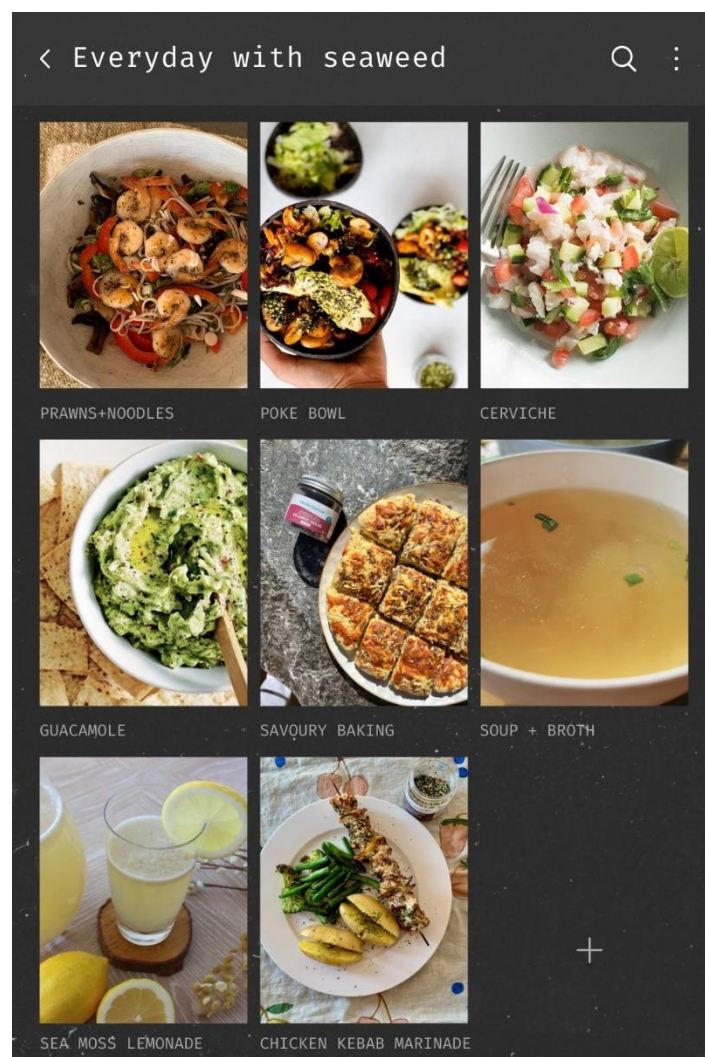




Sustainability Report 2024

31 October 2024



Sustainability is more than a practice for us; it's our core purpose. We believe in the vital interconnection between ocean, land, and human health, and work passionately to reduce our environmental footprint, promote the growth of the seaweed industry and provide a range of delicious, nourishing products that deliver real nutritional value to a growing number of people.

Our purpose is to nourish and restore people and planet, naturally. Our mission, to make it easier to eat a little seaweed everyday. We uphold practices that ensure healthy oceans, promote sustainable consumption, and good health and wellbeing.

We were proud to achieve our B Corp certification in March 2024. Through the process of becoming B Corp certified, we aligned with 4 of the United Nations Sustainable Development Goals as below.



This report outlines our progress around these areas and provides insight into where our ongoing efforts lie.

#3: Good health and well-being - Maximising human nutritional value in all our products

Unlike processed seaweed snacks which have become popular over recent years, our seaweeds are all air-dried, functional wholefoods.

Seaweeds are heat sensitive, the heating process can damage their natural mineral and nutrient profile. As a result, many of our products carry one or more mineral claims per serve.

Our range is gluten free accredited by [Coeliac New Zealand](#) and if we add any additional ingredients to our products, they are always naturally derived and vegetarian friendly.

We are transparent around our heavy metal testing policies and publish our [latest test results](#) for each seaweed we stock. Where Australian/NZ guidelines are not available, we use European standards to determine what is “acceptable”.

#12: Responsible consumption and production - Sustainable sourcing and ethical partnerships

Our seaweed is sustainably harvested from clean, cold nutrient waters around New Zealand and parts of the Atlantic Ocean, many of which are organically certified harvesting areas.

Key initiatives:

- **Ethical sourcing:** We work with suppliers who meet our stringent standards, including fair wages, safe working conditions, and no child labour.
- **Regenerative:** We check and understand our harvesters’ practices to ensure they are regenerative and sustainable.
- **Traceability:** From the ocean to the table, we maintain full traceability through our supply chain.

Innovative and Responsible Packaging

Our journey to zero waste is reflected in our packaging choices. While the hygroscopic nature of seaweed presents challenges, we continue to innovate and improve in this area.



Key initiatives include:

- **Recyclable and reusable consumer packaging:** Our consumer-facing packaging is fully recyclable in Australian and New Zealand schemes. We’ve reduced plastic weight by 40% in our bags through downgrading the material specifications and removing zips on bags. We opted for PET recyclable jars (rather than glass) due to their lower carbon footprint.
- **Behind the scenes packaging (circularity):** We recycle all our packaging materials through soft plastics schemes, cardboard recycling or reusing materials where we can in backend parts of our supply chain.
- **Sustainable materials:** We are exploring alternatives like soy-based inks, FSC-certified paper, and compostable pallet wraps to further reduce our impact.

Waste Reduction

We are on a mission to become carbon negative by reducing waste in every part of our business. This extends from our internal operations to how we encourage our team and community to manage waste responsibly.

Key initiatives:

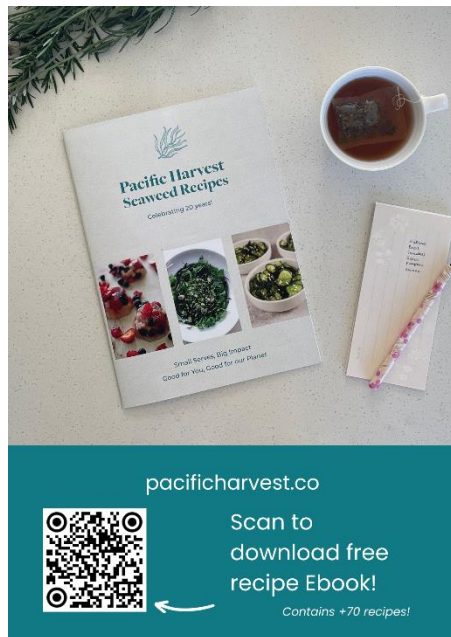
- **Composting and reuse:** We compost organic matter and donate short-dated products to food banks in New Zealand and Australia (Kiwi and Aus Harvest).
- **E-Waste management:** We responsibly dispose of e-waste, and all our operations, both physical and virtual, follow strict guidelines to minimize environmental impact.
- **Quarterly waste audits:** We track, reduce, and report on our waste to ensure accountability and continuous improvement.

Education and Advocacy

We invest heavily in the development of the seaweed industry in Aotearoa New Zealand through voluntary contributions to [ANZSA](#). Our vision is the seaweed sector is a future industry that New Zealand can be world leading in, which is only good for the world.

Pacific Harvest is heavily involved in the development of the seaweed industry and are proud to be active members of the Aotearoa New Zealand Seaweed Association ([ANZSA](#)). In 2024, over 100 hours of volunteer time was invested in organising the annual industry conference, to bring the seaweed community together to connect and get inspired.





We invest in ongoing education to trade and consumer customers, and the wider community about the power of seaweed as a sustainable, highly nutritious and delicious food that should ideally be incorporated into daily diets, in small amounts.

We produce and market a free downloadable recipe book containing over 70 recipes to provide inspiration for everyday seaweed use.

Listen to NZ Business Magazine's new podcast, [***Sustainably Ever After***](#) to learn more about the incredible benefits of incorporating seaweed into our diets, and how it can help reduce your carbon footprint

#13: Climate action

We're a proud member of the [CarbonTrail Impact Aware](#) programme. This means we have committed to measuring and reducing our emissions and sharing our progress with our stakeholders and customers.

Key initiatives:

- Climate action:** Seaweed is a wonderful ingredient to work with as it's a zero input crop and not extractive. Planting more seaweed farms would have an overall positive impact on our ocean environment, and therefore our planet. Building the demand for seaweed creates impetus for supply. Operationally, our key efforts are to reduce emissions and move toward climate-positive operations by minimizing energy use and implementing renewable energy sources. Using [Carbon Trail](#), we track Scope 1, 2 and 3 emissions. Over the past 3 years we have reduced emissions in all three areas - Scope 1 (down 79%), Scope 2 (down 38%) and Scope 3 (down 55%).

Year to date our carbon intensity estimate (kg CO₂ per \$) is 0.32, down 53% since FY21. Our emissions estimate constantly tracks around 60% lower than industry estimates for businesses of our size.

Our goal to work with an increasing number of local suppliers will allow us to bring these measures to a negative over time.

- Responsible consumption:** Encouraging sustainable practices across our supply chain and promoting circularity in our operations. We encourage our trade and consumer customers to bulk stock seaweeds to reduce the need for packaging. We strive to reduce energy consumption in our offices and virtual work environments.
- Encouraging the development of the local seaweed farming industry.** We have a goal to offset any carbon into the development of seaweed farming, rather than

forestry and will explore these schemes when they become available. Currently, due to the challenges with measuring carbon offsets this is a work in progress.

- **Low-impact distribution:** Our logistics and operations activities prioritize efficient shipping methods, avoiding air freight where possible, and working with logistics companies that use alternative fuels.

#14: Life Below Water

Without a healthy ocean, our planet and all those who live on it will die.

We are committed to sourcing seaweed in a way that is regenerative, protects or enhances marine ecosystems, aligns with global sustainability goals, and supports local communities.

Over 2 decades we have built relationships with harvesters who operate in clean cold waters and employ regenerative and sustainable harvesting practices.

Looking Ahead to 2025

Our sustainability efforts are ongoing, and we are committed to continuous improvement.

Our goals in 2025 are to:

- Help our harvesters to move up the value chain, invest in organic certification and create sustainable businesses by actively supporting their journey and creating growing demand for edible seaweed products in Australia, New Zealand and abroad.
- Promote and support the emergence of new local Australasian harvesters and researchers, working with multiple edible seaweeds which can be sourced at a food grade level, to unlock economic, social and environmental value for local communities.
- Deepen our engagement in marine conservation /regeneration projects
- Continue to learn about opportunities to offset carbon through seaweed farming initiatives.
- Continue to invest in sustainable packaging solutions as new technologies become available

We invite you to join us on this journey to nourish and restore people and the planet, naturally.

