Online Tools for Brands and Retailers

New Hope's Beacon Discovery Platform & HowGood Sustainability Impact Estimate
THE ORGANIC TRADE ASSOCIATION

Founded in 1985, OTA grows and protects organic with a unifying voice that serves and engages its diverse members from farm to marketplace.
TODAY, OTA IS THE VOICE OF THE $67+ BILLION ORGANIC INDUSTRY, REPRESENTING 10,000 BUSINESSES ACROSS 50 STATES.

OTA members come from across the industry and supply chain, including growers, shippers, processors, consumer brands, certifiers, farmers’ associations, distributors, consultants, retailers, and more.
Online Tools for Brands and Retailers

New Hope's Beacon Discovery Platform & HowGood Sustainability Impact Estimate

Presented by

Allison Buell | New Hope Network
Retail Audience Engagement Manager

Shelley Sapsin | New Hope Network
Vice President of Market Integrity

Rachel Calomeni | HowGood
Senior Vice President, Growth & Innovation
The anytime - anywhere discovery and engagement platform for natural products brands and retailers
Powering information architecture, product categories, and robust filtering

Elevating the integrity of products to ensure compliance and transparency

Simplifying with verified regulatory guidance for speed to shelf

Bringing comprehensive sustainability data and accurate impact estimates
Navigation at Expo West and Newtopia Now
Demo
HowGood
SUSTAINABILITY INTELLIGENCE for FOOD COMPANIES

Carbon Footprint
Annual
265.9
kg CO2e

Abatement Strategies

Practices
- Cover Cropping
- No Till
- Rain Fed

Science Based Targets (SBTi)

Impact Details

<table>
<thead>
<tr>
<th>Impact Details</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Farm GHG Emissions</td>
<td>6/10</td>
</tr>
<tr>
<td>Blue Water Usage</td>
<td>5/10</td>
</tr>
<tr>
<td>Labor Risk</td>
<td>8/10</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>2/10</td>
</tr>
<tr>
<td>Ingredient Processing</td>
<td>3/10</td>
</tr>
<tr>
<td>GHGs</td>
<td>5/10</td>
</tr>
<tr>
<td>Soil Health</td>
<td>5/10</td>
</tr>
</tbody>
</table>

HowGood-powered Claims

- Good
- Climate Neutral
- Fair Labor
- Water Smart
- Ethics
- Animal Welfare
- Forest Protection
Best-in-class data brings best-in-class customers
HowGood is dedicated to empowering food companies globally with the most accurate reflection of their footprint.

- 17 years mapping global supply systems
- 600+ data sources reviewed
- 90k on-farm emissions factors for food ingredients
- 1.1m+ global food products assessed
- 5k+ ingredients with supplier data

The world’s largest sustainability database for food products and ingredients.
A centralized platform that automates carbon accounting and powers strategic impact reduction

**MEASURE**

**Carbon & Impact Reporting**
Measure your Carbon, Water, Biodiversity impact with an out of the box solution.

**REDUCE**

**Impact Reduction**
Discover hot spots and model abatement scenarios to reduce emissions across products, ingredients, and vendors.

**COMMUNICATE**

**Sustainability Claims**
Identify opportunities to communicate impact in B2C and B2B situations to drive sales of lower footprint products.

**COLLABORATE**

**Supplier Engagement**
Streamline and consolidate communications across your supply chain to ensure transparency and consistency.
Our Sustainability Metrics

HowGood’s eight core sustainability metrics capture holistic sustainability impact:

- **GREENHOUSE GAS EMISSIONS**
  What is the carbon footprint of growing this ingredient?

- **BIODIVERSITY**
  How does the growing of this ingredient help or hurt global biodiversity?

- **PROCESSING**
  How much energy is used in the factory processing of this ingredient?

- **BLUE WATER USAGE**
  How much blue water does it take to grow or raise this ingredient?

- **LABOR RISK**
  What is the overall labor risk involved in growing or raising this ingredient?

- **LAND USE**
  How much land does it take to grow or raise this ingredient?

- **SOIL HEALTH**
  How does the growing of this ingredient impact the soil where it’s grown?

- **ANIMAL WELFARE**
  How do the ingredients in this product impact the welfare of animals?
Sustainability Claims
CUSTOMER SUCCESS STORY

Grocery retailer drives 20-60% uplift in sales by labeling products as Climate Friendly & Fair Labor

THE CHALLENGE:
Responding to shopper demand for sustainable products
A leader in electronic shelf tags, was interested in exploring how sustainability attributes on shelf tags would impact sales.

THE OPPORTUNITY:
Climate Friendly & Fair Labor on shelf tags in grocery retailer
They worked with HowGood to identify which products in-store receive the Climate Friendly attribute and were able to go live with a trial in their flagship store in London in just a few weeks.

THE OUTCOME:
Uplift in product and store sales!
The company is now planning on integrating this offering to their network of 350+ retail groups and 30K+ stores across the EU and North America.
Sustainability Claims

CUSTOMER SUCCESS STORY

Tractor Beverage Company launches new Organic Impact Tracker in partnership with HowGood

CHALLENGE:
Differentiation in a crowded sustainability market
Tractor Beverage was looking to differentiate in both B2C consumer marketing and B2B sales scenarios. They wanted to provide public accountability for continuous, measurable improvement on the impact of their products. With a strong commitment to sourcing organic ingredients, they needed a data-backed way to quantify and verify the impact of this commitment.

OPPORTUNITY:
Scientifically-backed impact accounting
Tractor engaged HowGood to measure and validate their impact. They compared the impact of their products to conventional alternatives across multiple metrics. They were also able to incorporate sourcing data from their ingredient supplier to achieve more granular insights.

OUTCOME:
Data-backed sustainability claims
With comprehensive data to back their claims, Tractor Beverage’s brand team launched the “Organic Impact Tracker” - a public-facing accounting campaign that delivers transparency and quantifies the benefit of sourcing organic ingredients.

LEARN MORE ABOUT TRACTOR’S ORGANIC IMPACT TRACKER
Retailers are using HowGood insights to assess products and guide shoppers

**HowGood “Best” Rating**
This product has an environmental and social impact better than 95% of food products assessed by HowGood

**HowGood “Great” Rating**
This product has an environmental and social impact better than 85% of food products assessed by HowGood

**HowGood “Good” Rating**
This product has an environmental and social impact better than 70% of food products assessed by HowGood
What's coming up for Beacon?

- Search Bar – try it now!
- Private Label
- "New" Filter
  - New To Market
  - New To Beacon
- Expanded Categories
  - Health & Beauty
  - Pets
Want to connect at Expo West?

Join us for curated consultations in our Beacon Discovery Meeting Lounge on Level 200 in North Hall. Reach out to Allison to schedule!

HOWGOOD, BEACON DISCOVERY & NEW HOPE NETWORK PRESENT:

The Expo West NEXTY After Party

Thursday, March 14th | 7:30-9 pm PST
FiRE + iCE | Anaheim, CA
To start finding new, innovative products or to learn more, visit Beacon.NewHope.com/OTA or reach out to BeaconDiscovery@NewHope.com with any questions.

Shelley Sapsin  
VP, Market Integrity  
Shelley.Sapsin@Informa.com

Rachel Calomeni  
SVP, Growth & Innovation, HowGood  
Rachel@HowGood.com

Allison Buell  
Audience Engagement Manager  
Allison.Buell@Informa.com
THANK YOU!

Natural Products Expo West
OTA Booth #1735

An Organic Night Out Fundraiser at Expo West
Wednesday March 13, 2024 | Anaheim Marriott
Hosted by The Organic Center & Organic Voices

Organic Education Sessions at Expo West
State of Organic | Thursday, March 14 | 10:00am-11:00am

Defining and Measuring Impact – How Organic & Regenerative Agriculture Stack Up |
Thursday, March 14 | 11:15am – 12:15pm