

ANCIENT
NUTRITION

2021

ANCIENT NUTRITION

ANNUAL IMPACT REPORT

SAVE THE WORLD
WITH SUPERFOODS



WWW.RANCHPROJECT.COM



Passion fruit growing
in our greenhouses

ANCIENT NUTRITION

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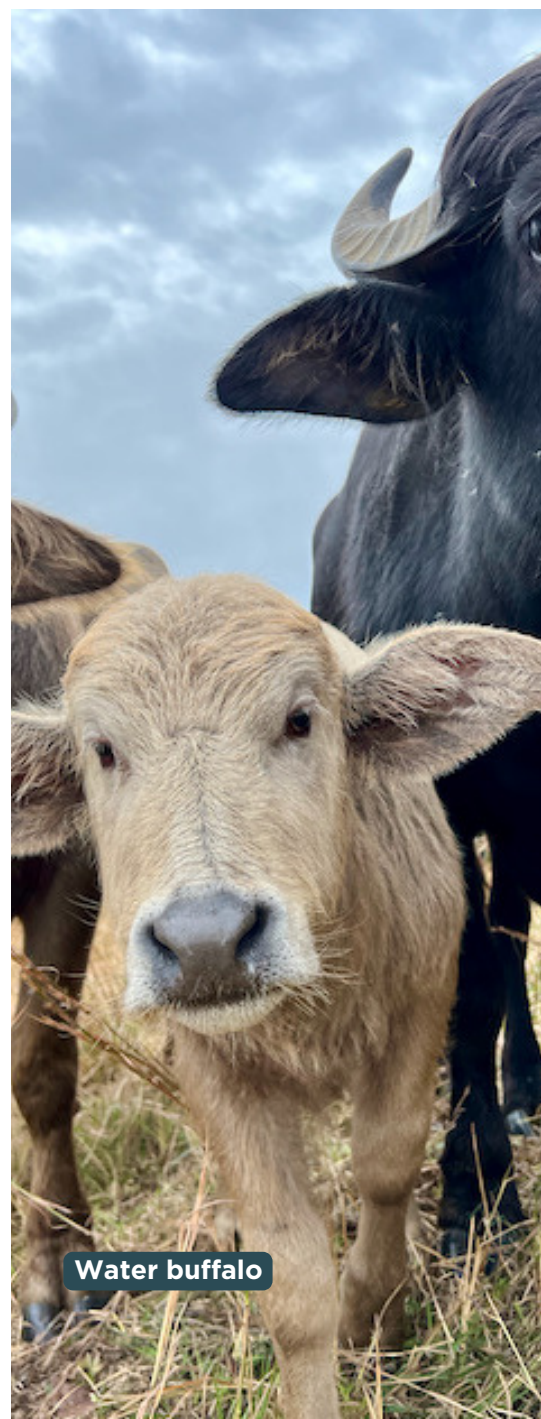
- SAVE THE WORLD PLAN
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Overview of the farm



Guava growing in front of the greenhouses



Water buffalo



Ancient Nutrition employee after a day of planting



OUR FOUNDERS

Co-founders Jordan Rubin and Dr. Josh Axe both have deep, personal roots in life-changing health journeys they've had to navigate in order to have major health transformations. In 2015, they came together to create Ancient Nutrition so they could begin transforming lives together.

Jordan Rubin is one of America's most-recognized and respected natural health experts. Jordan is the New York Times bestselling author of *The Maker's Diet*, and 26 additional titles, including his latest work *Essential Fasting*.

Dr. Josh Axe is the founder of DrAxe.com, a top Natural Health website, bestselling author of *Eat Dirt*, *Keto Diet*, *Collagen Diet* and *Ancient Remedies*, and a certified doctor of natural medicine (DNM), doctor of chiropractic (DC) and clinical nutritionist (CNS).

We want to be part of the solution, not the problem.

OUR PLAN TO SAVE THE WORLD WITH SUPERFOODS

By 2024, we're going to:

- Become **carbon negative**
- Plant **one million** superfood-bearing perennial trees
- **Reduce our plastic waste** by 25% and transitioning to more sustainable solutions
- **Protect biodiversity** by banking seeds and diverting waste that might otherwise go to landfills
- **Support like-minded organizations** like Mully Children's Family and the Rodale Institute in their missions

**Applications submitted for
Farm Certifications**



Regenerative
Organic
Certified™



Collective Reach

BEST IN CLASS MARKETING CAPABILITIES
WITH OVER 9M SOCIAL FOOTPRINT

Tracking Towards 9 Million Social Collective - 3x the nearest competitor



4.7M Facebook Fans
3% engagement rate
(best-in-class is 1.5%)



1.2M Instagram Fans
averaging 10,000,000/month
impressions



2.1M YouTube Subscribers
20M+ Monthly Viewers



591k followers

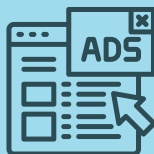
Global Leadership including Top 5 Natural Health Website Traffic and Best-Selling Author



64M Site Impressions
2.5M Unique Visitors
per month to Dr. Axe
3.3M newsletter subscribers

10M+ books sold
Over 1.3M podcast downloads
Avg 20k downloads per episode

Powerful PR machine driving Founders' voice, expertise, and authority across digital and print



Pacing to 15B Impressions by EOY
Strong media ties to all top tier
publications

Annual Paid Media Strategy delivering
420M annual impressions

Strategic DRTV Relationship - delivering top of mind awareness and brand recall



16,638 airings Jan - Sept 2021
5,500 National Cable

DRTV drives revenue, growth and scale
while delivering efficiencies and
building awareness.

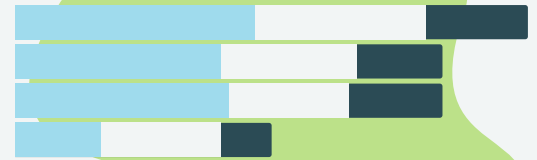
**Data shows a 9.9% lift in retail visits to
people exposed to DRTV campaigns**

Ancient Nutrition By The Numbers

#2 Selling Brand*

*with 9,362 Retails accounts
& 120+ SKUs*

\$116.9 million in channel sales



152 Employees



*Across 27 States
& 1 Canadian Province*

Industry Leading Benefits

Thrive Marketplace Membership

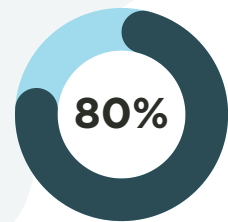
Product & Gym Stipend

\$241,000 given towards 401k match

80% Reduction in CO2

By switching to a hybrid work model

80%



2,300 Products

*Bottles of product donated to
disaster relief*



\$283,000+ Donated

\$145,000 To Mully Children's Family

\$30,000 to the Rodale Institute

\$26,000 to Lipscomb Academy Good Samaritan Fund

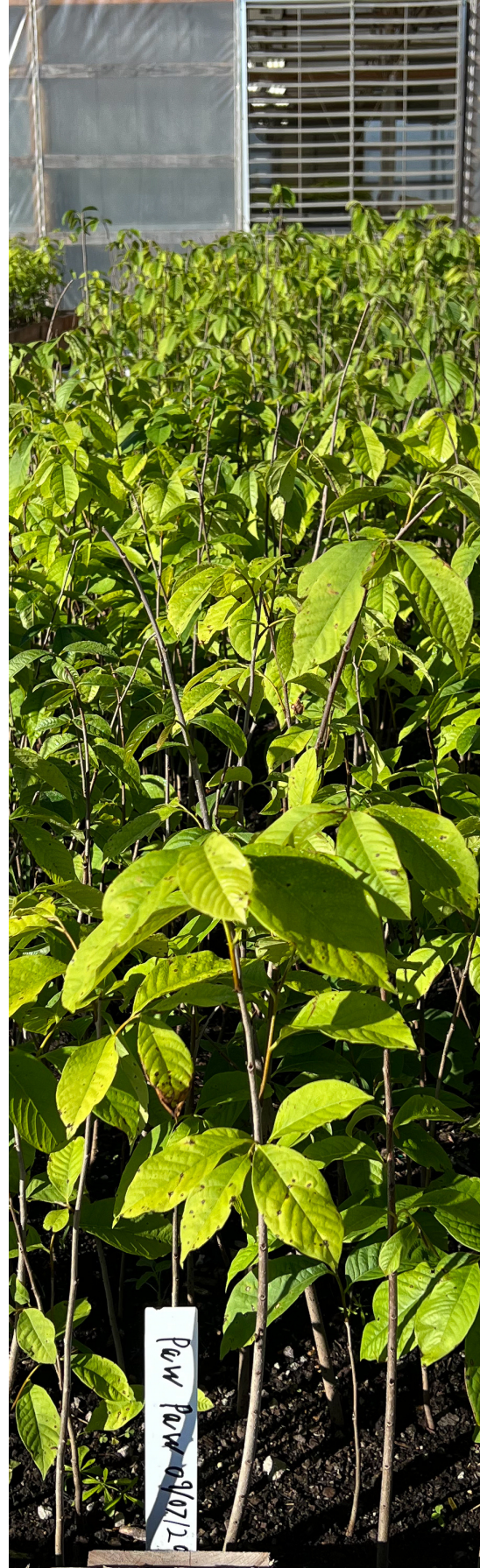
\$82,000+ in other non-profit donations



Calves enjoying the pasture



Harvesting wild Elderberry

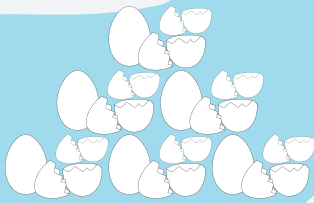


Paw Paw trees
in a sandy mixture

2021 Accomplishments

250,000 Trees

*Native superfood bearing trees,
vines, shrubs, and plants planted*



444,000 Pounds

*Eggshells Composted.
That's over 200 tons!*

2,300 Products

*Bottles of product donated to
disaster relief*



25%

25% Reduction in Plastic

*That's over 72,643
pounds of plastic saved!*

5.5 Million Gallons of Rainwater

Collected in our 30+ ponds across our two properties



CERTIFICATIONS

PRODUCT CERTIFICATIONS



Current Organic
Certifier



Non-GMO Certifier

*Regardless of which product
you choose, all Ancient
Nutrition products are
backed by a quality promise
that you can count on.*

WORKING TOWARD FARM CERTIFICATIONS



**Regenerative
Organic
Certified™**

- Regenerative Certification with a focus on plants and social welfare
- Applied Oct. 2021
- Certification in process
- Both TN & MO will be the first certified in their states!



- Regenerative Certification with a focus on animals and verified outcomes
- Certification in process



- Regenerative Certification focused on Animal Welfare
- Applied Nov. 2021
- Certification in process



- A commitment to Pollinators
- Certification in process

A close-up photograph of two hands holding a clump of dark, rich soil. The hands are positioned at the top of the frame, with fingers gently gripping the soil. The background shows green grass and some small plants. A semi-transparent dark blue box with white text is overlaid on the lower part of the image.

POWER OF REGENERATIVE FARMING & SOURCING

We source many of our ingredients from organic farms, including the 4,000-acre Beyond Organic Ranch and Heal The Planet Farm owned and operated by our founders, Jordan Rubin and Dr. Josh Axe.

Our Farm uses permaculture practices, holistic grazing, and livestock management to build soil organic matter, capture carbon and transform the environment.

In turn, these healthy soils produce key ingredients that are used in select Ancient Nutrition products!

Like our Multi Collagen Protein...

All of the leftovers from making this fermented collagen are used to build healthier soil!



Key Partnerships



A leader in the organic and regenerative agriculture movements



World-changing organization in Africa with a focus on social justice and climate change



Gives our consumers the ability to offset the carbon footprint of their purchase



Natural Products co-operative to fuel climate action

RESPONSIBLY PRINTED MATERIALS



PRINTED ON RESPONSIBLY SOURCED MATERIAL

We source the most eco-friendly materials to print our marketing materials.



USE VEGETABLE-BASED INKS

We print using vegetable-based inks to reduce the use of chemicals and other dangerous pollutants.



PARTNER WITH CONSCIOUS SUPPLIERS

We have a vetted network of like-minded suppliers, all of whom have a strong commitment to sustainability and who are constantly striving to be industry leaders in the conscious production of printed materials.



CHANGES TO OUR PACKAGING

We recently switched our product canisters from hard PET to HDPE, which uses 25% less plastic. These small steps can add up to a huge reduction in waste.

- No longer using plastic neck band safety seals
- Eliminating outer cartons
- Actively exploring alternative packaging options

We recognize the conflict between an environmentally positive message, and a printed product. We pride ourselves on environmental consideration and striving for sustainability.



A water buffalo resting with our farm director



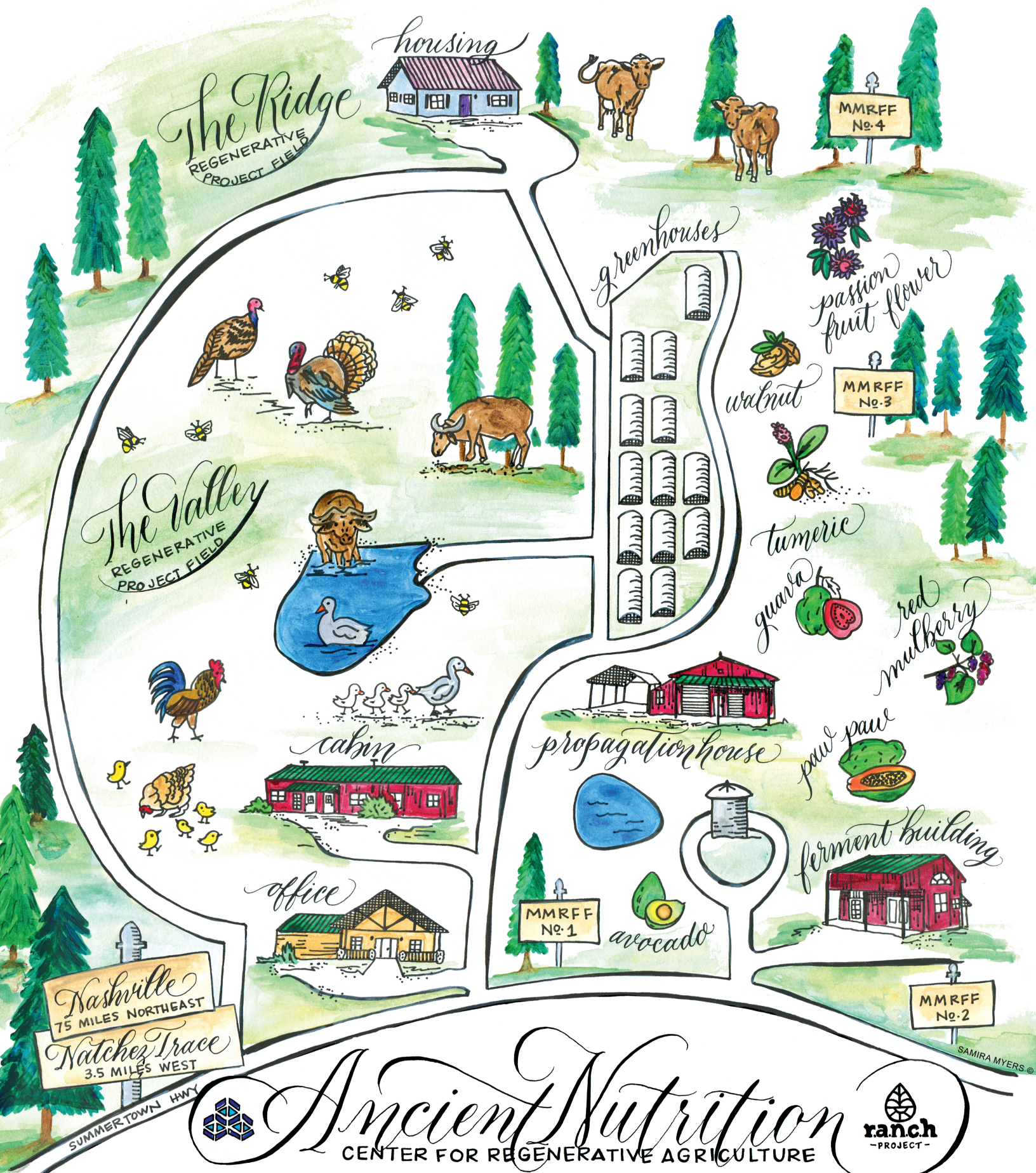
Cleaning the turmeric harvest



Turkeys, ducks, and chickens in the pasture



A row of Sumac in our Million Member Regenerative Food Forest



MMRF: MILLION MEMBER REGENERATIVE FOOD FOREST.
A PERENNIAL FOOD FOREST WITH OVER 30 NATIVE SUPERFOOD BEARING TREES, VINES, SHRUBS AND PLANTS.

REGENERATIVE PROJECT: COMBINING THE BEST INFORMATION WE HAVE ABOUT REGENERATIVE PRACTICES. OUR GOAL IS TO MEASURE HOW QUICKLY WE CAN REGENERATE TOPSOIL AND SEQUESTER CARBON.

THE CENTER FOR REGENERATIVE AGRICULTURE SUMMERTOWN, TN



133 Acres



2x

**2 Bedroom
Cabins**

Animals



15

Water Buffalo



15

Dairy Cows



60

Sheep



1,300

Ducks



60

Goats



1,000

Chickens



150

Turkeys



5 / 50,000

Beehives / Bees



25,000

Worms

• **250,000 SUPERFOOD BEARING TREES, VINES, SHRUBS**

- 5,936 POUNDS OF LEAVES HARVESTED
- OVER 100 VARIETIES GROWN ON THE FARM

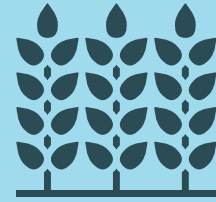
- Arrowwood
- Ashwagandha
- Astragalus
- Avocado
- Beet
- Black Cherry
- Black Chokeberry
- Black Haw
- Black Walnut
- Carrot
- Cayenne Pepper
- Common Apple
- Crabapple Sergeant
- Crabapple Siberian
- Cranberry
- Echinacea
- Elderberry
- Feijoa
- Fig
- Gooseberry
- Guava
- Hackberry
- Hazelnut
- HolyBasil
- Kausa Dogwood
- KeyLime
- Live Oak
- Milk Thistle
- Missouri Currant
- Moringa
- Naranjilla
- Papaya
- Passion Fruit
- Paw Paw
- Pecans
- Persimmons
- Plum
- Pomegranate
- Poplar
- Radish
- Red Mulberry
- Red Oak
- Smooth Sumac
- Soursop
- Southern Red Oak
- Sugarberry
- Sumac
- Sweet Gum
- Tamarillo
- Tulip Poplar
- Turmeric
- Virginia Pine
- Walnut
- Washington Hawthorne
- Yellow Poplar

Methodologies



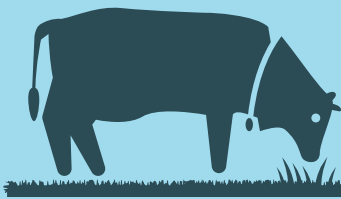
Cover Crops

Cover crops are used to slow erosion, improve soil health, and increase biodiversity. These crops can create activity in the soil which increases soil carbon levels over time.



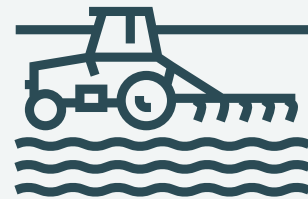
Hedgerows

By planting our Million Member Regenerative Food Forest in hedgerows we are able to plant 25,000 trees per acre, increasing the carbon drawdown by 1,000% compared to traditional planting.



Rotational Grazing

Our animals are rotated through our field in a managed movement that increases the health of the soil, plants, and animals.



Low-Till Farming

Tillage leaves soil vulnerable to erosion and destroys important fungal networks underground. No- or low-till farming minimizes soil disturbance, which helps keep carbon in the soil.

"TRASH TO TREASURE" PROGRAM

- Procure and divert food waste & potentially other compostable materials to create healthy soil
- Community Outreach: Local Store and Restaurant Team members to visit our farm, volunteer to join a planting party!

**25,820 Pounds Of Food Waste
Diverted From Landfills in
less than 3 months!**

**Thank you to our partners,
we could not do it without you...**



**DOTTED
LIME**
FAMILY TABLE



EAT WELL
NASHVILLE

Mama Jean's
Natural Market



A group of Ancient Nutrition employees and their families after a day of planting



Guava growing outside during the summer in Tennessee



Watusi bull



Milk Thistle being harvested

SAVE THE WORLD WITH SUPERFOODS

A SEVEN-YEAR, THREE-TRACK PLAN
TO HEAL THE PLANET,
FEED THE WORLD,
& TRANSFORM HEALTH



- **TRACK 1:**

- Soil Building
 - Carbon Sequestration
 - Water Harvesting
 - Ecological Diversity



- **TRACK 2:**

- Million Member Regenerative Food Forest



- **TRACK 3:**

- Discovery and Development of Superfood Nutraceutical Ingredients

KEY PLAYERS

- **FRUITS AND NUTS FOR FOOD**
- **LEAVES FOR HEALING**
 - Oral
 - Topical
- **LIVESTOCK FOR TRANSFORMATION**
 - Water Buffalo
 - Sheep
 - Goats
 - Chickens
 - Turkeys
 - Ducks
 - Bees



Rodale Institute, Founders of the Organic & Regenerative movements will help validate our efforts to heal the planet & save the world with superfoods.

Launching January 2022, Ancient Nutrition will dedicate 1% of revenue and begin the first stage of a 14-year project to revolutionize environmental regeneration and sustainable food production via water conservation, carbon cycling and soil microbiome diversity and viability.

Under direction of a Rodale Chief Scientist and two research technicians, we will measure and document:



- Soil health
- Topsoil depth
- Organic soil matter
- Water infiltration



- Livestock carrying capacity
- Livestock health
- Ecological diversity in species of pasture



- Micronutrient testing
- Microbial analysis
- Carbon sequestration
- Tree growth



Million Member Regenerative Food Forest "Field 3" 57/100
Regenerative Project Field "The Valley" 19/100

LEADING IN THE ESG SPACE

2022 INITIATIVES SUPPORTING OUR MISSION TO HEAL THE PLANET

1% Of Revenue Supporting The RANCH Project

Rodale Institute Partnership

Million Member Regenerative Food Forest

Carbon Negative Certified

Amazon Climate Friendly Badge

Eco-Friendly Packaging Updates

BCorp Certification

Plastic Credit Partnership

Zero Food Waste Initiative

Regenerative Organic Certification

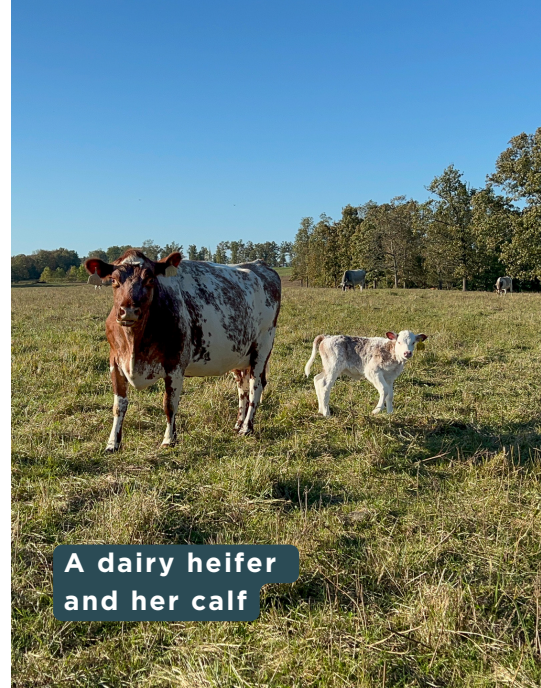
Savory Institute Certification

BEE Better Certification

- Prioritize Regenerative Agriculture in all areas of the business
- Scientific partnership to validate efforts to Heal the Planet
- 250,000 new trees to be planted - surpassing half a million
- Partnered with Natural Capital Partners, reduction in scope of 50% by 2028
- Pursuing for top 15 SKUs
- On track to make adjustments by Q3
- Assessment taken and in process
- Partnered with Plastic Bank to offset 5 million plastic bottles
- “Trash to Treasure” regional expansion and new partners
- TN + MO Application Submitted - certification in process
- TN + MO Application Submitted - certification in process
- TN Application Submitted - certification in process



Soil Testing for our Regenerative Organic Certification



A dairy heifer and her calf



Noni growing in the Propagation House



Chicken Tractor



Water Buffalo in a pond