrality.

We will be able to assess and minimize the environmental impact of our day-to-day operations using innovative emissions assessment technologies, as we continue planning for carbon neutral certification.

Sustainable Packaging.

We will work with our partners to maximize recycled content as we expand existing lines and innovate in new areas.

Supplier Projects.

We've created a grant program to fund on-the-ground supplier-led projects, such as educational programs and food forest initiatives.

Kuli Kuli's Impact to Date

30M Trees
Planted & Preserved



\$6.4M in Revenue Generated
for Moringa Farmers



3,797 Livelihoods
Supported





Thank you

Nourishing you,
nourishing the world.™