

Our Sustainability Model

Organization

Our ownership, management, people, and policies maintain a commitment to a sustainable world.

Community

We recognize our obligation to support our local, national, international, and industry communities of which we are a part.

Environment

We will always consider our environmental impact and be proactive in reducing our carbon footprint, while helping others do the same.



To build a sustainable business which enables us to develop environmentally responsible solutions to significant challenges within the industries we serve.

MISSION

As the premier solutions developer, we are committed to advancing the industries we serve through innovation, thought leadership, scientific research, and exceptional customer support. As a leader, we advocate and embody ethical behavior, environmental responsibility and stewardship. We recognize that these qualities are essential in sustaining our business, customers, and planet.

OUR FUTURE ASPIRATION: We will continue to expand into adjacent markets, where our skill in science, technology, and marketing are combined with our experienced and geographically diverse sales organization to give us a competitive advantage.



WHAT WE SELL

We provide innovative plant health care and water management solutions that support a wide variety of industries.



WHY IS IT VALUABLE

Our solutions consistently solve new and existing challenges which impact our communities, by providing environmental, economic, and social benefits.



WHO DO WE SELL IT TO

We sell to companies and individuals through a network of regional, national, and international distributor partners.



WHERE DO WE SELL IT

We serve the US, Canada, and selective countries based on cooperative business environments.



HOW DO WE ACT

We act ethically and with professionalism.
We partner with likeminded people and companies, while being respectful of our customers and their values.

2019 Sustainability Plan

In 2019 we will continue to increase our commitment to sustainability by launching six sigma initiatives that improve efficiency and reduce waste while continuing to develop products that reverse, eliminate or minimize the impact on our environment.



Key Success Factors

- Engage employees in Six Sigma training
- Begin ISO 9001 certification process
- Formalize sustainability review in product development process
- Achieve a zero accidents safety status
- Provide exceptional employee benefits

Community

Key Success Factors

- Commit \$20,000 to Taking Root Scholarship
- Invest \$75,000 in industry sponsorships
- Grow Iconic Trees Program
- Invest \$100,000 in grants that better our communities

Environmental

Key Success Factors

- Achieve 100% of our solar goal
- Achieve 100% of our recycling goal
- Launch commercial organic line
- Invest in Hydretain education to help municipalities reduce water needs

Key Issues for 2019

- Continued application violations in drenching
- Continued demand for lower cost solutions that ignore adverse environmental side effects
- Hydretain messaging has been difficult as competitors try to position it as a "same as" product
- Snow cover on solar
- Re-design assembly cell for efficiency and safety
- Achieve Massachusetts educational grant



Metrics for 2017

Recycling

Paper/Cardboard 4,820 Pounds of paper = 41 Trees

Plastic Glass Metal 295 Pounds

Carbon Impact 2.39 Metric Tons Carbon Saved

Solar Generated: 89,591kwh Electricity

Safety: 0 Accidents

Industry Sponsorships: \$75,000

Community Investment: \$100,000

