

Sustainable supply chains: Building a better apple at Honeybear Brands

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Our Story

At Honeybear Brands, we pride ourselves in developing, growing, and supplying the world's finest eating apples. Grown in the Midwest, Eastern Canada, the Pacific Northwest, and the mountainous Chilean countryside, our apples span nations, microclimates, and flavor profiles.

Since our inception, quality fruit has been our principle focus, but with today's challenge of climate change, we are rethinking what it means to produce fruit and how our business impacts the world at large. Our sustainability program reflects those thoughts.

Growing Regions



Image 1: Honeybear Brands' growing regions throughout the Americas. The company supply chain also includes two packing facilities in Minnesota and one in Washington.

Identifying Values

- Company integrity
- Financial security + feasibility
- Environmental health
- Market advantages
- Consumer demand + promise

Building Partnerships

The Sustainable Food Group - Acting as consultants, providing data analysis, and helping set SMART goals

TruEarth Certified - Certifying growers and aiding in goal setting

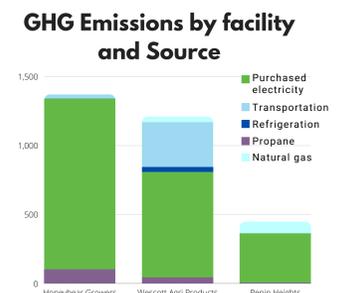
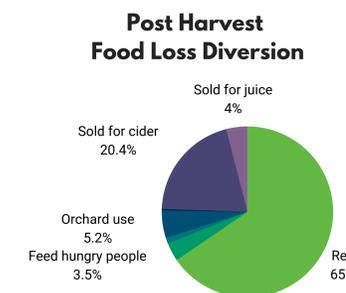
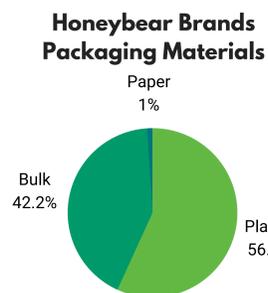
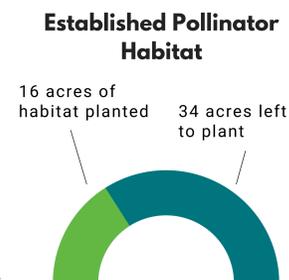
MNL - Providing habitat expertise and seed

Regional Growers and Facility Managers- Aiding in data collection, planting habitat, growing and packing fruit, and putting our plan into action

Setting Goals

- **Establish 50 acres of pollinator habitat** on our source orchards by 2025
- **Expand the TruEarth program** to 90% of acres supplying Honeybear Brands
- **Eliminate plastic** in our branded packaging by 2030
- **Achieve zero food loss** (to landfill) from farm to retail by 2025
- **Source 100% of facility electricity from renewables** by 2025

Analyzing + Reporting The Data - 2020



Established **32%** of 50 acres of pollinator habitat



Sold **42%** of branded product plastic-free



Diverted **92%** of food loss from landfills



Sourcing **93%** of facility energy from renewables



Looking Ahead

As we move into 2022, we are continuing to work towards a more sustainable food future. Plans include:

- New habitat installations throughout the Midwest
- TruEarth program expansion to Washington source orchards
- Alternative energy sourcing for our Washington facility
- Plastic-free packaging possibilities
- Food waste diversion opportunities in Washington

As always, we are striving to be pioneers in the apple industry whether it be growing region, variety, flavor, or sustainability.

Learn more about our Sustainability Program:

