



B Lab Statement on Guayaki Yerba Mate SPC's B Corp Certification

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for agribusiness producers in Brazil:

Companies in the Brazilian agribusiness production industry operating in the Amazon, Cerrado & Atlantic forest biomes¹ are eligible for B Corp Certification as long as they meet the following requirements:

1. **Deforestation:** *The Company is compliant with the Brazilian Forest Code (CAR, APP, RL & PRA requirements), including but not limited to no illegal deforestation since July 2008, as stipulated in the Forest Code. Further, the company has a formalized no-conversion policy for natural ecosystems for their own operations and future plans, mentioning a cut-off date of Jan 1, 2020² (or before).*
2. **Land conflicts:** *The company complies with all pertinent Brazilian legislation including not operating on lands designated as protected areas or indigenous areas. The company has adequate and formalized policies and processes to uphold the rights of historic land owners and avoid land disputes. This could include a formal commitment to respecting land rights of indigenous peoples and practices such as identification and assessment of protected areas, indigenous lands and other areas of natural and cultural significance in the company's vicinity, dialogue and engagement with communities, grievance mechanisms for community members as well as evidence of having resolved any disputes in the past.*
3. **Additional Requirements Specifically for Cattle Ranches:** *Companies have formalized policies and processes in place to at least pursue the mitigation of risks of deforestation/land conversion, land encroachment and conflicts, and forced labor for feed and livestock suppliers, along with ongoing monitoring. This could include practices such as supplier screening based on location, documentation, and G4 agreement criteria, supply chain mapping, supplier code of conduct, audits for verification, geospatial monitoring, etc., for at least significant direct suppliers that are producers and potentially for indirect suppliers.*

Companies meeting the above requirements will be required to make transparent their practices on the above topics on their B Corp profile, as well as other relevant practices including their management of labor rights (which, while material to the industry, is

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https://data.globalforestwatch.org/datasets/54ec099791644be4b273d9d8a853d452_4?geometry=-173.406%2C-41.791%2C64.602%2C15.259

² To meet this requirement, a company cannot have converted land after January 1st 2020 and needs to have a formal no-conversion policy that states that no-conversion is permitted at least from January 1st 2020, even if the policy is instituted retroactively.



covered through the standard certification requirements and thus not called out separately above). Companies will also undergo a background check to independently affirm that there are no flags regarding the above topics, including a review of any recent and significant land acquisition, deforestation, and land conversion practices in the last few years.

*Companies having certifications such as the RTRS, RFA, FSC, and RSPO that cover their **entire** production will be meeting the above requirements. These requirements apply to agribusiness producers and exclude natural forest management companies, for whom a separate process may be required in the absence of FSC certification.*

Guayaki Yerba Mate SPC is required to disclose a summary of its practices in the above-mentioned areas as a part of its B Corp Certification. For more information on the review process, please refer to B Lab's position statement on Agribusiness Producers in Brazil and B Corp Certification [here](#).

Summary of the company

Guayaki Yerba Mate SPC is an organic beverage company based in Sebastopol, California, that produces and markets yerba mate-based products. In Brazil, the company operates in the State of Paraná with a processing facility and offices based in Turvo. The company works within a radius of 150 km (75 miles), in the municipalities of Turvo, Guarapuava, and Inácio Martins, with groups of yerba mate producers and local Indigenous communities of the Guarani and Kaingang Peoples. All certified Organic, Regenerative Organic, and Fair For Life yerba mate production, harvesting, and processing are conducted within the Atlantic Forest Biome, in the Araucaria Forest ecosystem.

Guayaki Yerba Mate SPC's Policies and Practices

In Brazil (as well as Argentina and Paraguay), Guayaki Yerba Mate has operations on the ground and works alongside groups of producers who comply with its internal integrated standard for its yerba mate supply. This integrated standard includes compliance with local law, as a bare minimum; third-party verified standards, including Organic (US NOP & EU), Regenerative Organic (ROC), and Fair for Life (FFL) schemes; as well as additional social and environmental parameters aligned to the company's impact priorities.

The company complies with local and national legislation, abides by the Brazilian Forest Code, and has never received any fines for non-compliance from IBAMA (Brazilian Institute of Environmental and Renewable Resources). They have a validated CAR license and annually renew other regulatory licenses such as the APF, ADA (IBAMA register), ITR (tax compliance), and the INCRA (land registration).



Deforestation

To add a new producer to the company's supply chain, and then on an ongoing annual basis to ensure quality and impact standards, the company has a technical field team as well as a contracted subject matter expert who conducts rigorous risk analysis as well as internal audits that address deforestation risks and land use changes. Both through GIS and physical audits, the company's team ensures yerba mate plots haven't suffered deforestation or land use change since 2008, under Brazilian law (Brazilian Forest Code Law 12.651/2012). On top of that, ROC third-party auditors check that there hasn't been any deforestation/land use change since 2015, as their standard.

In addition, in 2022, the company developed its internal shade-grown yerba mate production standard, specifying the criteria that yerba mate systems need to comply with regarding levels of shade and biodiversity. The company is currently undergoing external party verification of this standard. Their technical team designs action plans for each of the producers, aiming to implement restoration initiatives whenever necessary. This not only ensures their yerba mate is deforestation-free but also drives forest restoration processes so that the yerba mate can serve as a means of conservation and restoration of the southern Atlantic Forest bioregion.

Land Conflicts

The company chose to actively work with Indigenous people to source yerba mate. The company recognizes the importance of partnering with indigenous and local communities to source ingredients as a means to support their livelihoods and strengthen their communities. By establishing long-term relationships and paying fair trade prices for their green leaf (unprocessed) yerba mate, the company is ensuring their production costs are covered and that they are receiving a surplus for their certified regenerative, organic, and shade-grown product. Producers also receive an additional fair trade fund to support their community initiatives.

The company created an Indigenous Community Engagement Program with a strong commitment to respecting and protecting their rights and self-determination, together with funds that go directly to support impact projects within their communities. Projects are suggested and elected by the communities themselves, working along the company's teams through a participatory approach aligned to free, prior, and informed consent (FPIC) schemes.

The company is independently certified and audited (in-person) on an annual basis by certifying body Ecocert for compliance with rigorous third-party standards, USDA Organic/National Organic Program, Regenerative Organic Certified®, and Fair For Life. To comply with such standards, the company has internal policies such as the Certification Internal Control System Procedure, which establishes mechanisms for the



management of certification and the relationship between parties, as well as individual agreements with each producer indicating the terms of the partnership, responsibilities, and rights.

Guayaki Yerba Mate SPC works with two Indigenous communities in Paraná, Brazil, who have their land titles and ownership, together with legal frameworks that protect and promote the sustainable harvest of native yerba mate. The company has authorization given by the Fundação Nacional dos Povos Indígenas (FUNAI), the official Brazilian organization regulating Indigenous affairs, to harvest in the Indigenous territories through direct partnership with the communities. They work together with the Indigenous communities to create sustainable management plans, respecting and promoting ancestral activity, and providing a premium price for this high-quality product to support livelihoods.

The company's lands are not located in protected indigenous areas. The company complies with all pertinent Brazilian legislation, including not operating on lands designated as protected areas or indigenous areas, and is committed to doing so. The company has not had any land disputes with neighboring communities.

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.