



People & Planet Impact Journal:

FOURTH EDITION 2025

Investing in a Resilient Future
for Our Food System





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Keep an eye out for the NEW badge throughout the journal to learn about programs that launched in 2025!

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— CHAPTER 1 —

Welcome



Welcome from Katlin, Our Founder & CEO

When I first started Simple Mills, it was out of a personal search for food that could truly nourish me. I wanted something I could feel good about eating, something that made my busy life and career as a consultant more manageable while still caring for my long-term health. More than a decade later, those same questions still matter:

Why is eating well often so complicated or inconvenient? Why can't food be both nourishing and delicious?

These questions feel especially pressing for me now with two little ones at home. I'm reminded every day of the role food plays in helping families thrive, whether it's the simple joy of a shared snack or the reassurance of knowing you're making a choice that feels good for you and your loved ones.

This past year has been filled with milestones that affirm why our mission to nourish people and planet matters. We are leading in both natural and conventional markets, a clear sign that people from all backgrounds are seeking better options. We also further

surpassed our 40,000-acre regenerative agriculture goal; since 2021 we've engaged **5,900 farmers** operating an estimated **93,000 acres** by enabling education and awareness-building, making in-field investments, and supporting the measurement and verification of regenerative agriculture outcomes.

And, in one of our most exciting steps yet, we joined forces with Flowers Foods. Flowers shares our belief that food can be a force for good, and together, we'll be able to scale our impact and bring nourishing food to more households than ever before.

Consumers today face a swirl of conflicting nutrition messages and uncertainty in the marketplace. At Simple Mills, we believe our role is to help cut through the noise. We are committed to creating food that is nourishing, delicious, and aligned with what matters most to you.

We often say at Simple Mills that *pressure makes diamonds*. That pressure is what pushes us to double down on what matters most: building a food system that truly supports people today, future generations, and the planet we all share.

Thank you for continuing on this journey with us.

- Katlin Smith



Introduction from Christina, Our Head of Sustainability & Mission

Every year, we spend time reflecting on and honing the role that Simple Mills can play in helping eaters, farmers, and our planet thrive.

In 2025, we found inspiration in the concept of contribution over attribution, focusing on what we can authentically bring to

a collective movement to strengthen our shared food system, rather than focusing on what a single company can achieve and take credit for. Robin Wall Kimmerer captured it well when she wrote in her book *The Serviceberry*, “all flourishing is mutual.”

In everything we do, our hope is that we’re leveraging what makes Simple Mills unique and contributing to the mutual flourishing of people and places across our food system.

So, in 2025 we worked hard to make it easier for consumers and farmers to make choices that prioritize the health of people and planet: By continuing multi-year contracts with organic sunflower growers in the Midwest, we’re providing market certainty year over year and de-risking farmers’ journeys in regenerative agriculture.

In painstakingly identifying, researching, and trialing countless nutrient-dense, underrepresented ingredients in our innovation pipeline, we’re working to bring more diversity to eaters’ diets while creating market demand to help farmers foster biodiversity on their farms. Through joining industry leaders to chart the future of research on the link between soil health and human health, we’re contributing to a burgeoning field that will help illuminate how ecological resilience can impact human well-being. By piloting a regenerative bonus payment program for California almond farmers, we’re coinvesting in the implementation of regenerative orchard principles like cover cropping, sharing in the costs and risks associated with trying new practices.

Farmers and eaters are some of the most important change agents leading us toward a brighter future for food. For that reason, we make our food at the intersection of consumer insights and farmer insights. In other words, we design our products and programs to advance the goals of people across the *full* supply system, all the way from seed to plate. From helping create the conditions necessary for farmers to viably implement regenerative principles, to giving consumers a multitude of delicious options that make it easier to eat a wide variety of nutrient-dense ingredients, we are honored to play a role in helping producers and consumers act in service of human and planetary health. Thank you for tuning in and being part of our story.

- Christina Skonberg

100%
OF OUR
PRODUCTS

are developed to prominently feature ingredients selected for their nutrient density

47 CROPS

in our ingredient portfolio beyond the most dominant four in our food system, helping bring more variety to agriculture and diets

19 PRODUCTS

developed with
HUMAN & PLANETARY
HEALTH NEEDS in mind

OUR PEOPLE+PLANET IMPACT AS OF 2025

5,900 FARMERS operating an estimated 93,000 ACRES

ACROSS 4 SOURCING REGIONS ENGAGED IN

regenerative agriculture awareness building, implementation and/or sourcing programs — AN 18,000 ACRE INCREASE SINCE 2024!

THIS ACREAGE TOTAL FIGURE REFLECTS THREE TYPES OF PROGRAMMING:



ENABLING AWARENESS BUILDING and farmer-to-farmer learning opportunities for farmers operating 74,600 ACRES across an estimated



MAKING FIELD-LEVEL INVESTMENTS in tools and resources to alleviate risk across an estimated 14,200 ACRES



SUPPORTING THE MEASUREMENT OR CERTIFICATION of regenerative practices and outcomes through sourcing programs across an estimated 4,100 ACRES

SINCE 2022 WE'VE SPONSORED A TOTAL OF

175 YOUNG FARMER

fellows in their advocacy for policy that supports the resiliency of the agricultural sector.

In 2025 we sponsored 25 new farmer fellows, in partnership with the NATIONAL YOUNG FARMERS COALITION

IN PARTNERSHIP WITH BLUE DIAMOND, Simple Mills covered the cost of cover crop seed for

an ESTIMATED 10,000 ACRES

IN CALIFORNIA'S CENTRAL VALLEY



CHAPTER 2

What We Stand For

Simple Mills Vision & Mission

Vision

A world where
food creates a
better tomorrow
for people
and planet



Mission

Revolutionize the
way food is made
to nourish people
& the planet
***and inspire others
to do the same!***



Sowing the Future with Flowers Foods

In 2025, Simple Mills joined Flowers Foods, a leading baked foods company, marking an exciting new chapter for our brand. With Flowers' scale, reach, and shared values, we see new opportunities to broaden our distribution, accelerate innovation, and amplify our brand awareness to advance our ambitious People & Planet mission. Flowers has a strong track record of fostering growth in its acquired companies while stewarding and protecting their brand promises. It is committed to Simple Mills' mission and preserving our exceptional ingredient and product standards.



"We greatly respect Simple Mills' mission to revolutionize the way food is made to nourish people and the planet and look forward to building on our shared values to deliver purposeful, better-for-you foods to more households."

*- Ryals McMullian,
Chairman and CEO, Flowers Foods*

Beyond the opportunities for Simple Mills to grow our impact, we are equally excited about the compatibility of our cultures, missions, and values. Like Simple Mills, Flowers' culture focuses on the value of its team, stewarding its business responsibly, and supporting communities. Flowers' company values – honesty & integrity, respect & inclusion, sustainability, passion, and humility – serve as the guiding principles for everything it does.

Joining with Flowers allows both continuity and growth: staying true to our values while expanding our ability to nourish people and planet at a larger scale.



People & Planet Journey



OCT 2019

Katlin attends a week-long permaculture design course, learning from experts about the power of food to impact our planet

APR 2022



Simple Mills co-launches The Almond Project: a multi-year, farmer-led partnership to implement and evaluate the outcomes of regenerative principles in California almond systems

SEP 2012



Katlin Smith founds Simple Mills with a line of almond flour baking mixes made in her home kitchen

APR 2020

Simple Mills launches the Direct Trade program, establishing direct relationships with sunflower growers in the Midwest to support the adoption of regenerative agriculture, expanding our mission to include planetary health in addition to our human health commitment

SEP 2022



Simple Mills launches The Coconut Sugar Project: a multi-year investment in organic coconut farmers in Java, Indonesia, to support the adoption of regenerative agriculture principles

MAR 2023

Simple Mills supports the National Young Farmers Coalition to send more than 100 young farmer fellows to Washington, DC to advocate for policy that supports resiliency in the agricultural sector as part of the 2023 Farm Bill



APR 2024

Simple Mills sponsors inaugural orchard-focused Soil Health Academy providing regenerative agriculture coaching to 50+ growers operating on more than 50,000 acres

JUNE 2024

Simple Mills officially extends partnerships with three leading regenerative farmers in our Direct Trade program from annual agreements to multi-year contracts



AUG 2025

Simple Mills celebrates our first retailer farm visit, welcoming Whole Foods Market to a Direct Trade partner's farm, fostering a strong sense of shared mission and reinforcing the impact we can create together

JUNE 2023



Simple Mills launches The Cocoa Project: a multi-year awareness-raising campaign about the economic & environmental benefits of crop diversity in West African cacao operations

MAY 2024

Simple Mills is honored by Fast Company's World Changing Ideas for our Mission Strategic Plan to revolutionize the way food is made to nourish people and the planet



MAR 2025

Simple Mills begins an exciting new chapter and joins Flowers Foods

SEP 2025

In partnership with Blue Diamond Growers, Simple Mills covers the cost of cover crop seed for an estimated 10,000 acres in California's Central Valley

Our Brand Principles

Simple Mills was founded on the belief that food has the power to transform how people feel. We also know that the way food is grown and made has tremendous potential to impact the health of our planet.² This is why we are unwavering in our ongoing mission to make food that uplifts people and does right by our planet.



Simple Mills strives to be a food brand that...



Supports people in their desire to live a healthy, full, passion-filled life through delicious products and informative communications



Is rooted in fundamental health and wellness principles that stand the test of time



Develops delicious products with broad appeal while addressing specific dietary interests



Believes the health of people hinges on the health of the planet



Leads with integrity and always has the consumer's best interest at heart

Our Product Principles: Astounding Ingredients, Amazing Taste

By purposefully selecting our ingredients, we are working to realize our vision of a food system where the standard is delicious, nourishing food, always made with the planet's health in mind. We believe food should be enjoyed on many levels and ultimately, it should support a full, vibrant life.

Three foundational tenets guide our product development:

STUNNINGLY SIMPLE

We scrupulously handpick recognizable ingredients, and we never use:

- ⊗ Fillers
- ⊗ Artificial sweeteners
- ⊗ Artificial flavorings
- ⊗ Artificial preservatives
- ⊗ Artificial coloring

Simple Mills is proud to be among a group of forward-thinking food and beverage companies participating in the Non-Ultra Processed Foods Verified Pilot Program, a six-month collaboration that launched in May of 2025. By exploring new standards for thoughtful processing, **we're helping shape a healthier, more transparent future for food.**



NUTRIENT-DENSE INGREDIENTS

All Simple Mills products are developed to prominently feature ingredients selected for their nutrient density, including nuts, seeds, and vegetables. With a particular focus on nourishing ingredients that are underrepresented in the food system, like buckwheat, red beans, and butternut squash, we want to make it easier for eaters to get their nutrient density from a variety of sources.

MADE WITH PLANETARY HEALTH IN MIND

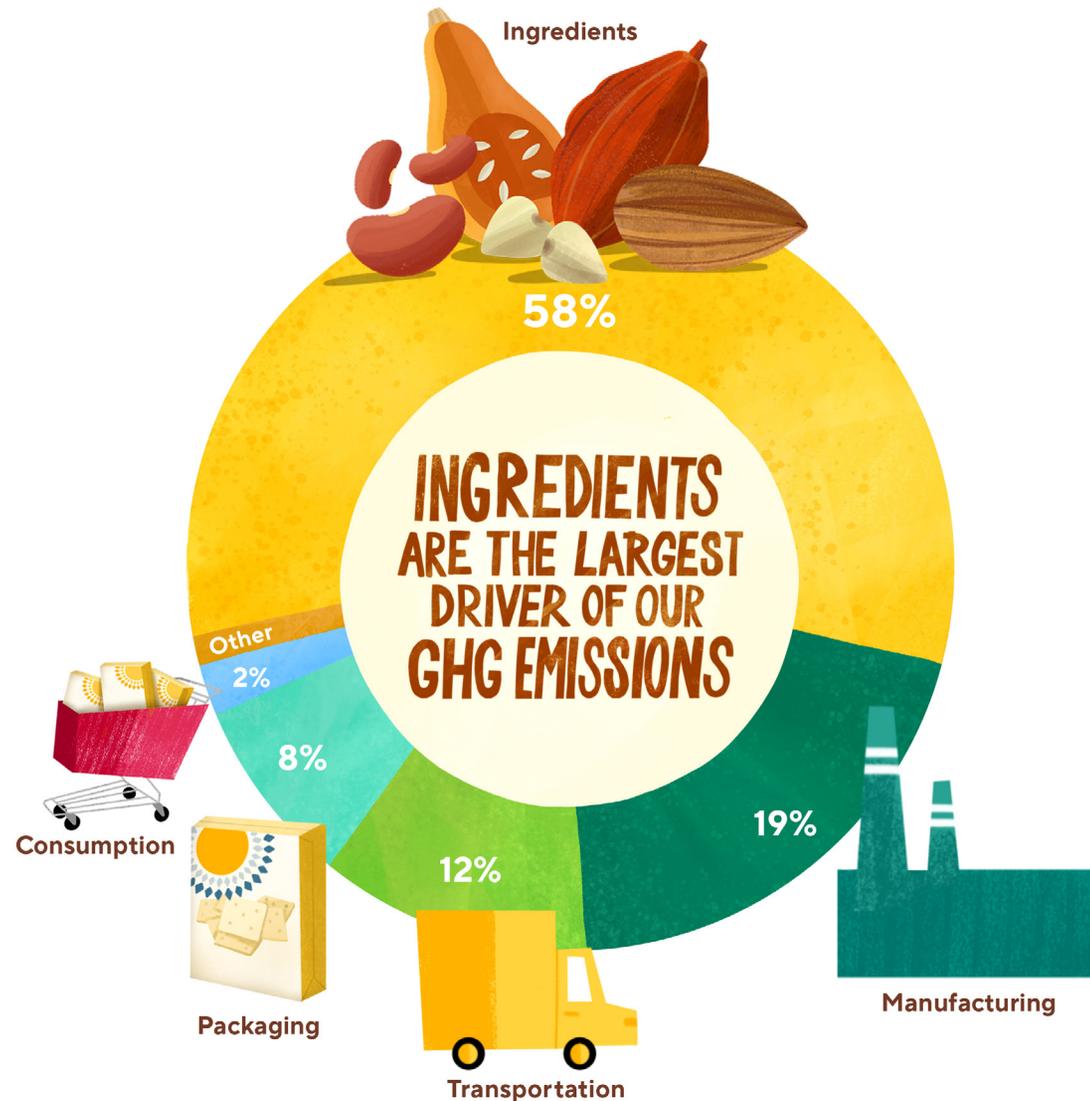
In 2021, we committed to designing all our new product lines to support our regenerative agriculture goals. From using underrepresented ingredients like watermelon seed to create market demand for more biodiversity in agriculture, to sourcing organic sunflowers from farmers using regenerative principles like livestock integration and diverse crop rotations, we consider planetary health needs in the design of all new product lines.

Understanding our Footprint: Focusing on Ingredient-Driven Impact

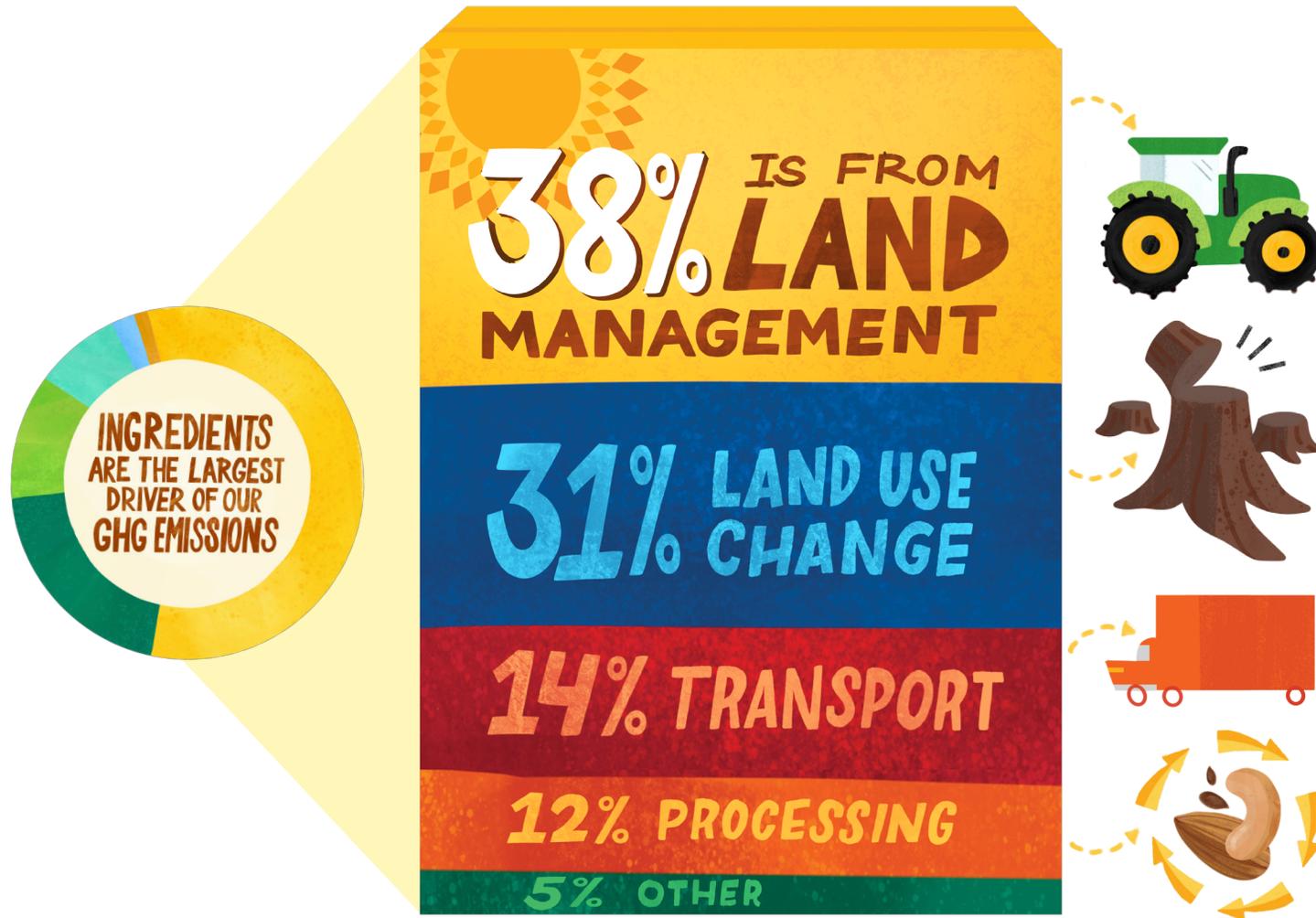
Working to assess and improve our climate impact is a critical part of our strategy to positively impact the planet. Most of our greenhouse gas emissions fall under Scope 3³ and are driven primarily by our ingredients.

According to our latest greenhouse gas (GHG) inventory, ingredients account for an estimated 58% of our emissions footprint. In other words, the ingredients we select and how they are grown matter tremendously.

One of the most meaningful ways we can reduce our GHG footprint is by working with farmers to support practices that build resilience in the farming systems on which we all depend.



Ingredient Emissions



These results reinforce why our sustainability efforts focus so strongly on partnering with farmers to reduce the climate impacts of agriculture.

Mission Strategic Plan

In 2023, we put a stake in the ground and created an ambitious roadmap for the impact we seek to have on human and planetary health.

In 2024, we made progress on the three focused strategies that fuel our mission of nourishing people and the planet.

In 2025, we deepened our understanding of the barriers farmers face and invested more directly in farm-level activities to advance regenerative food systems.



CHANGING HOW FOOD IS MADE

By crafting our products with—and creating market demand for—a variety of nutrient-dense and underrepresented ingredients that encourage biodiversity *and* dietary diversity.

OUR COMMITMENT

100% of new product lines are developed at the intersection of human and planetary health needs, prominently featuring nutrient-dense ingredients and designed to advance regenerative agriculture goals.

IMPACT AS OF 2025

19 products (100% of new product lines) launched through this commitment to date.



CHANGING HOW FOOD IS GROWN

By supporting and sharing risk with farmers in their journeys to implement regenerative agriculture practices.

2026 GOAL

7,000 farmers operating **40,000 acres** engaged in regenerative agriculture awareness-building, field-level investment, and/or sourcing programs, both in and beyond our supply chain. This acreage is equivalent to the estimated total needed to grow all of our ingredients!

IMPACT AS OF 2025

5,900 farmers operating an estimated **93,000 acres** to date... more than double our original acre goal!

This acreage estimate reflects three types of programming:



Enabling awareness-building and farmer-to-farmer learning opportunities for farmers operating across an estimated **74,600 acres**



Making field-level investments in tools and resources to help alleviate risk as well as financial investment for farmers operating across an estimated **14,200 acres**



Supporting the measurement or verification of regenerative practices and outcomes through sourcing partnerships across an estimated **4,100 acres**



IGNITING POSITIVE IMPACT AT SIMPLE MILLS AND BEYOND

By advocating for food policy reform and engaging in collective action with peers to meaningfully address the impacts of a changing climate.

2026 GOAL

200 young leaders supported to train as advocates for climate-smart agriculture policy.

IMPACT SO FAR

Since 2023 and as of 2025, we sponsored a total of **175 young farmer fellows** in their advocacy for policy that supports the resiliency of the agricultural sector. In 2025, we sponsored **25 new farmer fellows**, in partnership with the National Young Farmers Coalition.



CHAPTER 3

Changing How Food is Made



Making Our Food with People & Planet in Mind

We're leaning into bold creativity, crafting our products with—and creating market demand for—a variety of nutrient-dense and underrepresented ingredients that encourage biodiversity and dietary diversity.



OUR COMMITMENT

100% of new product lines developed with human *and* planetary health needs in mind



IMPACT SO FAR

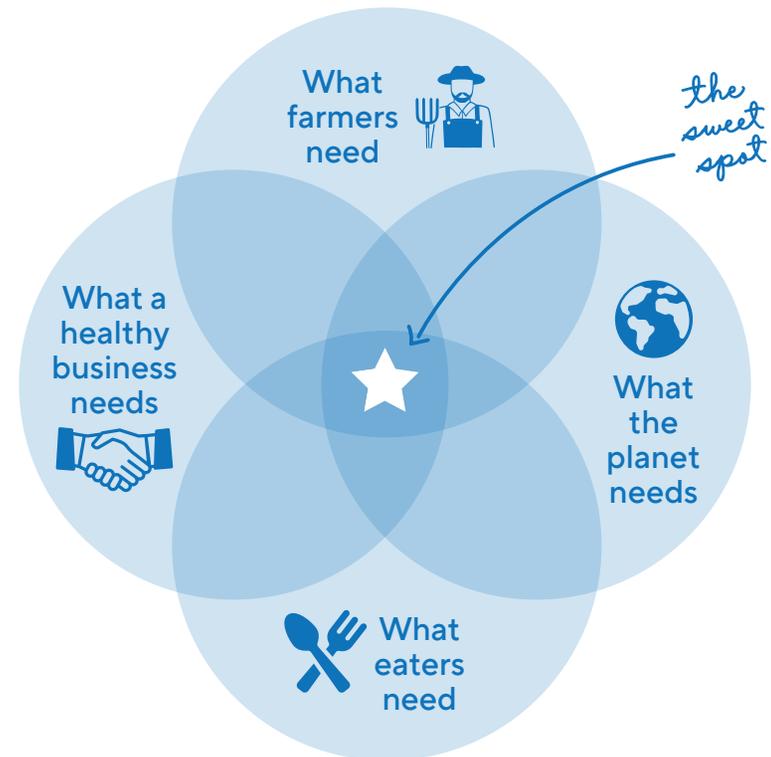
19 products (100% of new product lines) launched through this commitment to date (learn more starting on page 26)



Stay Tuned for a New Ingredient Coming to the Simple Mills Portfolio in 2026 — Tigernut!

Despite its name, the tigernut is not a nut, it's a tuber! It grows on the roots of a grass-like perennial and gets its name from the stripes on the outside of its shell.⁴ It is also drought-tolerant and can be grown without synthetic fertilizers and pesticides in many climates.⁵ **These tubers taste nutty and sweet and add an indulgent flavor without added sugar.** They deliver fiber, vitamins, and minerals, and are an excellent source of resistant starch — a pre-biotic that feeds the good bacteria in your gut.^{6,7,8}

We innovate at the intersection of human & planetary health needs



Building Biodiversity for Planetary Health

Biodiversity refers to the various forms of life, big and small, that are critical to our living planet. Biodiversity not only enhances ecosystem stability but also serves as a foundation for long-term human prosperity.⁹

Despite its critical importance, biodiversity faces increasing threats primarily due to human activities like deforestation to clear the way for agricultural land, monocropping (the cultivation of only one or a limited number of crops), and use of agrichemicals (synthetic fertilizers, pesticides, and herbicides) that can harm plants and animals.^{10 11 12 13 14 15}

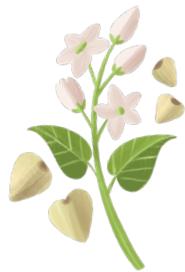


But our food system can be a powerful lever for fostering biodiversity by prioritizing practices like planting a variety of crops, integrating grazing animals into cropping systems, and planting pollinator habitats. We were thrilled to see these topics take center stage at global convenings like COP 30 in Brazil and Climate Week NYC.^{16 17}

Did you know?
The global food system is the primary driver of biodiversity loss, with agriculture alone being a threat to nearly 86% of species identified by the International Union for Conservation of Nature (IUCN) as at risk of extinction.¹⁸

Innovation for Human & Planetary Health

We're committed to crafting 100% of our new product lines with human and planetary health in mind. To accomplish this goal, we employ one or more of the five pathways shown below to design each new product line:



1 Promote underrepresented crops, like **buckwheat**, to enhance agricultural diversity and dietary variety beyond the world's most commonly grown crops.²⁷



4 Use crops from multiple plant categories, like **flax** (which delivers Omega 3 fats) and **sunflower** (which delivers Vitamin E), to support market demand for crops that can be used in a diverse rotation and can bring a wide variety of nutrients to consumers' diets.^{30,31}



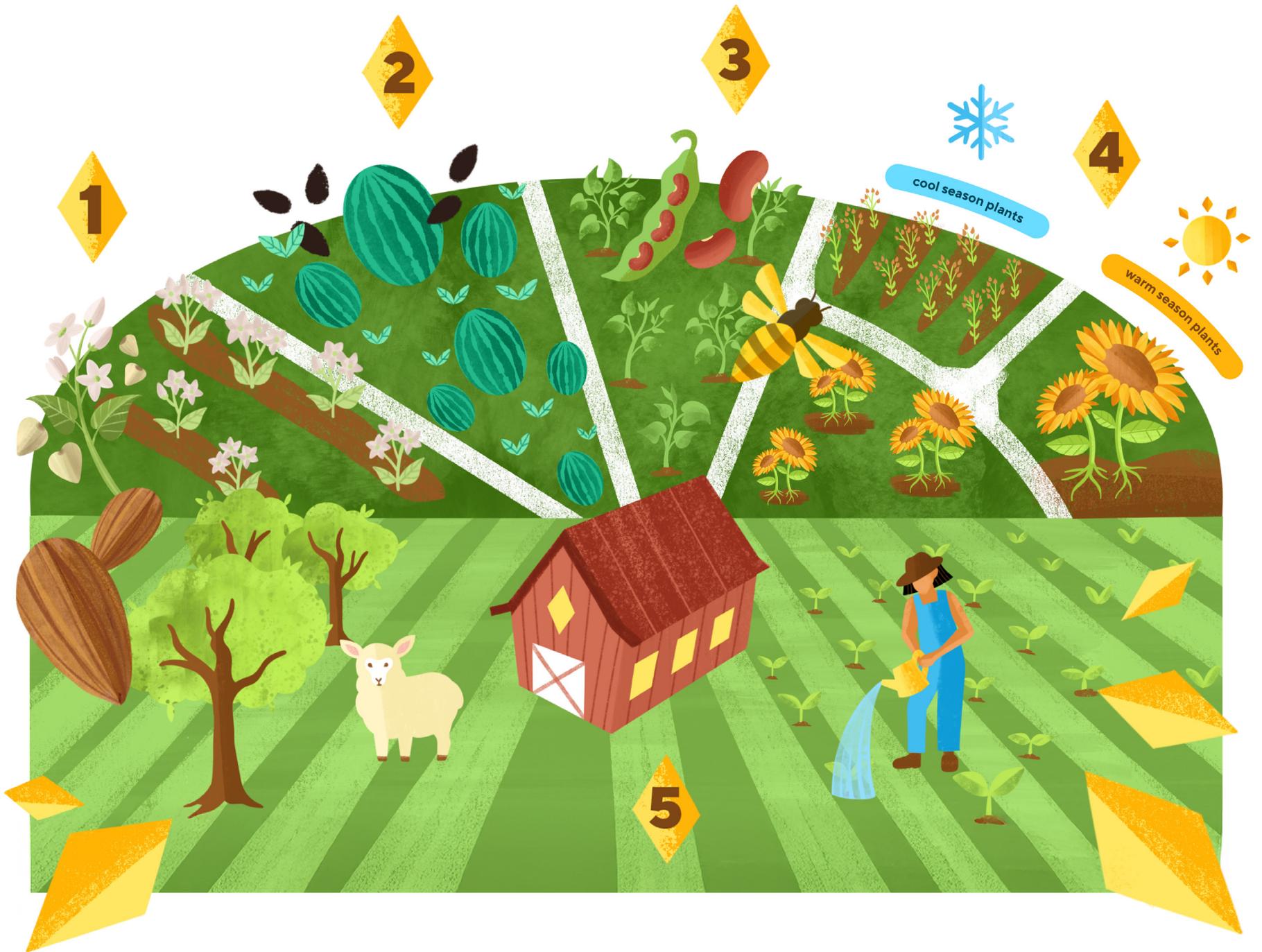
2 Develop products with newly commercialized ingredients, like **watermelon seed flour**, to help spark the diversification of farm ecosystems and diets.



3 Use crops that have built-in environmental and human health benefits, like **red beans**, which fix nitrogen in the soil and provide essential dietary fiber for eaters.^{28,29}



5 Use ingredients grown by farmers and suppliers who demonstrate a commitment to regenerative agriculture principles, like **almond** farmers who are integrating livestock in their orchards and planting cover crops to protect soil between almond rows.





Integrating Emissions Data to Inform Innovation



Identifying low greenhouse gas ingredients is an opportunity for innovation

Climate data equips us with the tools to incorporate lower-emission ingredients into our portfolio. For example, data from our partners at HowGood show that buckwheat sits at the very low end of annual lifecycle carbon intensity. This means that both compared to other ingredients within our portfolio *and* relative to all other crops in the HowGood database, buckwheat is a climate-smart option.

When combined with another vital data source—farmer feedback from our Direct Trade organic sunflower growers—the case for buckwheat becomes even stronger. Growers highlight many benefits including building soil health, its short growing season, and providing a robust habitat for pollinators. It's naturally gluten-free and delivers protein, minerals, and dietary fiber. For innovation, this is a triple win: buckwheat can advance our regenerative agriculture goals, deliver nutritional benefits, and help our product stand out on shelves.

Needless to say, we are working to find even more delicious homes for buckwheat in our products!



HowGood







CHAPTER 4

Changing How Food is Grown

Our Regenerative Agriculture Philosophy

We're committed to supporting farmers' transitions to regenerative agriculture starting with our highest impact ingredient categories, which together represent 75% of our ingredient volume.

We're intentionally working within our key sourcing regions to spread this impact beyond our own supply chain. We want this work to transcend the confines of our brand, and we believe that helping expand the use of regenerative principles in agriculture should be one of our highest priorities, whether or not the enrolled farmers supply directly to Simple Mills.

At the same time, we also partner directly with farmers growing identity-preserved ingredients for our products to deepen our connections to the people and places growing our ingredients and to bring our farm-level work to life in the food we make.

Our goal is to meet farmers where they are and learn from them. We celebrate and resource farmers innovating at the forefront of regenerative agriculture and those just getting started on their regenerative journey. In the same way that our innovation process thrives on curiosity and experimentation, we believe farmers and their ingredients have better impacts on people and planet when given space to innovate creatively.



2026 GOAL

7,000 farmers operating **40,000 acres** engaged in regenerative agriculture awareness building, implementation and/or sourcing partnerships, both in and beyond our supply system – this is equivalent to the estimated total number of acres needed to grow all of our ingredients!



IMPACT SO FAR

In 2025, we welcomed over **1,400 farmers** operating on an estimated **18,000 acres** to our regenerative agriculture programming. This brings us to **5,900 farmers** operating an estimated **93,000 acres** and **4 sourcing regions** engaged in regenerative agriculture awareness building and implementation!³²

The substantial increase in estimated acres since setting our 2026 goal is largely due to growth of our regenerative agriculture awareness building programs that enrolled high numbers of farmers who collectively operate a significant number of acres.

Read about our different levels of programming on page 34.

Our Regenerative Agriculture Approach

While regenerative agriculture has been capturing headlines in recent years, it reflects a set of farming and land management methods that have been practiced by Indigenous communities for generations. Our current food system presents myriad barriers for farmers to implement regenerative principles—from policy disincentives to diversify crop rotations to gaps between consumer demand and what farmers want to grow for resilient farm systems—and our goal is to help remove some of those barriers.

At Simple Mills, we think about regenerative agriculture as an approach to farming that builds ecosystem resilience through principles that consider the holistic context of the farm system. In short, it's about working with nature rather than competing against it.

Four outcome areas and six management principles guide our regenerative agriculture approach. We recognize and honor the variability that exists across farms, ecosystems, and communities. With variability in mind, we avoid a prescriptive, one-size-fits-all approach by elevating general principles that provide flexibility in how growers approach management practices. These principles are adapted from sources including Understanding Ag, the NRDC, and leaders like Robin Wall Kimmerer.^{33 34 35 36 37}

FOUR OUTCOME AREAS GUIDE OUR WORK:



**Improve
soil health**



**Increase
biodiversity**



**Instill farm
community resilience**



**Improve
water health**

Six Principles Guide Our Regenerative Agriculture Work



Honor place by making decisions that consider the unique ecological and social context of each operation



Minimize mechanical & chemical disturbance to improve soil structure and function - and protect against erosion



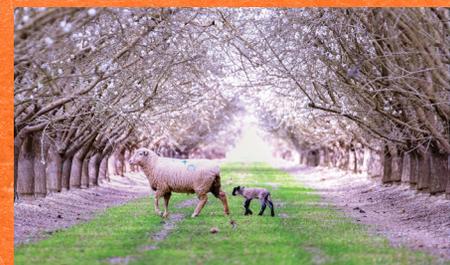
Keep a living root in the ground year-round to store carbon in the soil and foster symbiotic relationships between plants and soil microbial communities



Maximize crop diversity to support biodiversity, improve nutrient cycling, and reduce pest and disease pressure



Keep soil covered to protect it from the elements and enhance water infiltration



Build relationships between land & animals to improve soil health and microbial density, reduce chemical inputs, and increase carbon sequestration



WHAT DOES IT MEAN TO Invest in Farmers' Transitions Toward Regenerative Agriculture?

Food companies have many levers to help advance the implementation of regenerative principles. At Simple Mills, we've reflected on the unique role we can play and identified three focus areas:



Enabling awareness building and farmer-to-farmer learning opportunities. For instance, in April 2025, we sponsored an orchard-focused Soil Health Academy which provided regenerative agriculture-focused education to almond growers across California's Central Valley—both within and beyond Simple Mills' own supply network.



Making field-level investments in tools and resources to help alleviate risk as well as financial investment. One such investment in 2025 was part of the Cocoa Project, through which we supported the planting of 10,000 trees spanning nine species in our main cocoa sourcing region of West Africa.



Supporting the measurement or verification of regenerative practices and outcomes through sourcing partnerships. For example, through the Almond Project, we invest in measurement protocols to track soil health and crop nutrient outcomes with one of our key almond suppliers.

Ingredient Case Study

We see higher-emissions ingredients as an opportunity for driving change

Almond farming practices are one of the most significant drivers of greenhouse gas emissions in our supply chain. We see this as an opportunity to partner with farmers to implement practices associated with reduced greenhouse gas production and/or increased soil carbon sequestration, including cover cropping, reducing synthetic chemical inputs, and integrating livestock in orchards.^{38 39 40 41}

What About Regenerative Certification?

We applaud growers who pursue one of the many new, innovative regenerative certifications and we recognize that many leading-edge farmers implementing regenerative principles opt not to certify, a choice we honor.

We celebrate farmers at all points along the spectrum of their regenerative journeys, and we aim to play a role in removing barriers for them along the way.

In short, we are prioritizing an inclusive approach to expanding the adoption of regenerative agriculture across a diversity of growers, ingredients, and regions while also celebrating the farmers and ingredients at the very tip of the spear who are achieving and certifying regenerative outcomes.

2026 Sneak Peek!

After years of research, benchwork, and conversations with thought

partners in the regenerative space, we are thrilled to be introducing our first Regenerative Organic Certified™ products in 2026. Regenerative Organic Certified® builds on the foundation of USDA Certified Organic to enrich the soil, help plants and animals thrive, and support the prosperity of farming communities so they can grow nutrient dense food now and for generations to come.



Regenerative
Organic
Certified



A NOTE ON ORGANIC FARMING:

Organic Farming as a Strong Foundation of Regenerative Principles

Regenerative and organic agriculture share many of the same goals, which is why we believe organic farming can benefit people and farm ecosystems. The National Organic Program is a federally enforced, rigorous standard that encourages practices associated with positive outcomes including reduction of synthetic chemicals harmful to people and the environment, cover cropping to protect and enrich the soil, diverse crop rotations to break pest and disease cycles, and organic soil amendments that can stand in for chemical alternatives.⁴²

We believe that regenerative outcomes can manifest in certified organic as well as non-certified systems, and we see certification as one path to encourage the implementation of management techniques that have the potential to benefit human and planetary health.



**ORGANIC
FARM**

Please

**DO NOT
SPRAY**



Farmers On Growing for Human Health

For many of the farmers we work with, the choice to farm regeneratively isn't just about the land, it's about the health of their families and their communities.

From protecting the people they love from harmful chemical exposure to growing food that is nourishing for their communities, these farmers see human health as central to their work. In their own words, they share why farming for human health matters to them:



Luke & Ali Peterson

“While farming organically and regeneratively, we are required to work with nature, rather than on industrial timelines. By having a healthy reciprocal relationship with the land, we are able to live authentically and be transparent. This is important for our mental health as farmers. Our community's watershed benefits from our regenerative farming methods that prevent soil erosion, synthetic nitrogen leaching, and runoff. **Our children and the children of our neighborhood are not exposed to pesticides, herbicides, or fungicides, which are known to be endocrine disruptors and neurotoxins.**

Our regenerative organic Sunflower seeds have higher levels of antioxidants, oleic acid, potassium, magnesium, and phosphorus than conventionally grown sunflowers. When the food we eat is nutrient dense, humans experience less nutrient deficiency and we rely less on taking vitamins and supplements.⁴³

Over the years of transitioning from a conventional corn-and-soy system to a regenerative-organic one, our soil has become much healthier. We can use all five of our senses to observe life and the changes in soil texture. By incorporating all six principles of soil health (see pg 33), we see more earthworms and bugs, and the soil texture changed from hard pieces of slate that did not absorb water to more of a cottage cheese, brownie-like consistency that holds together, holds moisture, and smells alive.”

– Luke & Ali Peterson, Organic Sunflower Growers and Simple Mills Direct Trade Partners



Sandy Syburg (quote on next page)

Farmers On Growing for Human Health, continued

“It’s hard to imagine that J.I. Rodale wrote **“Healthy soil=Healthy plant=Healthy people”** on a chalkboard in 1947. It goes to show how long it can take for positive change. The good news is that farmers, scientists, food companies and eaters are proving and promoting this fact. I find great satisfaction knowing my family and surrounding community are not exposed to agrochemicals because of my farming methods. What farmers, food companies and eaters are finding out is that while it’s great to have food without chemicals, the resulting improvements in soil health translate to more nutrients in the food we eat. **So, the focus on regenerative organic food is shifting to what is in our food just as much as what isn’t.**

In addition to the benefits experienced by eaters, the environment benefits considerably. Our fields tested by an independent 3rd party verify our regenerative practices are allowing the soil to infiltrate up to 40 times more water than adjacent conventional fields. Crop diversity and cover crops provide habitat for pollinators, birds, and numerous other creatures that may have otherwise lost a place to survive. We wake up with the opportunity to live and work in a place where a day does not go by without seeing and interacting with nature at this level — it is a joy that few get to experience firsthand. Seeing soil that has been depleted by no fault of the previous farmers return to a productive, nutrient cycling, nature-fostering environment is truly rewarding. For years I have done this work without an audience. So now with the increased awareness around regenerative organic, it only adds to the enjoyment and confidence I have in knowing I’m doing the right thing.”

– Sandy Syburg, *Organic Sunflower Grower and Simple Mills Direct Trade Partner*

“For me, regenerative and organic farming became personal long before it became professional. Both my son and I struggled with autoimmune conditions that were debilitating and, at times, frightening. As parents, my wife and I went through years of confusion and worry. **But when we changed the way we lived — the food we ate, the soil we grew it in, and the environment we surrounded ourselves with — everything began to shift.** Through nutrient-dense food grown on living soil, sunlight, play, and a regenerative way of life, we watched our health, and especially our son’s health, begin to reverse. It changed the trajectory of our family and restored a sense of hope we hadn’t felt in years.

That’s why regenerative farming means so much to me. **Healthy soil creates healthy food, and healthy food creates healthy families and communities.** Food grown in soils alive and teeming with microbes carries something you can feel — vitality, clarity, energy. No residues, no toxins — just life feeding life. Raising our children in an orchard where they can play in the dirt, breathe clean air, and eat food grown right where it came from has shaped not only their physical health but also their emotional and spiritual well-being.

I’ve seen this story repeated in others too — people rebuilding their health simply by reconnecting with nutrient-dense food grown on regenerating land. It’s a reminder that the health of our soil and the health of our bodies are part of the same conversation.

This movement matters. Even small steps — growing herbs on a windowsill, choosing local regenerative farmers, voting with our dollars — create real change. Because in the end, healthy soil grows healthy plants, healthy animals, healthy humans, and a healthier world. We can’t afford to do it any other way.”

– Clayton Handy, *Regenerative Organic Educator and Walnut Farmer*



Clayton Handy & kids

We often hear similar themes from both farmers and consumers: a desire for healthier food, stronger communities, and a food system that supports long-term well-being. Part of our mission is to bring eaters closer to the people growing their food — because, at the end of the day, they share many of the same goals.

The Soil Health — Human Health Connection

Emerging research is revealing how the health of our soils may shape the health of people. Research suggests that the soil microbiome (the diverse community of microorganisms living in soil), influences the nutrient density of the crops we eat.⁴⁴ Those nutrients, in turn, play a critical role in the human gut microbiome, which is linked not only to digestion and immunity but also mental health and cognitive function.^{45 46 47}



Did you know? Soil serves as home to an extraordinary variety of organisms, making it the most biodiverse ecosystem on the planet. ⁴⁸

Regenerative agriculture supports a healthy, diverse soil microbiome by increasing organic matter and reducing exposure to harmful chemicals like pesticides, fungicides, and synthetic fertilizer which can kill beneficial microbes in the soil ecosystem.⁴⁹ ⁵⁰ In fact, soil organic matter (a key indicator of soil health) on regenerative farms has been measured at nearly double the levels of conventional farms.⁵¹ Studies also suggest that relative to conventional farming, regenerative practice implementation can yield crops with higher levels of phytochemicals, vitamins, and minerals relevant to human health.⁵²

Just as biodiversity is critical to soil health, dietary diversity underpins gut health. Regenerative agriculture supports both by fostering living, biodiverse soils and a vibrant variety of plants and animals in above-ground farm ecosystems, while also encouraging the consumption of a greater variety of ingredients by eaters in our food system.⁵³

From Soil Microbiome to Gut Microbiome





Investing in a Resilient Future for Almonds

At Simple Mills, we've always been nuts about the delicious taste and nutrition of almonds.

Starting in 2021, we turned our focus toward the environmental impacts of almonds and the potential for California farmers to implement regenerative principles in their orchards.







The Almond Project

As Founding Members of The Almond Project, we're collaborating across the food industry to make California almond farming more resilient by implementing and evaluating the outcomes of regenerative soil health practices.

Launched in 2022, The Almond Project began with the development of a five-year study in California's Central Valley, implementing and researching a variety of soil health practices. The Almond Project's founding members represent a rare coalition of cross-functional advocates: spanning from third-generation almond growers (Pacific Ag Management) and processors (Treehouse California Almonds), to pioneering food brands (Simple Mills, Daily Harvest, and Cappello's) and non-profit conveners (White Buffalo Land Trust). The collective has since grown to include several additional partners (Justin's, GoodSAM, Daily Crunch, and Pip & Nut) and further programming.

FOUNDING SOIL HEALTH STUDY

The Almond Project farm partners are trialing and testing the outcomes of soil health practices on 160 acres of almond orchards in the Central Valley of California.

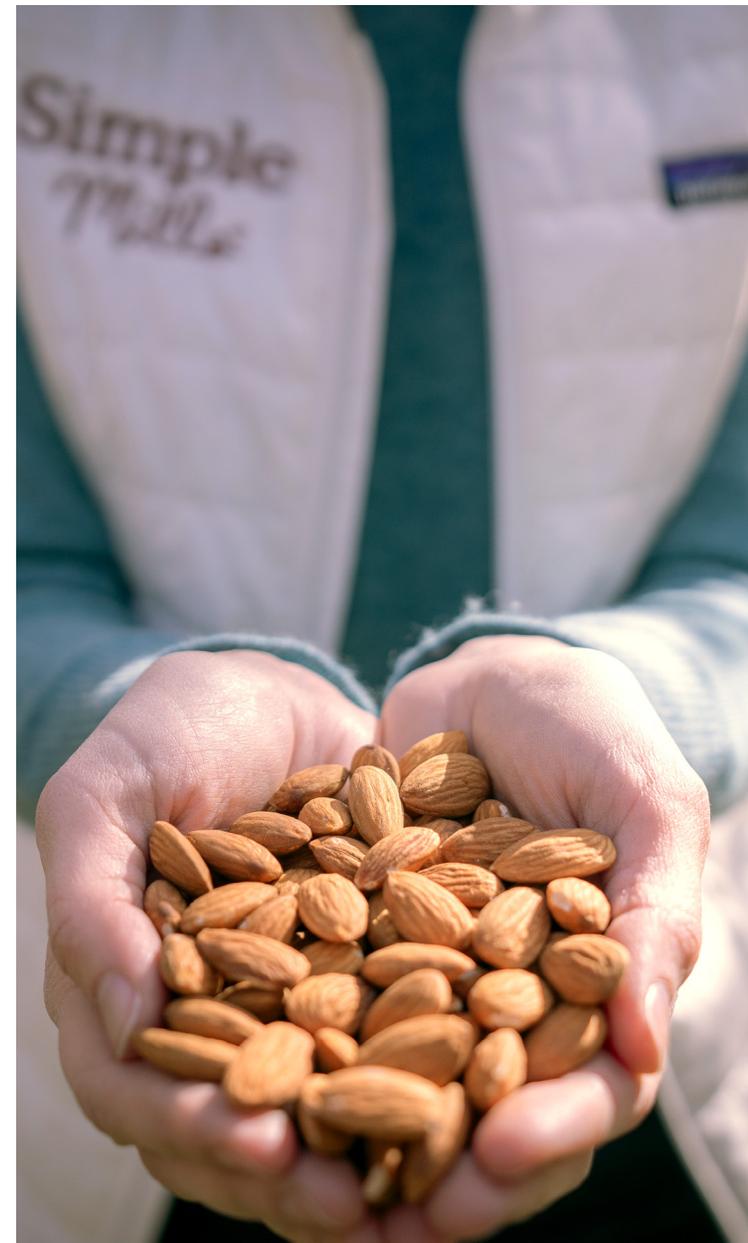
In collaboration with other founding members, Simple Mills is sponsoring technical assistance, soil sampling, and project management to better understand the impact of regenerative principles in conventional almond orchards.

CROP NUTRIENT TESTING

As a brand focused on the intersection of people and planetary health, we are keen to advance the burgeoning field of research exploring the link between farming practices and crop nutrients in harvested crops. Simple Mills is partnering with Dr. Selina Wang's lab at UC Davis to study how the farming practices implemented through The Almond Project influence nutrient profiles in almonds.

Both soil and nutrient testing were completed in 2025 and the data are currently being analyzed and interpreted. We look forward to sharing our learnings soon!

Learn more at: www.thealmondproject.com





The Almond Farming Practices Innovation Board

Almonds are one of the most important ingredients in our portfolio. They also happen to be a crop that is vulnerable to a changing climate—shifts in water availability and pollinator populations can impact the resilience of almond orchards. To help chart a path forward, Simple Mills funded the formation of an inaugural Almond Farming Practices Innovation Board, a four-part dialogue series that took place throughout 2025.

Convened by White Buffalo Land Trust, this board brought together a diverse group of experts, including domestic and international almond growers, researchers, and technical experts to explore how almond growing can evolve to meet ambitious goals for biodiversity, water stewardship, soil health, carbon sequestration, and reduced chemical dependence.

By enabling these convenings of growers, researchers, and technical experts, we're aiming to strengthen farmer livelihoods, advance regenerative agriculture implementation, and build a more resilient almond supply chain.





Spending time in the field with Margaret Ann Marsh, SVP of Safety, Sustainability, and Environmental at Flowers Foods, sharing our passion for regenerative agriculture with our new parent company.

2nd Annual Orchard Soil Health Academy

In April of 2025, Simple Mills partnered with leading soil health educators at Soil Health Academy (SHA) to sponsor their second almond and orchard-focused school, building on the success of the first ever orchard-focused SHA in 2024. The 3-day event was generously hosted on Burroughs Family Farm, a leading producer of regenerative almonds located in the northern San Joaquin Valley. Now managed by the fifth generation of Burroughs, Burroughs Family Farm takes a holistic and innovative approach to farming, continuing the family's tradition of stewarding the natural environment.

The school provided regenerative agriculture-focused education to almond growers across California's Central Valley—both within and beyond Simple Mills' own supply network. Together with over 50

growers, we explored how regenerative principles can be applied in almond orchards to positively impact farm economics, ecosystem health, and human health. We were delighted to include seven Simple Mills employees in the school, as well as the SVP of Safety, Sustainability, and Environmental at Flowers Foods—a wonderful opportunity to get our team immersed in the power of regenerative agriculture and share our mission with our new parent company!

- **3 full days** of hands-on learning
- **28 farmers** in attendance
- **6 different orchard tree crops** represented by grower attendees: almond, walnut, pistachio, cherries, olives, and peaches



Cover Crop Seed Partnership with Blue Diamond Growers

We partnered with Blue Diamond Growers for the second year in a row, covering the cost of cover crop seed for an estimated 10,000 acres in California's Central Valley.

Through conversations with Blue Diamond Growers, we learned that the cost of cover crop seed is a key barrier for growers in their network, especially after a grant that many growers had planned to rely on did not come through.

We were proud to step in and help fill that gap. This support enabled growers to continue advancing regenerative agriculture during a time of funding uncertainty.

Through conversations with Blue Diamond Growers, we identified the cost of cover crop seed as a key barrier we could help remove for growers to advance their regenerative agriculture journeys. Blue Diamond Growers are pursuing cover crops in almond systems because cover crops could:



Protect against erosion



Improve soil structure and water infiltration



Provide pollinator forage (producers often pay to have bees shipped in to pollinate their orchards!)



Control weed and pest pressure (leading to reduced need for harsh chemical herbicides and pesticides)⁵⁴



Promote carbon sequestration⁵⁵ (drawing down carbon from the atmosphere by increasing soil carbon stocks)



“This was a nice variety of seeds and should prove to be as beautiful as it is beneficial to our orchard soil. We like to plant cover crops in every other row of our orchards each fall to boost organic matter and improve the water infiltration and holding capacity in our soils.”

– Bill Kidd



Cost-Sharing the Implementation of Regenerative Principles in Almond Systems

Simple Mills is providing financial support for almond growers using regenerative principles.



Almond growers face a unique set of challenges in adopting new agricultural practices. Cost, education, and access to equipment often create barriers that slow the spread of regenerative agriculture across the industry.

To help reduce these barriers, Simple Mills partnered with Treehouse California Almonds to provide direct financial support to growers implementing regenerative practices during the 2025–2026 growing season. Through a per-acre stipend, the program helps offset the upfront costs of cover cropping, compost application, and nutrient management planning — three foundational practices that build soil health and improve long-term orchard resilience.

This initiative represents a long-term investment in the foundational practices of regenerative agriculture, while deepening Simple Mills and Treehouse’s shared commitment to advancing regenerative systems within California almond orchards. By directly reducing financial barriers, the program empowers growers to implement soil-building practices that improve ecosystem health and strengthen the resilience of one of our most important ingredient supply chains.





The Coconut Sugar Project

Facilitating regenerative agroforestry in Indonesian farming communities.

The Coconut Sugar Project is a multi-year partnership we launched in 2022 with agroforestry experts at PUR, a leading organization that aims to regenerate and preserve ecosystems and support local farming communities. The project is designed to help diversify land and income streams through agroforestry implementation and soil health training programs.

Some noteworthy achievements to date:

- In 2025, **20,000** seedlings planted in coconut sugar farming communities, supporting land diversification and access to international markets. That brings us to **43,000** total tree and cash crop seedlings planted to date!
- A community-led demonstration plot with **100+** dwarf coconut palms, providing a test-and-learn location for a smaller variety of palm tree that may lead to safer, more equitable, and more profitable nectar harvesting practices.
- **1,800** standardized kitchen tools distributed to farmer families, supporting higher quality and more consistent sugar production.
- **2,300** farmers engaged in soil health trainings and received agronomic support, enabling them to steward the ecological health of their land.

Agroforestry refers to planting a variety of trees and other plant species in agricultural landscapes. The practice can enhance biodiversity, improve soil health, and provide additional sources of income for farmers.⁵⁶

In 2025, we launched the second iteration of our Coconut Sugar Project. This collaboration with PUR and farmers in our main sourcing region of Java, Indonesia will expand agroforestry plantings, strengthen farmer enrollment efforts, and prepare for another round of seedling distribution.





The Cocoa Project

We're investing in field-level activities that support resilient cocoa production.

In the first three years of the Cocoa Project in our key sourcing region of West Africa, our support focused on foundational education and awareness-building with farmers around the benefits of agroforestry – integrating trees, crops, and sometimes livestock to create more diverse, resilient farming systems.⁵⁷ Working with our partners at PUR, we engaged communities through theater productions, radio programming, school tree plantings, and in-village discussions to promote understanding of how diversifying cocoa farms with additional trees can strengthen biodiversity and income sources.



Impact highlights to date:

Farmer engagement

- **1,800** farmers operating an estimated **13,400** acres participated in awareness-building and farmer-to-farmer learning opportunities

Community reach

- **72** radio broadcasts in four local languages reached an estimated **216,000** listeners

Youth engagement

- In early 2025, **200** students and **90** adults participated in school-based tree plantings, which doubled as a hands-on lesson about agroforestry



Building on this foundation, in 2025, Simple Mills funded the planting of a diverse mix of **10,000 trees** in cocoa farming communities in West Africa. The plantings included **9 species** of trees, including tropical hardwoods and fruit varieties native to the region. Diversifying cocoa farms with other native or naturalized tree species has an array of benefits, including higher yields, improved water retention, enriched soil health, and diversified income streams.^{58 59}



Direct Trade

We're working directly with farmers to reimagine the commodity agriculture system and support farmers' transitions to regenerative agriculture. 2025 marks the sixth year of the Simple Mills Direct Trade program!

Since the program's inception in 2020, we've worked with 15 farmers across more than 3,500 acres in 4 states.



This year marked exciting growth for our Direct Trade program — we expanded into South Dakota and added new farmers to the roster, including the son of one of our original Direct Trade farmers, who is ushering in the next generation of land stewardship.

Through our Direct Trade program, we're aiming to bring eaters closer to the source of their food by forging direct, meaningful connections with growers. We're helping our partner farmers reduce risk by covering the cost of planting seeds, providing stipends for farmers to use toward implementing regenerative practices

like cover cropping, and structuring contracts to provide more certainty to farmers about when they can expect market demand for their ingredients. We invite continuous farmer feedback and have evolved the program structure over time with this feedback in mind.

Because our approach to regenerative agriculture is context-specific, we encourage our Direct Trade farmer partners to select practices suited to the unique needs of their operations. For this reason, our partnerships and the practices we are helping to finance look slightly different from farm to farm—and we celebrate that variability!

Deepening Our Relationship with Growers Through Multi-Year Contracts

2025 marked the second year of multi-year contracts with three of our Direct Trade farmers!

Multi-year contracts are impactful for farmers because they create more stability in price and offtake, helping growers weather the constant swings of commodity markets. In 2024, we officially extended partnerships with three leading regenerative farmers from annual agreements to multi-year direct trade contracts. Our goal in extending contract length is to provide more certainty to farmers year over year and to enable trusted, long-term procurement partnerships that help close the gap between growers and eaters.

Bottom left photo: Tom Cotter (left), Alma Cotter (right), and their family. Top right photo: Sandy & Mary Cyburg (center). Bottom right photo: Luke and Ali Peterson





Hosting Whole Foods Market with Our Direct Trade Partner

In August of 2025, we hosted leaders from Whole Foods Market, including members of their quality, sustainability, and merchant teams, for an immersive visit with our Direct Trade partners, Luke and Ali Peterson of Luke Peterson Farms. Over the course of nearly 15 hours together, the Whole Foods team

brought energy, passion, and thoughtful questions that sparked meaningful dialogue about the future of food. Whole Foods Market's purpose to nourish people and the planet aligns seamlessly with Simple Mills' mission. Together, we share a vision for food systems that prioritize both human and planetary health.

The visit was a powerful reminder of the impact that collaboration can create. We left inspired by Luke and his family's innovative practices and energized by the possibilities of what we can achieve alongside engaged partners like Whole Foods Market!





Sharing Our Direct Trade Program with Content Creators

During the Minnesota sunflower bloom in 2025, we hosted two jam-packed days of immersive learning for a dynamic group of influencers, including fitness professionals, reality TV personalities, registered dietitians, and chefs. Together, we cooked, spent time in the field, and learned from Direct Trade farmers Luke and Ali Peterson about regenerative agriculture, soil health, and the vital roles of biodiversity and dietary diversity.

The group saw firsthand how we collaborate with growers to de-risk the transition to regenerative practices and elevate farmers' wisdom to shape our unique approach to crafting food that puts people and planet first.

In total, we hosted 14 attendees with a combined reach of more than 15 million followers!

Creators brought the trip to life on social media with over 200 pieces of content posted to their audiences. The group continues to share the knowledge gained at the farm, expressing that the trip fostered meaningful community connections and delivered inspiring educational content that continues to inform their day-to-day food choices.



CHAPTER 5

Igniting Positive Impact at Simple Mills & Beyond

We're proud of our strong focus on our own supply chain and the way we make our food as the most material opportunities for positive impact. At the same time, we know that no single company can move the needle alone in building a stronger food system. So, we're striving to catalyze systemic change by mobilizing our team around our mission, inviting eaters and the food industry to join our journey by transparently sharing our approach, and advocating for better agriculture policy.



Employee Engagement, Well-Being, Inclusion, and Belonging

We believe that our employees are our greatest asset. Their holistic well-being is integral to our success.

At Simple Mills we focus on the importance of inclusion and belonging in the workplace, understanding that this commitment is crucial to our mission of advancing the holistic health of the planet and its people.

Fostering a sense of inclusion and belonging is about creating an environment where every employee feels valued, heard, and connected to the company's mission and to each other. This sense of belonging is cultivated through shared values, mutual respect, and the recognition that each individual brings a unique lived experience, perspective, and set of skills that taken together enhance our collective creativity, productivity, and overall impact.

In 2025, we continued to nurture connection and growth through experiences designed to strengthen collaboration and support

holistic well-being. One highlight was our company reunion that took place in June in Naperville, Illinois, where teammates from across the country came together to spark inspiration and strengthen relationships through shared experiences.

The reunion began with “Camp Simple Mills,” a full-team day centered on connection and purpose. The day included an empowering learning session, a virtual farm tour with one of our Direct Trade farmer-partners, Sandy Syburg of White Oak Farm, and plenty of outdoor time to enjoy nature and each other’s company. We also sent “Thank a Farmer” postcards to our Direct Trade partners to express our gratitude for their hard work – a small gesture of appreciation for the growers who make our work possible.

- **106 attendees** gathered in person to connect, reflect, and build new memories together
- **24 states** represented
- **150 “Thank a Farmer” postcards** written and sent to our Direct Trade farmer-partners, expressing appreciation for the vital work they do and celebrating the partnerships at the heart of our mission

CLOSING THE LOOP: Recycling & Reducing Material Waste

As consumers ourselves, we understand that knowing how to properly recycle various elements of a product's packaging can be confusing! That's why in 2024 we began implementing the How2Recycle® label across our packaging. How2Recycle labeling provides consistent and transparent on-pack disposal information for consumers, making it easier to recycle.



In 2025, we added the
How2Recycle label to
10 products,

bringing the total number
of current and upcoming
products in our portfolio
with the label to **26.**

While empowering consumers to recycle is important, we also strive to minimize the environmental footprint of our packaging from the start. This means carefully selecting materials and optimizing our packaging designs to use fewer resources whenever possible, without compromising product quality or safety.

Beyond our efforts in packaging, we've also been making big strides in ingredient waste reduction. We are working to divert waste to compost and, where appropriate, donate products directly to community organizations.

In 2025:

- **More than 15,000 pounds** of combined office food scraps, expired product inventory, and trial scrap were diverted from the landfill through our Chicago office composting initiative
- **More than 98% of product approaching expiration or with cosmetic defects was utilized** through partnerships with alternative channels and donation initiatives, leading to less than 2% going to landfill.

Investing in the Future of Farming: Young Farmers

In 2025 we continued our long-standing efforts to support young farmers in their work to advocate for climate-resilient agricultural policy, further advancing our commitment to regenerative agriculture.



2026 GOAL

200 young leaders supported to train as advocates for climate-smart agricultural policy



IMPACT SO FAR

Since 2022 and as of 2025, we sponsored a total of **175 young farmer fellows** in their advocacy for policy that supports the resiliency of the agricultural sector. In 2025, we sponsored **25 new farmer fellows**, in partnership with the National Young Farmers Coalition.

To invest in young farmers is to invest in the future of regenerative agriculture.

According to the 2022 National Young Farmer Survey, **86%** of young farmers report practicing regenerative farming techniques.⁶⁰ More than 40% of U.S. agricultural land is owned by individuals aged 65 and older and roughly one-third of all US farmland is anticipated to change hands over the next two decades as farmers retire.^{61,62} Supporting the next generation of agriculture leaders contributes to building a more resilient food system.





Advancing Research at the Nexus of Soil Health and Human Health

In November 2025, Simple Mills sponsored and participated in *Roots to Results*, a collaborative research summit organized by Rodale Institute and the Foundation for Food & Agriculture Research (FFAR). The two-day event brought together 30 pioneering researchers, industry leaders, funding partners, physicians, and public health experts to advance cross-sector collaboration at the intersection of soil health and human health.



Across two days of discussion, participants explored research gaps, and potential partnerships to strengthen our collective understanding of the link between soil health, nutrient density, and human health.

The convening underscored a growing consensus: soil health is not just an environmental issue, but a foundation for human well-being.

Simple Mills is hopeful that this convening will help catalyze connections across sectors that are rarely in the same room, creating momentum for new collaborations that could advance collective understanding of – and create positive impact at – the intersection of food, farming, and health.



Partnering with Farm Aid to Celebrate 40 Years of Impact

In 2025 we partnered with Farm Aid as a sponsor of their 40th Anniversary Festival, which raised funds to build a vibrant, family farm-centered system of agriculture in America.

Willie Nelson, Neil Young, and John Mellencamp launched the first Farm Aid music festival in 1985 to raise money for family farms that were struggling to stay afloat during the farm crisis of the 1980s.⁶³ Since then, family farmers have continued to face mounting obstacles and, in many cases, are forced to leave farming altogether. From 1982-2022, more than 340,000 U.S. farms were lost. Meanwhile, the size of the average farm increased by more than 60 acres as vertical integration became the strategy of many larger agribusinesses^{64 65}



Farm Aid 40 by the Numbers

- **37,000** in-person **festivalgoers**
- **4 million viewers** of the Farm Aid 40 broadcast on CNN
- **18 artists** on the lineup – including Neil Young, Jesse Welles, Bob Dylan, and Sierra Ferrell
- **13,600 pounds** of organic material diverted from landfill to compost
- **30 policymakers** from the Midwest attended, speaking and connecting with farmers to better understand how they can support family farms
- **5 skills tent demonstrations** including beekeeping, fermentation, seed-saving, and fabric dyeing

Recognition for Simple Mills in 2025



Inc. Magazine's Female Founders 500 List

Katlin Smith, our Founder & CEO, was included on *Inc.*'s Female Founders 500 list for the second year in a row. The list celebrates the country's most dynamic and influential women in business.



Expo West Climate Day Panel

Christina Skonberg, our Sr. Director of Sustainability & Mission, spoke on the Expo West Climate Day panel, "Disrupting Carbon-Intensive Commodity Models," alongside Simple Mills Direct Trade partner, Luke Peterson from Luke Peterson Farms.



Good Housekeeping Best Snack Award

Cheddar Pop Mmms was recognized on the *Good Housekeeping* Best Snack Awards list for Best Cheese Crackers.



SELF Pantry Awards

Pizza Pop Mmms was named the Best Cheesy Cracker. Fine Ground Sea Salt Almond Flour Crackers was recognized as the Best Charcuterie Cracker.



VegNews 2025 Snack Awards

Almond Flour Crackers was recognized as the Best Cracker.



We use our channels to amplify our brand awareness and mission by partnering with influencers across a variety of categories inclusive of, but not limited to, health and wellness, lifestyle, recipe development, and sports (like **Tommy Paul, Olympian and professional tennis player, pictured at left**) to showcase that products made with nutrient-dense ingredients can deliver on taste and make an impact.



Amplifying Impact & Building Awareness with Eaters

At Simple Mills, we transparently share our journey to advance our mission with eaters, retailers, and peers to drive collaboration—and invite feedback—in addressing the world’s most pressing issues. As a brand with products in over 30,000 stores and hundreds of thousands of loyal fans, our product packaging and brand communications represent an important lever to engage passionate eaters about the power of food to benefit both people and planet. We seek to create ripple effects when we amplify messages about how the well-being of people hinges on that of our planet.



We use our product packaging to communicate about key nutrients found in our ingredients.

Supporting Organizations Building a More Inclusive Food System

CORPORATE SPONSORSHIPS AND DONATIONS

- Minds Matter
- Donation to Thrive to support wildfire relief efforts in Los Angeles
- Climate Collaborative
- The Organic Center
- Conscious Alliance
- Loaves & Fishes
- Los Angeles Regional Food Bank

IN-KIND PRODUCT DONATIONS

- Ripple Fest (OSC)
- San Francisco Climate Week
- Marin Agricultural Land Trust
- Farm Aid
- Soil to Shelf

THE BARN AT
COTTONWOOD

Barn

Barn

CHAPTER 6

Onward



The Journey Continues!

Thank you for joining us for the 2025 edition of our People & Planet Impact Journal. We're proud of the progress we've made on our people and planet journey so far, and we know there is much more work to be done. As we look to the future, we have exciting plans in the works, including:

- Keeping regenerative agriculture at the heart of our climate-resilience strategy by further expanding our work with farmers and suppliers across more crops and sourcing regions.
- Adding a wider variety of nutrient-dense ingredients to our product portfolio.
- Investing in research on the link between regenerative agriculture and crop nutrient density.
- Expanding our policy advocacy work to support the next generation of regenerative farmers.
- Looking beyond the farm gate to address major emissions impact drivers across our supply chain, like packaging and manufacturing.
- Continuing to invest in employees' engagement and well-being so they can be champions of human and planetary health in and beyond the workplace.

As we continue to evolve and grow our People & Planet work, we warmly welcome feedback. We'd love to hear your thoughts on our approach and any ideas for future impact opportunities. You can get in touch by sending an email to info@simplemills.com.

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