

# Verm-X<sup>®</sup>

Kinder to animals,  
kinder to the environment.

## B Corp Impact Report 2023

Celebrating our first year as a certified B Corp

**verm-x.com**  





## Our first year as a B Corp

Our first year as a B Corporation certified business is complete and it has been a pleasure to take the time to reflect upon everything we have achieved so far. For the past two decades our mission has been to be kinder to animals and kinder to the environment. Now, with the added recognition of being a certified B Corporation, we are glad to share the impact of our commitment to be a force for good.

In the past year, we focused on our commitment to the **environment** by completely **updating our packaging options** across the company. We worked with more **rural and animal charities** to support them in their missions to **improve animal and human welfare**. Every new product we released throughout the year was **certified organic** and we undertook **pioneering research** into **natural animal health and performance**.

We're so proud of what the team has achieved in our first year as a B Corp and we are excited to share the details with you in our first Impact Report.

The Team at Verm-X®





## Making meaningful change

Our journey to achieving B Corp certification in August 2022 was a tale of two parts. On one hand, **Verm-X® is renowned as an ethical, environmentally conscious, and caring company**; it already fitted the B Corp criteria in many ways.

On the other hand, as **a small, independent, rural business**, Verm-X® did not necessarily have the corporate infrastructure in place that a larger company going through the certification process would have had.

Despite the challenges faced, **we were delighted to join the B Corp Community in August 2022**. Verm-X® is a company built on kindness, our products are kinder to animals and kinder to the environment and **becoming a B Corp has empowered us to roll that kindness out into every area of our business**.

The initial Verm-X® B Corp Impact Assessment has provided our benchmark for moving forwards, and as we look to recertification in 2025, we are using it as our foundation for improvement. Part of the **B Corp ethos is to do, and be, better**. Writing this Impact Report offered us the opportunity to look back at our achievements over the past year and focus on **how we can make meaningful change in 2024**.

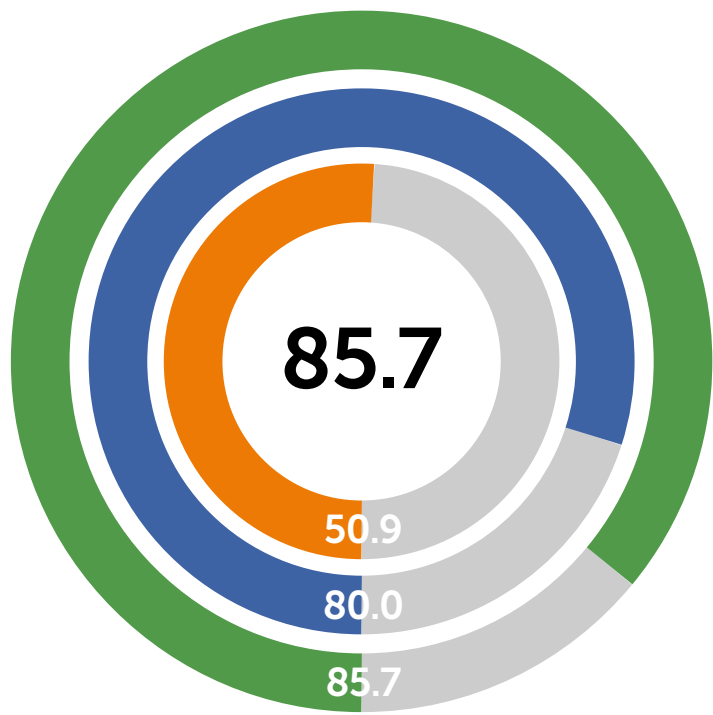




# Our B Impact Assessment (BIA)

At Verm-X®, we've always been passionate about taking a natural approach to animal health and **exploring the alternatives to artificial chemical treatments**. Verm-X® was developed with this natural approach in mind, a holistic answer to animal health and vitality, and a mindful approach to caring for the environment. 20 years later and we are so proud to be certified as a B Corporation.

But our mission is far from over. We are proud of our B Corp verified score, but we want to do better with our re-certification in 2025.



- Verm-X® overall B Impact score **85.7**
- Qualifies for B Corp Certification **80.0**
- Median score for ordinary businesses **50.9**

Governance **13.5**  
Accountable & transparent across the company

Workers **21.8**  
Ensuring diversity, inclusivity & flexibility in the workplace

Community **18.0**  
Sharing time & resources with our community

Environment **29.6**  
Minimising our impact on the environment

Customers **2.6**  
Giving our customers the best experience possible





## Honouring our Governance

Being a B Corp means so much to us. Our social and environmental impact is a primary measurement of success, and we prioritise it wherever possible. Our mission statement, **to provide trusted herbal supplements that are kinder to animals and kinder to the environment**, provides us with the lens through which we make all company decisions.

This year, we have looked hard at how our social and environmental performance and subsequent responsibility is incorporated into our business; seeking ways we can learn more and spread our message wider. We have increased our stakeholder engagement, undertaking both **clinical and customer focused research** to better understand the impact of our products on animals and the environment.

The results of our recent clinical trial were published in December 2022 in The Veterinary Sciences Journal. This investigated the effect of a nutritional supplement on the gut microbiome of Thoroughbred horses.

**Find out more:** <https://doi.org/10.3390/vetsci10010027>

We will continue to examine and research how supplements can impact the gut health of other domestic and smallholder animals, as well as their broader environmental impact.



## Our goals for the next year:

We're working with our employees to define more areas of responsibility in the company and refreshing documented job descriptions.

We're formalising our stakeholder engagement plan. This will mean we can better communicate the details of our social and environmental performance across the year.

We'll be publishing annual reports around our social and environmental performance to improve transparency for our stakeholders, customers, and employees.

## Kinder to our workers

**We consider our team as our greatest asset** and maintain a supportive, close working environment for both our remote and office-based employees. This year, our team grew by a further 2 team members. We always aim to hire in the local community if we can, with our staff typically commuting less than 10 miles a day or working remotely when permitted. This looks to minimise environmental impact and commuting times while promoting **improved job satisfaction and mental health**.

To ensure our team are happy and secure in their roles, we always treat our part-time workers and contractors the same as we do our full-time employees.



## Our goals for the next year:

We are creating a full employee survey to consider their current wants and requirements.

We're continually assessing the health, safety and needs of our employees and will be working with the team to complete health risk assessments throughout the year.

We're improving and formalising our onboarding process for new employees.

## Kinder to our community

Verm-X® is proud to be an equal opportunities employer and we work hard to implement both local sourcing and hiring policies. Over the past year, **almost 40% of the suppliers we worked with were local, independent businesses**. We track the average miles travelled by our inputs and other supplies in reaching us.

We have made **donations to several charities** whose aim is to support animals and their welfare. We have worked with the Riding for the Disabled Association, the Rare Breed Survival Trust, Pets in Need Animal Foodbank and other independent rescue and welfare organisations.



## Our goals for the next year:

We're increasing the percentage of our businesses undertaken with local, independent suppliers.

We're actively working with stakeholders to provide education and training surrounding the environmental impact of taking a natural approach to animal health.

We are working with our brand ambassadors to find and support smaller, independent charity causes and have a positive social impact.

## Kinder to the environment

Verm-X® is built around our central mission of being kinder to animals, kinder to the environment. As such, we remain incredibly proud that the highest score we received in our initial BIA is in the environment category.

Over the last year, we have continued producing **sustainable products that are kinder to animals, kinder to the environment**. We launched our new range of **Organic Toppers for Dogs** as well as an **Organic Layers Pellet for Poultry**.

The Toppers are certified Organic by both the Soil Association and the organic Food Federation. We have stuck to our belief that Organic products, where economically viable, are kinder to animals and kinder to the environment.



While we are delighted to have started an organic option for Poultry layers pellets, we have faced significant issues finding a manufacturer willing to consider small scale production and have, for now, been forced to pause sales of further layers pellets. We are confident that we will find the right solution in due course.



We improved the recyclability of our packaging. It was a challenge to balance the ease of recyclability for our customers with the robustness of the materials needed to ensure products are delivered in pristine condition. However, we have worked with several innovative packaging manufacturers to create our new range of packaging options and are now so proud that **90% of our sales are made in readily recyclable or biodegradable packaging**.

### Our goals for the next year:

We're exploring other environmental certifications for our product range, with the hope to further reduce our environmental impact.



## Kinder to our customers

We asked our customers to tell us about how Verm-X® had helped reduce their pharmaceutical usage.

**90% of responses indicated that, since using Verm-X®, the use of pharmaceutical wormers by our customers had decreased.** This allowed us to estimate the level of toxin reduction our customers helped to achieve.

**88% of our customers also told us that Verm-X® had helped them to become more aware of the environmental impact of using pharmaceutical wormers.**

Verm-X® also received a **Platinum Trusted Service Award** from the independent review platform Feefo. This award means that we have provided three consecutive years of Gold standard customer service, illustrating our commitment to excellent and respectful customer service.



## Our goals for the next year:

We will formalise our written policies for ethical marketing and advertising.

We will continue to provide outstanding customer service to our customers.



# Thank you

Thank you for reading our first B Corp Impact Report. We hope that this has given you some insight into everything we have achieved this past year and our plans for the future. **We'll hold ourselves accountable** for the impact of every single decision we make when it comes to our governance, our customers, our suppliers, our community, and the environment.

**Most of all, we'll remain a company that's built on kindness.**

We look forward to updating you again next year,  
in our second Impact Report.

