



# 2024 SUSTAINABILITY REPORT

At Rosy Farms our vision is to leave the Earth better than we found it, while still producing the highest quality food for our community. Each year we live many challenges, from strong winds, rainfall variance to large temperature swings. These risks are mitigated by making our farm more resilient; the foundation is to improve the overall health of the environment and to improve the overall success of Rosy Farms.

**ANDREW ROSYCHUCK**  
OWNER OF ROSYFARMS



## OUR BIODIVERSITY ACTION PLAN

We're educating, restoring, and supporting life at every level. Why it matters: better soil, better crops, healthier ecosystems.



## EXPANDING OUR COMMUNITY IMPACT

We have are growing in 2025 and making new partnerships to ensure that our farm continues to push our areas of influence.



### ENVIRONMENT

- Increased soil organic matter
- Diverse perennial cover crop: 3 fescue varieties, 4 legume varieties, 1 broadleaf species
- Planted 25 different flowering trees & shrubs to support native pollinators.
- Packaging reduced carbon footprint — Stand-up pouches now use 30% less carbon than the industry standard.
- Reclaimed wetlands: Restored 20 acres of wetlands & 10.1 acres of water body. This is Central Alberta's largest wetland restoration, storing 41 million liters of water (equivalent of 16.5 Olympic-sized swimming pools)
- Installed 15 birdhouses — Supporting barn swallow populations.

- Increased carbon sequestration — Over 10 years, soil carbon increased from 38.5 tons per acre to 45.9 tons per acre (19% gain in carbon sequestration)
- Pro-Cert Organic Certification — Achieved in 2024.
- Planted 1,000 additional trees, bringing the total to 5,600 trees
- Berry processing shrinkage under 1%, maintaining exceptional quality and yield.
- Removed south deer fence allowing native animal grazing on the farm.

### PEOPLE & COMMUNITY

- 95% of our sales support local within Alberta, with 70% centered around Edmonton.
- Every part of our 1lb bag is sourced from Alberta — proudly noted on the packaging.
- Every part of our juice is made in Canada — with lids and bottles sourced from Ontario
- Hosted 6 on-farm tours to welcome the community and share regenerative farming practices.
- 3 farm apprentices are training with us through the Young Agrarians Apprenticeship Program.
- Individual learning plans are created for each staff member to support growth and development.
- Our team includes STEM-supported staff members.
- Over 50% of our staff are female.

## 2025 TARGET GOALS

- Introduce solar power
- Plant 1,000 trees
- Add grazing animals to our system

- Grow ½ acre of pollinator-friendly flowers
- Plant ½ acre of new fruit trees
- Complete B Corp Certification

ALBERTA'S SUPERFRUIT

MADE IN CANADA - REGENERATIVELY FARMED



Organic Certified by Pro-Cert

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