

THRIVE
— MARKET —

United By Our Mission

2021 Impact Report

A Note From Our Co-Founder & CEO

Dear Thrive Market Community,

As we look back on 2021 in these pages, I'm proud to see how our mission carried us through another year. It was a second challenging phase of the pandemic, but we still found our way forward, together.

Some of our impact was felt in those everyday moments, saving a trip to the grocery store for busy first responders like Connie (pg 9) and sourcing popcorn kernels from a family-run supplier hit hard by movie theater closures (pg 17). And other moments are helping us create lasting change, like celebrating 100% carbon neutrality across all aspects of our business (pg 21).

For us, it's not just about the groceries we donate, the fair-trade products we carry, or the sustainability goals we're working toward. It's about creating a fundamental shift toward conscious living—breaking down the barriers until what's "healthy" is also what's affordable and accessible to all.

Because of the support of this community, our mission is becoming a reality. Thank you—our impact is your impact, too.



Nick Green



Welcoming families into their new homes and fully stocked pantries in partnership with Habitat for Humanity of Greater L.A.

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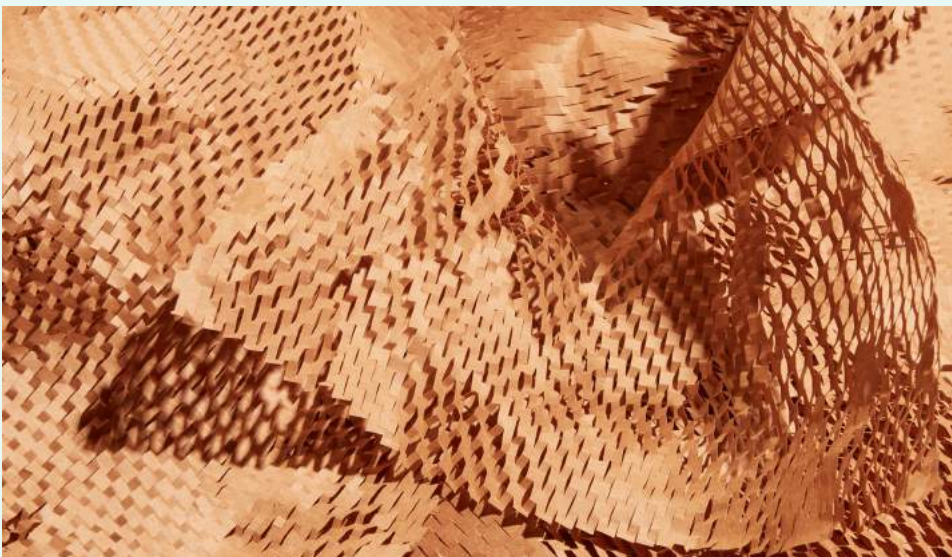
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Intro

We're on a mission to make healthy living easy & affordable for everyone.



Impact at a Glance



\$6 Million for Food Equality

We’re now more than halfway to our goal of \$10 million in healthy groceries by 2025 to fight food inequality. In 2021, we sent essentials to more than 32,000 families.



TRUE Zero Waste Certification

The zero-waste practices at our Reno, NV and Batesville, IN warehouses became official with TRUE Certification. Up next: our third warehouse in Hanover, PA.



100% Carbon Neutrality

On our path to becoming the first climate positive grocery store, we reached a major milestone: carbon neutrality across all aspects of our business in 2021.



Proud to B

Certified

Corporation

1 year
as the largest grocer in
the U.S. to be a B Corp

As a B Corp, we're one of 1,600+ organizations in the U.S. making sure people and planet are just as important as profit. We're proud to be the largest grocer in the U.S. to receive B Corp certification.

October 12, 2021 marked our first "B" Day. We celebrated by volunteering at the Ballona Wetlands Ecological Reserve, the last coastal wetland in LA that's right near our headquarters in Marina del Rey.



Expanding Access

Thrive Gives— And So Do Our Members

For every annual membership purchased, we give a free one to someone who needs it, from students and teachers to first responders and low-income families.

To pay it forward, our members can also give any amount toward charitable causes at checkout. Their generosity funds discounts on healthy groceries for Thrive Gives recipients and supports nonprofit partners that help us get essentials to people in need across the country.



1.3M 
memberships donated to date
\$787,661
donated by members in 2021



Meet Kyla & Jennifer

We joined Habitat for Humanity of Greater LA to welcome these happy new homeowners with a stocked pantry. They're cooking up food that celebrates their Belizean heritage.



Meet Connie

She's an ER doctor, mom, and Thrive Gives member whose free membership encouraged her to cook healthier at home and send pandemic care packages to friends.

Food Equality Now

Millions of Americans can't afford to bring wholesome food home, or live far from a healthy grocery store. It's on us to make a change. We set a goal to raise \$10 million in healthy groceries by 2025, and reached a major milestone in 2021, passing \$6 million raised. Every dollar has gone toward healthy food for someone who needs it.



Access

32,343 families got healthy groceries through Thrive Gives and nonprofit partners FoodCorps, Habitat for Humanity, and Baby2Baby.



Education

8,000 kids in high-need communities learned about healthy food in school because of our contributions to FoodCorps' educational programs.



Advocacy

Four bills received our support as we joined FoodCorps to advocate for stronger laws governing child nutrition programs in schools.



\$6M

in healthy groceries raised to date

Relief Near & Far

Generous member donations helped us act quickly to send healthy groceries and essentials to those impacted by natural disasters and the ongoing pandemic.



Extreme Cold in Texas

In February, Baby2Baby helped us get healthy essentials to 1,000 families left without heat, food, and water.

COVID-19 in India

In May, we donated \$47,090.33 to GiveIndia to send food to families struggling with hunger during the COVID-19 surge.

Hurricane Ida in Louisiana

In August, we joined Baby2Baby and Richard’s Rainwater to distribute 750 boxes of pantry staples, diapers, and clean water.

Wildfires in California

In September, we partnered with the Food Bank of El Dorado County to distribute 500 boxes of healthy essentials.



\$77,533.41

donated by members toward disaster relief

Gathering & Growing

In 2021, we not only grew in numbers—adding 400 new employees—but in community. We opened our newest (and soon to be TRUE zero waste–certified) warehouse in Hanover, PA, making carbon-neutral deliveries to the East Coast quicker and more efficient. And in Zoom rooms across the country, we continued to introduce and expand Employee Resource Groups (ERGs) to help employees connect outside of their roles.



400

new employees joined the Thrive Market team





Black Thriver Union (BTU)

The BTU is a community of support for Black employees. Throughout the year, they hosted events like an Ethiopian lunch to celebrate Juneteenth and a grocery donation drive for Project 43, a nonprofit that helps underserved communities in LA.



House of Thrive (HOT)

To create a welcoming space for LGBTQIA+ employees and allies, HOT holds educational, trivia, and volunteer events. Their Lunch & Learn on gender identity led to a revised email signature format for all employees to share their gender pronouns.



Women Excelling in Leadership & Learning (WELL)

WELL helps employees connect on topics like health, returning to work post-child, and motherhood through regular group discussions and Q&A sessions with female leaders. In 2021, they welcomed guest speakers from companies like Peloton and Mattel.



Help at Home

We created the Thriver Help Fund in 2021 to support employees faced with unexpected expenses and challenging life events. Other employees, with matching donations from our co-founders, can donate money or vacation hours to the fund. It launched with \$25,000 in generous donations, and we sent \$12,000 of that to employees who needed help.

The giving didn't stop there, and Thrive Market employees showed up to volunteer throughout the year. We packed backpacks with school supplies,

checked off every gift on holiday wishlists for kids in need, and distributed boxes of healthy groceries at the Los Angeles LGBT Center's Pride Pantry.

\$12,000

sent to our own employees
through the Thriver Help Fund





Ethical Sourcing

The Thrive Market Standard: The Best-Quality Products, Always

Since our launch in 2014, every food item we carry has been verified to be **100% non-GMO** through organic or third-party certifications. What we choose not to carry is just as important, and we restrict hundreds of ingredients to ensure that every product in our curated selection is healthy for both people and planet.

In 2021, we welcomed 108 new brands that meet those high standards, from Green Heffa Farms hemp teas to GOLDE superfood wellness. To expand our list of 90+ shopping filters that let members find products for their values and lifestyle, we launched the LGBTQIA+ Founded filter in June, featuring brands like Pipcorn and W3LL PEOPLE.

108



new brands
added in 2021





Only at Thrive Market

We worked directly with trusted farmers and suppliers to source and create 126 new products in 2021. Today, we’re proud to offer 650+ bestselling, sustainably sourced products made by Thrive Market— all available exclusively for members at the lowest possible prices.


126
new essentials
launched exclusively
for members



These key certifications are another way you can trust that every product with our name on it is the best you can get.

Stories From the Source



Regenerative Farming

To source the cacao for our Regeneratively Grown Organic Chocolate Bars, we turned directly to farmers in Colombia's Sierra Nevada de Santa Marta region. Not only does this help ensure fair pay and treatment for farmers, but it supports regenerative practices like composting and intercropping cacao with coffee.

Fighting Food Waste

When movie theaters closed because of the pandemic, the popcorn industry was left with a 15,925,000-pound surplus of kernels. We purchased a portion of the fluffy stuff from a family-run business in Nebraska, saving kernels from going to waste (and making for way more fun movie nights at home).



Made in California

We have a date with our home state's rich soil and golden sunshine. To reduce our carbon footprint, we source our Organic Medjool Dates locally from farmers in the Coachella Valley. Our dates are always preservative-free and picked at peak ripeness.





A Regenerative Future

To invest more in earth-friendly farming, we added 105 new regeneratively grown products in 2021.

Regenerative practices like no-tillage and ecosystem diversity support soil health and can actually reverse climate change, removing CO₂ from the atmosphere. For generations, BIPOC farmers have shepherded these practices—and we continue to support them wherever we can. In 2022, we're partnering with the Regenerative Organic Alliance (ROA) and GoodSam to bring you new products that aren't just the highest quality—they're helping to heal the earth, too.



105

new regeneratively
grown products
added

Environmental Responsibility

We’re building the world’s first climate positive grocery store.



Carbon

We’re going beyond carbon neutral and committing to be carbon negative by 2025.



Waste

Two of our three warehouses are now TRUE Certified for Zero Waste, and we’ll certify our third in 2022.



Plastic

We achieved plastic-neutral packaging for all owned-brand products in 2021, and we’ll reach plastic-neutral shipping materials for all member orders in 2023.

The Road to Carbon Negative



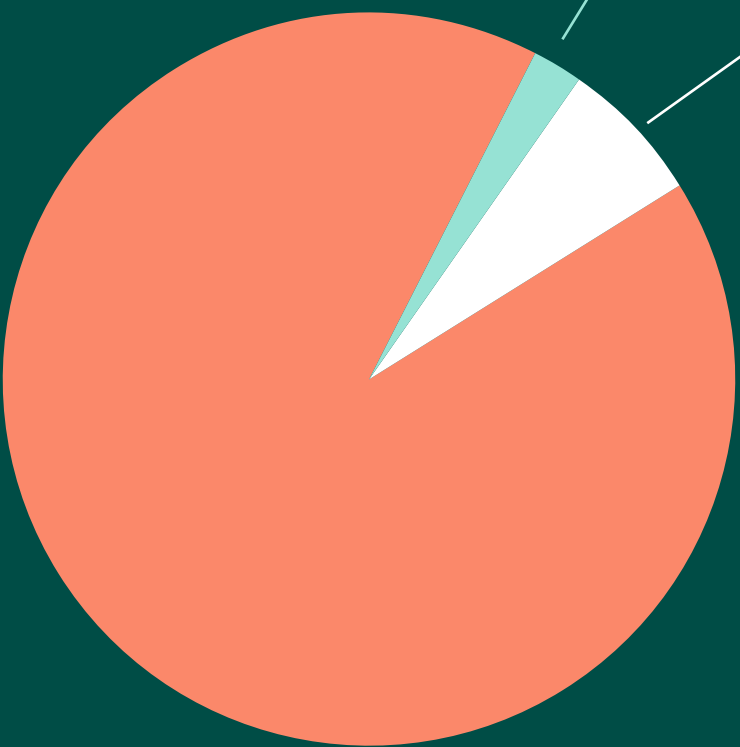
100%

carbon-neutral company in 2021

We measured and offset 100% of our 2021 emissions, making us a proud carbon-neutral company. To reach our goal of carbon negativity by 2025, we'll set science-based reduction targets, continue ground-only shipping, and increase our investments in regenerative agriculture.

Greenhouse Gas Emissions in 2021

Measured using Climate Neutral's BEE (Brand Emissions Estimator) tool.



Scope 1:
746.71 metric tons CO₂

Direct emissions from controlled facilities, like space heating in our office and warehouses.

Scope 2:
2,097.18 metric tons CO₂

Indirect emissions, like the electricity that powers our office and warehouses.

Scope 3:
29,514.59 metric tons CO₂

All other indirect emissions from our supply chain, including ingredients and packaging, customer shipments, business travel, and employee commuting.

Offsetting Our 2021 Footprint

Scope 1 & 3 Emissions:

100% offset through carbon credits purchased from Bluesource in support of the Landfill Gas Capture Project in Niagara, Ontario, which saves landfill gas from entering the atmosphere and diverts it via pipeline to heat local communities.

Scope 2 Emissions:

Matched 100% of our facilities' electricity use by purchasing renewable energy certificates through the utility companies for our Reno and Batesville warehouses, and the Bonneville Environmental Foundation for our Hanover warehouse and LA HQ.

5,888,149
lbs of waste

Diverted away from landfills to be recycled, composted, or reused

Zero-Waste Wins

We made our zero-waste practices official with TRUE certification from Green Business Certification Inc. (GBCI) in December for our Reno and Batesville warehouses.

TRUE means we go beyond just recycling or repurposing at least 90% of downstream waste—the certification focuses on the upstream policies that bring materials into our warehouses in the first place, working toward a smaller carbon footprint and reducing pollution. Next, we plan to certify our newest warehouse in Hanover through TRUE by the end of 2022.



91.34%
of solid waste

Diverted away from landfills at our Reno warehouse



94.14%
of solid waste

Diverted away from landfills at our Batesville warehouse

Progress Toward Plastic Neutral

We’re collaborating with Plastic Bank to measure and offset all plastic associated with packaging for products made by Thrive Market in 2021. For every ounce of plastic packaging sent to members, we’re purchasing plastic collection credits that prevent the same amount of plastic waste from entering our oceans—the equivalent of 10 million single-use plastic bottles. We’ll focus on shipping next as we work toward our goal of plastic-neutral shipping materials in all member orders in 2023.

To protect fragile items and contain spills that could damage other items, we continue to use plastic bags in our boxes. Still, we know using plastic does harm to our planet. To better manage this hard-to-recycle material, we partnered with

WasteZero to allow members to gather and ship back plastics to be repurposed or reused. We’re also exploring alternatives to our plastic bags and cold-item shipping materials, including compostable and paper options.



Tracking Plastic

We noted and measured every item sent to a member that was made by Thrive Market and used plastic packaging.



Cleaning Our Oceans

Partnering with Plastic Bank, we offset all plastic used in owned-brand packaging, preventing 476,009.43 lbs of plastic from entering the ocean.



Our Impact
Is Your Impact

Thank you!

THRIVE
— MARKET —