

## Traditional Medicinals® Releases Third-Annual Sustainability Report

SEBASTOPOL, Calif., Sep. 02 /CSRwire/ - Traditional Medicinals, a pioneer and leading seller of wellness teas for 40 years, today released highlights from its 2014 sustainability report. From organic and ethical sourcing practices to community engagement, highlights from the report include 100 percent renewable energy and a maintained commitment to 100 percent Non-GMO Project Verified teas. Traditional Medicinals also deepened its commitment to the Revive! Project, which includes investments that total more than \$1 million.

"We have always been a company that has strived to do the right thing. For 40 years, we've been infusing environmental and social sustainability into our operations," said Blair Kellison, chief executive officer at Traditional Medicinals. "In our business decisions we consider the effects on all stakeholders and we strive to make our actions transparent to others."

Traditional Medicinals wellness teas are made with certified organic, Fair Trade, and Non-GMO Project Verified ingredients using over 100 different botanical raw materials that are sourced in over 30 countries. The company participates in certification programs like Fair Trade and FairWild® that assist communities in economic development and social empowerment, investing in change from poverty to prosperity.

Developed under the Sustainable Food Trade Association guidelines and California Benefit Corporation public reporting requirements, Traditional Medicinals' 2014 sustainability report highlights include:

### Community Engagement

The Revive! Project® is a vital social business partnership for Traditional Medicinals, with a focus on reducing poverty and empowering women through organic agriculture. To date, Traditional Medicinals has invested more than \$1 million in the project, partnering with GRAVIS, an India-based NGO, and Womenserve, a California-based organization.

### Environmental and Social Certifications and Awards

Earned B Corporation certification in 2010 from the third-party B Lab, meeting rigorous standards of social and environmental performance, accountability and transparency. During its 2014 assessment, Traditional Medicinals earned its highest score yet, 134 out of 200.

### Ethical Sourcing

Increased the pounds of botanical raw materials in both ecological and social sustainability programs by 40 percent.

Botanicals sourced with Fair Trade and FairWild® certification increased by 67 percent and 26 percent respectively (by weight). By sourcing certified ingredients in these programs, we're helping to make the traditions of wild herb harvesting and farming economically viable for the next generation.

Maintained the Non-GMO Project verified percentage of its herbal tea products at 100 percent.

### Renewable Energy

Reached 100 percent renewable energy in 2014. Nearly 1,500 solar panels generate about half of the electricity Traditional Medicinals needs. The remainder was offset through the purchase of Renewable Energy Certificates from the Bonneville Environmental Foundation (BEF), which supported the Noble Great Plains Windpark in Gruver, Texas.

Purchased carbon offsets to account for natural gas usage and the landfill contributions from packaging. In 2014, the carbon offsets purchased helped support sustainable forestry practices with the Big River Salmon Creek Forest Project.

#### Company Governance

In 2014, Traditional Medicinals elected to become a California Benefit Corporation, infusing its environmental and social values into company bylaws. Benefit Corporations can legally prioritize values like social justice and environmental activism to protect and support all stakeholders, and not just those who own the company.

#### Sustainable Packaging

In 2014, the weight of all products sold increased by 25 percent, while the weight of the packaging materials purchased increased by just 10.7 percent. In addition to using less material, Traditional Medicinals is always working toward increasing the sustainability of its packaging by searching for biodegradable, compostable and/or recyclable materials.

For an in-depth look at Traditional Medicinals' sustainability commitment, visit the 2014 Traditional Medicinals Sustainability and Benefit Corporation Annual Report.

#### About Traditional Medicinals

Traditional Medicinals, Inc., a California Benefit Corporation, Certified B Corporation and California Certified Green Business, is a leading seller of wellness tea in the U.S. and the pioneer of the wellness tea category in the U.S. and Canada. Traditional Medicinals is also the leading seller of both organic tea and Fair Trade Certified™ herbal teas in the U.S. and Canada. The company is passionate about connecting people with plants and sharing centuries-old wisdom of how to use them. Their more than 50 high quality wellness teas are formulated by herbalists using pharmacopoeial grade herbs. This is one of the defining qualities that sets Traditional Medicinals apart from many leading tea brands. Founded in 1974, Traditional Medicinals is an independent company that embraces sustainability, ingredient purity, and social and environmental activism. For additional information, visit [www.traditionalmedicinals.com](http://www.traditionalmedicinals.com).

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Traditional Medicinals

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