

¹ Robson, Aurora. “Herbalist & Alchemist” 2023, 65 x 80 x 7 in. ultrasonic welded + woven plastic strapping



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Executive Summary

To Our Customers and Friends in the Herbal Community,

2022 was the end of an era - we planned and moved our business after over 25 years in the same location. Rehabilitating a 20-year vacant property in partnership with our new landlord brought its challenges, added to the complications of navigating the pandemic.

2023 brought a year of change, transformation and growth- with numerous hurdles. From our move in January to birthing processing and layout changes, our staff brought their energy and creativity to our successful move and continued quality production.

So, we decided to publish this as a 2-year report to cover the story of our sustainable transition.

Our Achievements:

- Planning and realizing a momentous move. We are amazed at our staff and how they banded together to implement some major operational changes accompanying the move. The **Green Team** was instrumental in ensuring our sustainability benchmarks were a priority.
- Offset 100% of our Scope 1 Emissions

Our Current Focus:

- Continuing progress on Organic Certification for many of our herbal extracts.
- Working with others in the Natural Products Industry on the Climate Collaborative Project-targeting Packaging and Agriculture.

We look forward to continuing to bring you our high quality, healthy herbal products in keeping with our mission.

Sincerely,

All of Us at Herbalist & Alchemist



Overview + Mission

Herbalist and Alchemist's mission is to develop, manufacture and distribute herbal supplements that are of the highest quality, manufactured from plant material that originates in harmony with the environment: organically grown, ethically wild-crafted or sustainably harvested.



Our commitment to quality is reflected in the over 250 products we manufacture as well as our position in the forefront of the herbal products community.

The company achieves this goal by:

- Listening to customers, suppliers, and staff, and acting on their inputs to continually improve its knowledge base, processes and practices
- Creating an environment of teamwork that fosters efficiency of all operations where each process is continually monitored.
- Sourcing botanical ingredients from people we trust and examining each batch by hand
- Being fully compliant with the US Dietary Supplement Good Manufacturing Practices (GMPs)
- Being regularly inspected by FDA
- Working with Rutgers University for quality assurance
- 3rd party testing on all extracts to screen for heavy metals, aflatoxins and microbiological pathogens.

Each employee is committed to achieving the highest standards of excellence possible. We are likewise committed to providing education and information about the health benefits and uses of herbal medicine.

We don't cut corners and know, exactly, that what is in our products is on the label.



Certified B Corporation since 2010

In 2010, Herbalist & Alchemist became the first herbal supplements company to become a **Certified B Corp.**

B Corps are companies that have undergone a rigorous assessment through the independent nonprofit B Lab. A company must complete the B Lab Impact Assessment, which measures various aspects of their business - environmental, social, and governmental- in order verify they to make a positive impact on the world.

B Lab's requirements for maintaining status as a B Corporation have evolved continuously, with new topics and goals added.

As evident in the most recent Impact Assessment we completed, similarly to other B Corps, we saw a slight dip in our scores due to hefty changes within the assessment and not necessarily due to our real positive impact.

This process reveals that even if a certain score is assigned, we actively prioritize our mission and maintain exemplary sustainable, ethical business practices year after year.

Impact Area	Previous Score (2018)	Most Recent Score
Governance	17.4 *	16.9*
Workers	15.6*	12.4*
Community	29.3	20.2*
Environment	30.9*	34.1*
Customers	5.6*	4.0*
Overall B Score	99 (48.1 points above the 2018 median)	87.7 (36.8 points above the median score)
*B Impact Assessment Key Performance Indicators change with each assessment version. Points are awarded based on the sum of all questions.		



The Big Move

How We Transformed a Vacant Building into New HQ & Manufacturing Facility



In 2022, Herbalist and Alchemist had one of the most eventful years in our history. Starting in late 2021, we began the search for a new home after substantial growth made it necessary for us to seek out a larger facility. Our team explored several properties, but ultimately settled on renovating a former grocery store only a few minutes away from our previous location in small town Washington, NJ.

Our design and planning used energy efficient lighting & HVAC systems.

In the span of a few short weeks, our whole team pitched in as we cleaned out the old building, transported everything from office furniture to heavy machinery, and reassembled everything in our new location.

Sustainability was top of mind for the move. We used reusable totes to move our herbal extracts, ensuring their quality would be upheld during transportation. We were open for business starting in January of 2023. Any boxes that were used were repurposed. The only moving material bought was pallet wrap, which was donated to the local Trex Recycling program.

“The new, larger facility is phenomenal -- a testament to all the hard work that that went into it. It is quite the transformation, turning a long-vacant concrete shell into a new, beautiful manufacturing facility almost triple the size of our previous facility.” – David Winston, RH(AHG)

While we recycled and reused everything that we could during this process, our waste output totals were higher this year due to the move. We also experienced a spike in carbon emissions due to construction. All in all, though, when the effects of the move are corrected for, H&A's environmental record remains strong.



Sourcing Botanicals & Raw Materials– Sustainable Supply Chain

over 150

*Botanicals sourced
from around the world*

15+ years

*Average tenure of
grower
relationships*

60-70%

*Certified Organic, the
remainder sustainably
& ecologically sourced.*

>60%

*Botanicals
sourced from
the USA*

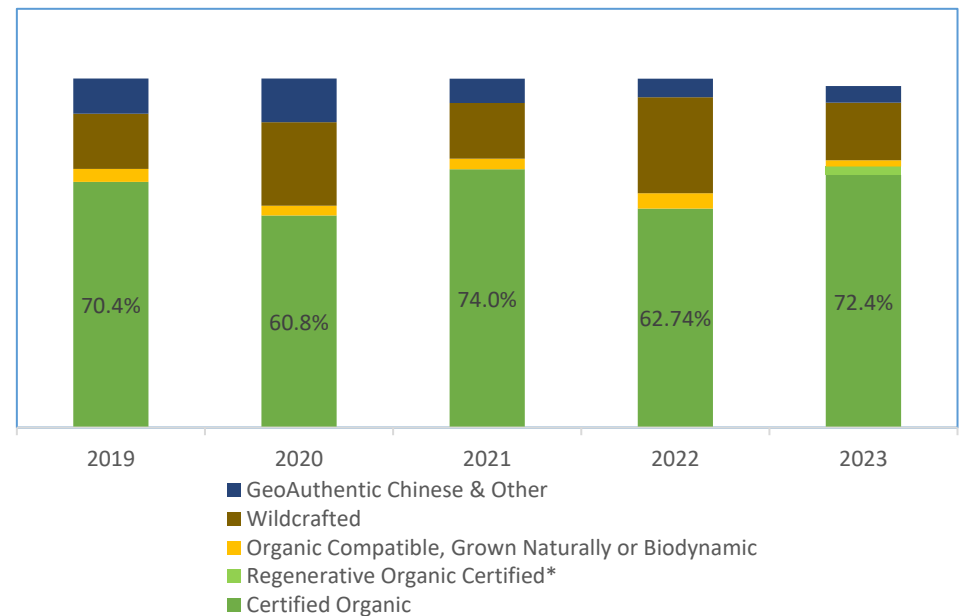
Nurturing Relationships

We support **Organic farmers** and sustainable wild-crafters, giving preference to local suppliers whenever possible. Many are friends through the farming, herbalism and permaculture communities.

Dynamic & Seasonal Botanical Sourcing

- We prioritize **organically grown** or sustainably wild-crafted herbs for optimal vitality.
- This year the amount of wildcrafted botanicals we sourced increased. How we procure our botanicals each season is a dynamic process dependent on demand products, climate impact and crop quality.
- We use Certified Organic, pharmaceutical grade alcohol derived from sugarcane, olive oil and vinegar in our extractions.
- ***Regenerative Organic Certified** is a fairly recent addition to the industry. While many of our growers are Certified Organic and use regenerative cultivation practices, they might not yet have opted to certify with that organization.

Ingredient Sourcing Breakdown¹



¹Cost-based analysis of all raw materials (excluding water) used in manufacturing.



Sourcing Botanicals & Raw Materials— Sustainable Supply Chain

Wild-Crafted Herbs

We are an "Herbalist's Company" that offers extracts of more than 150 botanicals, some of which can only be found in the wild.

- Our wildcrafters conscientiously harvest botanicals according to our Wildcrafter's Pledge, ensuring ethical practices and conservative harvesting methods are used.
- We keep records of any wildcrafted botanicals which are FairWild certified
- Some of the herbs we use are grown by small farmers who live & breathe organic. They have signed a pledge to cultivate by organic methods but may not have the time or means to pursue Organic Certification.

Our primary sources of imported herbs:

- **Traditional Chinese botanicals** - Our main source is a multi-generational business with impeccable supply chain management practices. Over 70% of our Traditional Chinese herbs are **Certified Organic**.²
- Committed to quality & purity with a **large selection of Certified Organic herbs**, their Geo-Authentic Chinese Botanicals are pure, safe and effective.
- **European botanicals** - Our suppliers include a rural group sourcing from Southern France, Eastern Europe and the Middle East.
- **Canadian Grower organization** - representing a collective of ethical, sustainable farmers.



*Bai Zhu (Atractylodes) -
Photo Credit Martin Wall*

² (Herbalist & Alchemist, Inc., 2023)



Botanical Highlight: American Ginseng

Botanical Name: Panax quinquefolius

Our grower has over 50 years of experience in growing high-quality Organic, forest-grown, wild-simulated American Ginseng.

Roots are not harvested until they are at least six to eight years old or more to ensure maximum Ginsenoside levels.

They grow their ginseng in a natural way at a high elevation under a canopy of hardwood forest, and their usage of seed stock developed from wild seed, gathered locally results in a root with maximum potency.

[View Product Page](#)



Herbalist & Alchemist, Inc.

PHOTO: American Ginseng Root. CREDIT: Herbalist & Alchemist



Carbon Farming Before it was “Cool”

Now more than ever, climate change is of high concern and we must all do what we can to mitigate our impact. That includes supporting small growers doing their part to protect the soil and biodiversity of their local ecosystems.

- In partnership with the Climate Collaborative, we are committed to reducing the carbon impact of the natural products industry.
- Over the past several years we’ve been compiling in-depth information from our herb suppliers about how they farm, and what regenerative practices they already use to report and build upon that knowledge.
- These methods may include Regenerative Agriculture, Permaculture, Biodynamics, Regenerative Organic, Forest Grown, Fairwild, Ecologically and Ethically Wildcrafted, Wild-Simulated, NON-GMO, Grown Naturally and Organic Compatible.
- In 2023, we began to see which herbs were not only grown Certified Organic but **Regenerative Organic Certified**.

Some of our growers are members of United Plant Savers, the Northeast Organic Farming Association (NOFA), the Pennsylvania Sustainable Agriculture Association (PASA), Real Organic Project, and other organizations committed to sustainable agriculture practices.

Many of these growers go above and beyond, using Certified Organic as a baseline. They incorporate permaculture, biodynamic methods, and techniques such as integrating crops, minimal tillage, water conservation, planting and harvesting by hand, and application of compost.

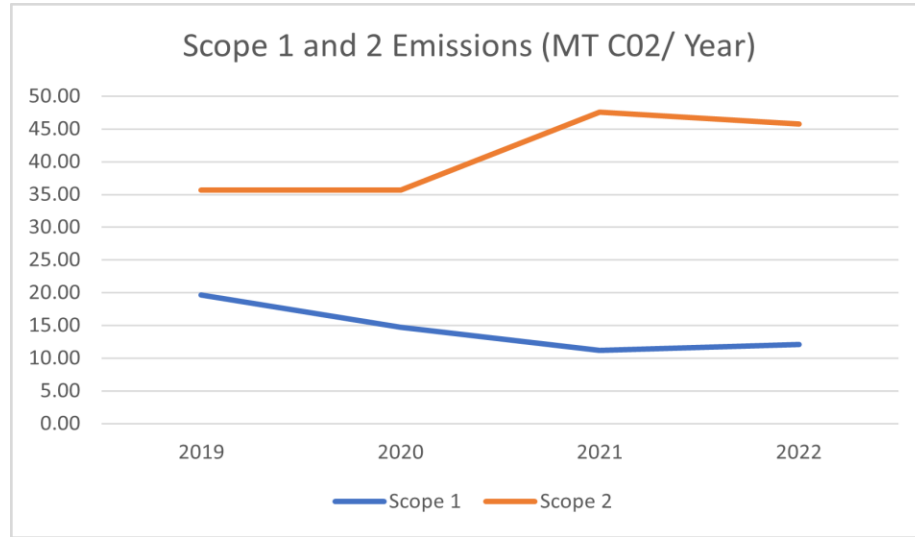
Regenerative Sourcing Snapshot - 2023



Chart shows Certified Organic, Ecologically Wildcrafted, & Other. **Dark Green** sections are ingredients (on a cost basis) from growers that practice any form of regenerative agriculture, including sustainable wildcrafting methods.



Emissions



This graph is a breakdown of our estimated scope 1 and scope 2 CO₂ emissions over time.

Carbon emissions can be divided into three categories.

- Scope 1 emissions are air emissions that are produced directly onsite through the burning of fossil fuels or other materials.
- Scope 2 emissions are emissions generated by electrical usage.
- Scope 1 Emissions have been on an overall **downward trend** since we began measuring GHG emissions in 2021.
- Scope 2 Emissions are down by 1,823 kg/year!

H&A has offset our 2022 Scope One Emissions, accounting for 12.1 metric tons of CO₂ equivalent³. These offsets support reforestation and other projects worldwide via Earth Day Network & Carbon Fund.⁴



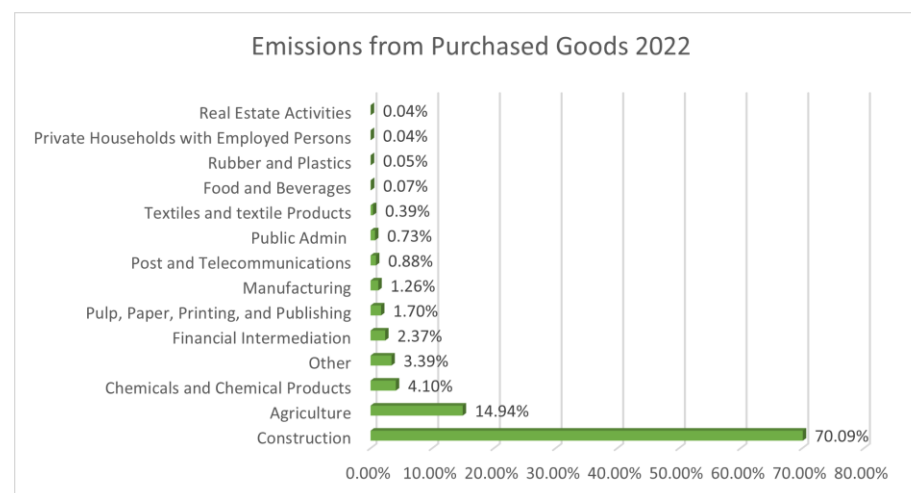
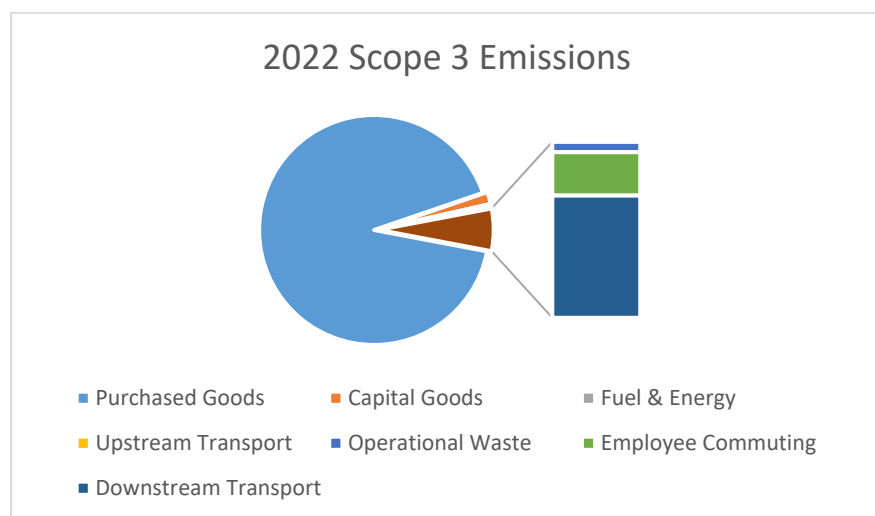
³ (EPA.gov, 2024)

⁴ (TerraCycle, 2024)



Scope 3 Emissions

- Scope 3 emissions are emissions generated up and down the supply chain, making up the majority of emissions.
- Estimations of our Scope 3 emissions totaled 2894.21 metric tons.
- Our estimated Scope 3 emissions can be further broken down into subcategories:



Takeaways:

- Most of our emissions in 2022 were from the construction of our new facility- a **one time** increase.
- Adjusting for this outlier, there were small increases and decreases in every category that **roughly cancel each other out**. The biggest increase was in Agriculture, with a 7% increase from last year.
- Most of our emissions from purchased goods are **under one percent** of our total.
- Our carbon calculator uses cost to estimate emissions. Due to rapid inflation in 2022, the actual amount of Scope 3 emissions is likely **lower than estimated**.
- H&A continues its commitment to tracking and working to reduce its greenhouse gas emissions.



Office & Operations

Zero-Waste: More Than a Mindset



Despite an eventful 2022-2023 with our move to a new facility (which entailed some intense Spring-cleaning), we still managed to thoughtfully dispose of, reuse, recycle or repurpose the majority of waste we generated.⁵

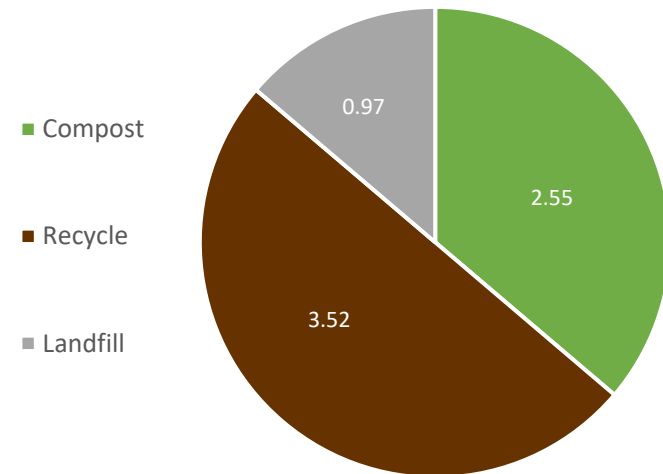
How We Reduced, Reused, Recycled & Repurposed

- **NEW in 2023!** Paper towels are composted, transformed into nourishing compost (See page 17).
- Discarded boxes become new shipping containers.
- Pallet straps bloom into thought-provoking art.
- Even hard to reuse materials find homes through donation or specialized recycling.

Results of Waste Diversion

- Total Office and Production Waste Output in 2022, combining historical estimates with real measured data, was only 7 metric tons.
- **86% of that waste diverted from landfills in 2022 - just slightly less than our 90% diversion in the previous year.**
- In 2023, our landfill waste was **1,000 lbs. less** than in 2022! We expect to meet our Zero Waste Target.

2022 Waste Totals - Metric Tons



⁵2022,2023 Waste & Recycling Logs – Combined Real & Estimated Data



About Our Product Packaging



As a first step in our commitment to reduce the carbon footprint of our packaging with Climate Collaborative, we assessed the recyclability of our product packaging. Our glass bottles do not contain the extra outer-packaging that many other brands add to their products, which only ends up as more recycling or in landfills.

- Our glass bottles are made from 55% post-consumer recycled content and are fully recyclable.
- The natural rubber in our droppers is biodegradable.
- From our bottles to our caps, our pipettes to our boxes, we take great care in choosing fully recyclable materials.

[Read our Recycling Guide](#)

Reduce

- We started using QR codes at trade shows & events, as well as in promotional items, to reduce the amount of paper we were previously using.



[Recycling Guide
& Sustainable
Shipping
< < Supplies](#)

- Employees are encouraged to conserve energy & water.
- Electricity use in 2022 was down 4% from 2021, marking three straight years of energy decrease.
- Introduced an order pickup system, allowing convenient local pickups that could reduce GHG emissions.
- We prioritize locally based suppliers when possible. This helps reduce the carbon footprint of transport. ⁶

⁶ 2021 Internal Review of Raw material Suppliers

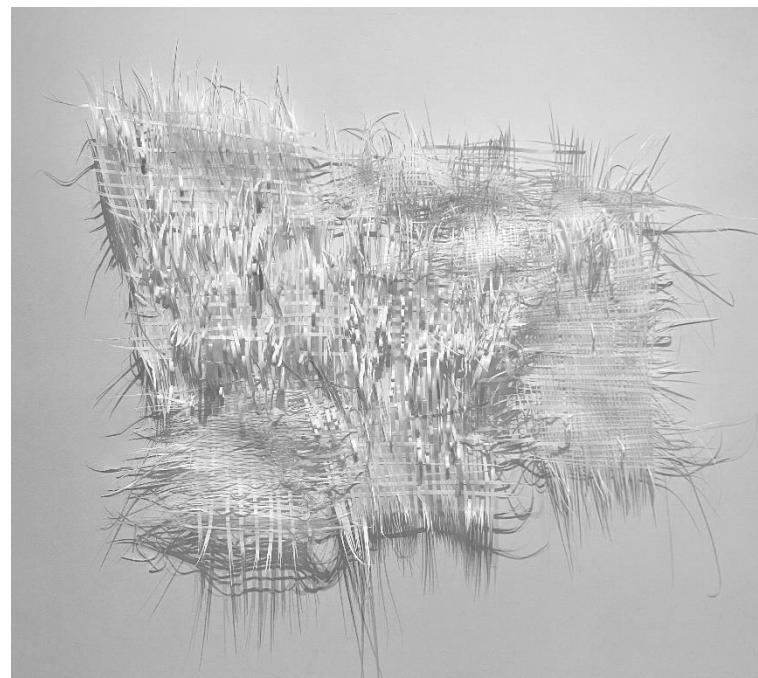


Creative Re-Use & Repurposing

Some things cannot be eliminated from the waste stream but can be given a second life.

We believe in creative re-use of materials.

- We re-use cardboard boxes to ship our products, which extends the lifecycle of hundreds of cardboard boxes before they ultimately get recycled.
- We upcycle 55-gallon barrels. People have used them to make raised beds, rain barrels, barrel racing courses, horse jumps and more.
- H&A promotional product gift baskets are assembled with reused/upcycled wrapping materials



Aurora Robson. "Herbalist & Alchemist" 2023, 65 x 80 x 7 in. ultrasonic welded + woven plastic strapping, Brattleboro Museum and Art Center

- We send pallet straps to [Aurora Robson](#), a sculpture artist in NYC who creates abstract works from debris. Her ongoing exhibition at the [Brattleboro Museum](#), entitled "Human Nature Walk," features a piece named for Herbalist & Alchemist, woven from pallet straps.
- Donated hundreds of reusable gel ice packs (used to keep herbs shipped to us fresh in transport) to members of the community including local children's camps and food pantries.



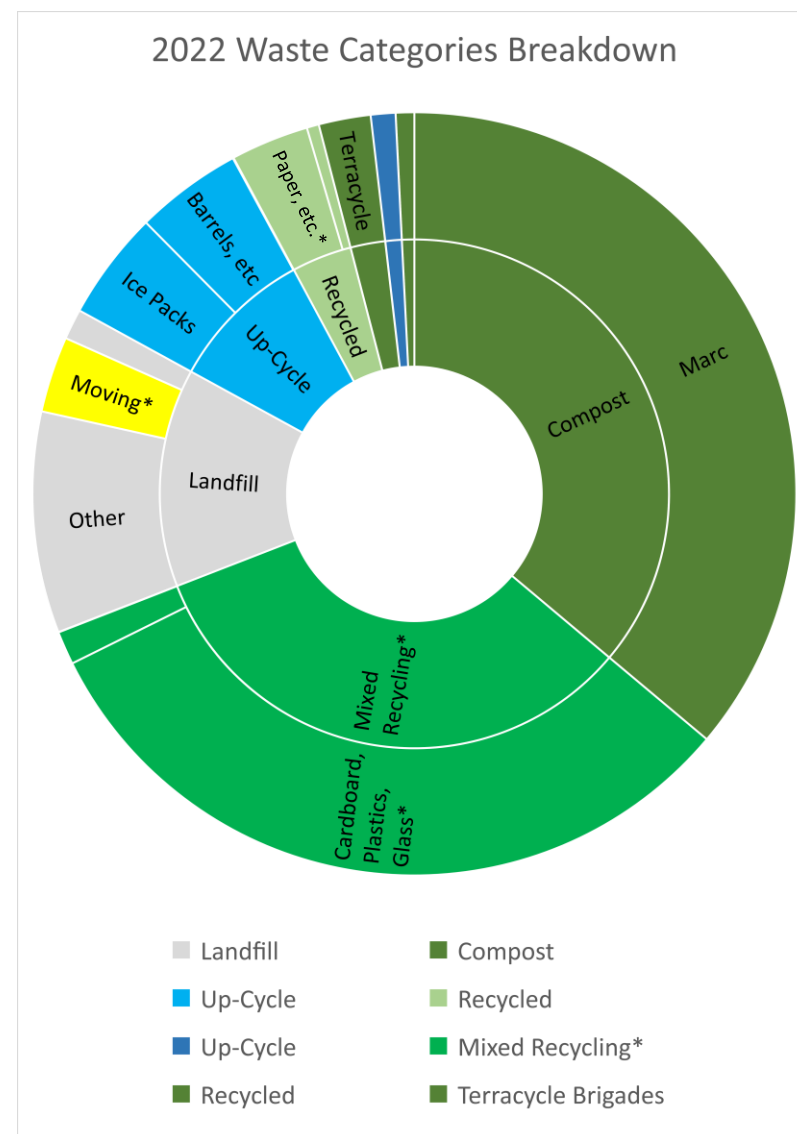
Recycle

⁷In addition to regular curbside recycling of plastics, glass & paper...

- We use **TerraCycle Zero Waste Boxes** to offset hard-to-recycle waste streams, such as tape dispenser rings, pens & pencils, protective gear, miscellaneous office waste as well as other plastic waste not accepted by curbside.
- We utilize **SustainAbilities Electronics Recycling**, a local program that recycles electronics and other materials while providing green job training and employment opportunities to persons with disabilities.
- We **recycle our label backings** & other packaging and shipping waste with **TerraCycle**.
- In 2022 and 2023 combined, we recycled well over 450 pounds of plastic bags & film pallet wrap through the local **Trex program**, turning this hard-to-recycle material into park benches for the community.



Example photo from The Big Move - pallet wrap film combined with other flexible plastic bags, ready to be recycled!



⁷ 2022,2023 Waste & Recycling Logs by weight lbs. Items marked with asterisk* based on estimated calculations of container capacity and volume.



Composting Botanical Waste

From the earth & back to the earth: It's only right that the unusable plant material that is meticulously garbled out by hand before we make our extracts, as well as the marc, a fine plant material left over from the extraction process, are composted.

We have been composting these byproducts of our herbal extracts for years.

From the beginning, our Founder David Winston used these materials in his beautiful gardens.

Now, we supply a local organic farm with green matter for their composting.

We are happy to keep this material out of the landfill and turn it into rich soil.

In Summer of 2023, we officially began composting other biodegradable waste in partnership with Neighborhood Compost.

We have already seen a significant reduction in the volume of trash going into the dumpster - most of which was paper towels used for hand washing - a lightweight and valuable source of brown matter for the soil.



Since 2013:

67,000 lbs. of marc diverted from landfill and composted into healthy soil!

That means an estimated **15.3 tons of CO²** were sequestered.⁸

⁸ (Brown, 2013)



Corporate Culture

Our People

Our people are vital to making our herbal products.

The majority of our employees live less than 15 miles from the office. Many choose to work here to be close to their families, reduce their commuting time and have more free time for other pursuits.

Some of our employees have been with us for many years.

Benefits include:

- Generous 401-K program that includes socially conscious portfolio options, H&A matches 100% of employee contributions up to 3% of salary. If employees choose to contribute more, H&A matches an additional 50% up to 5%.
- H&A pays 50% of Health Insurance for the employee. A family plan is available as an option.
- Discounts on Herbalist & Alchemist products to promote wellness.

Professional Development & Education

- We offer full scholarships to employees who enroll in [David Winston's Center for Herbal Studies 2-Year Herbalist Training Program](#).
- Professional Development opportunities include seminars held by David Winston, educational sessions at trade shows & conferences, trade associations, cross-training, and skills-based training related to job responsibilities.
- H&A employees and wholesale customers can tune in to the [Monthly Herbal Salon with David Winston](#): the opportunity to expand their knowledge of herbal medicine through educational sessions focused on specific topics.



Our Community

Volunteering 2022

A survey among employees shows our people continue make a positive impact in their local communities.

In 2022, H&A employees donated over 200 hours of their time to the community!

Education, Outreach & Charitable Donations

The company sponsored and donated to many educational events, organizations, conferences, & symposiums. These events play a pivotal role in supporting the herbal community.

- We were a Copper-Level sponsor of the [American Herbalists Guild Symposium in 2022](#)
- We were a Leaf Level Sponsor of the [BotanicWise Women's Herbal Gathering in 2023](#)
- We participated in [WellSweep Herb Farm's Herb Day celebration](#)
- In 2022 and 2023, we continued our in kind and cash donations.

Proud Supporters

In addition to organizations in line with the H&A mission, we give to organizations to support our various communities. Here are some of the many organizations and initiatives Herbalist & Alchemist proudly supported with financial or product donations:

Education

- American Herbalists Guild
- American Herbal Pharmacopoeia
- American Herbal Products Association and Foundation
- American Holistic Veterinary Medical Association
- Arbor Vitae School of Traditional Herbalism
- National Animal Supplements Council
- National University of Naturopathic Medicine
- PAGUS: Africa
- Practitioner Herb Schools
- Rutgers University
- Veterinary Botanical Medicine Association

Environmental Sustainability

- American Botanical Council
- New Jersey Conservation Foundation
- Northeast Organic Farming Association
- Musconetcong Watershed Association
- Raritan Headwaters Association
- United Plant Savers

Community Relief

- Abilities of Northwest NJ
- Family Promise of Warren County
- Habitat For Humanity of Warren County
- Herbal Mutual Aid Networks including Herbalists Without Borders
- National Alliance on Mental Illness
- Project Self-Sufficiency of Northern New Jersey



Leadership – in the Community

David Winston, RH (AHG), founder and President:

- Chairperson and member of the AHG admissions review committee 1990-2022
- Member Consulting committee of the Irish Register of Herbalists
- United Plant Savers Advisory Board
- Member Board of Consultants American Herb Association
- Founder and Director of the Herbal Therapeutics Research Library
- Serves on American Herbal Products Association (AHPA) Botanical Safety Handbook expert advisory committee, working on the 3rd edition of the Botanical Safety Handbook.
- Advisory board and reviewer for the American Herbal Pharmacopoeia.
- Serves on the American Botanical Council advisory board.
- Founder and dean of David Winston's Center for Herbal Studies
- Speaks at conferences and symposiums around the world
- Author of several definitive books on herbs and hundreds of articles, reviews and papers published in journals, proceedings and texts.
- 2023 AHPA Herbal Insight Award Recipient

Beth Lambert, CEO:

- Serves on the Board and Executive Committee of the American Herbal Products Association (AHPA)
- Chairs the Board of the AHPA Herb Foundation
- Serves as Chair of AHPA's Education Committee and is a member of several other working committees.
- Serves on the Board of the Veterinary Botanical Medicine Association (VBMA).
- 2021 NJBiz Icon Award Winner



The Green Team

Founded in 2021, H&A Green Team is an interdepartmental coalition of employees who work together to coordinate environmental projects. Each department has a voice on issues of sustainability as we have at least one employee representative present in each meeting.

Responsible for:

- Implementation of the Environmental Management System
- Coordinating reuse and recycling initiatives across the company
- Setting short-term and long-term sustainability goals
- Implementing new and ongoing environmental projects
- Communicating sustainability project goals between departments and the public
- Tracking and Allocating Our Carbon Emissions Offsets

Over the past three years, the Green Team has worked to increase our already strong B Corp score and implemented new ways of tracking and reducing resource usage and emissions.

Because of these efforts, we were able to offset 100% of our Scope 1 Emissions in 2022.

Looking Forward

While we navigate some exciting changes in the near future, we strive to keep our environmental and social goals at the forefront.

- Continue to develop our Environmental Management System
- Reduce and/ or offset our Scope 3 emissions
- Zero Waste Goal achieved!

Tracking our GHG Emissions

- We established a baseline for our Scope 1, 2, & 3 emissions.
- We offset all of our 2022 Scope 1 Emissions in partnership with TerraCycle
- Continue to reduce where possible and offset our emissions, and work with our supply chain partners to make critical changes to reduce our carbon footprint.



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