



THRIVE
— MARKET —

Our Impact Is Your Impact

2023 Impact Report

A Note From Our Co-Founder & CEO

Dear Thrive Market Community,

As I look back at all we accomplished together in 2023, I'm filled with gratitude. I'm grateful for both the progress we made on our mission this year—the most of any year to date—and the community of more than 1 million members that made it possible: all of you.

Thank you for helping us reach \$13.4 million in donations for healthy groceries by the end of 2023, surpassing our \$10 million goal two years early. Every dollar you donated helped someone access the healthy food they needed.

Thank you for helping us achieve crucial sustainability milestones, including Climate Neutral Certification, Plastic Neutral Certification, and our conversion to a Public Benefit Corporation (PBC), a step beyond the B Corp Certification we've held since 2020.

And while it became official in early 2024, the action of our community along the way helped us welcome SNAP EBT to Thrive Market, opening the door for millions of Americans to use their benefits on the healthy groceries they need.

Without your support, our mission would only be a dream. I hope you read the following pages with pride, knowing you're part of a community that's driving real action toward making healthy and sustainable living easy and affordable for everyone.

In gratitude,



Nick Green



*Nick & his oldest daughter,
6-year-old Valeria*

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A Grocery Store for Good



We're on a mission to make healthy and sustainable living easy and affordable for everyone.

First U.S. Grocer To Become a Public Benefit Co.

In 2023, we took our commitment to our mission one major step forward by converting to a Public Benefit Corporation (PBC). PBC is a legal designation that allows for-profit companies to prioritize a greater social mission and balance profits with purpose—and it goes beyond the B Corp Certification we've held since 2020.

We've been a mission-driven company since our founding, and as a PBC, we're now mission-defined. Thrive Market is the first and largest grocery store in the U.S. that's taken on this level of responsibility, and we're proud to push our industry toward the socially and environmentally responsible direction our future depends on.





First Online-Only Retailer To Accept SNAP EBT

While it became official in early 2024, we couldn't wait to celebrate this historic mission milestone: Thrive Market is the first online-only retailer to accept SNAP EBT!

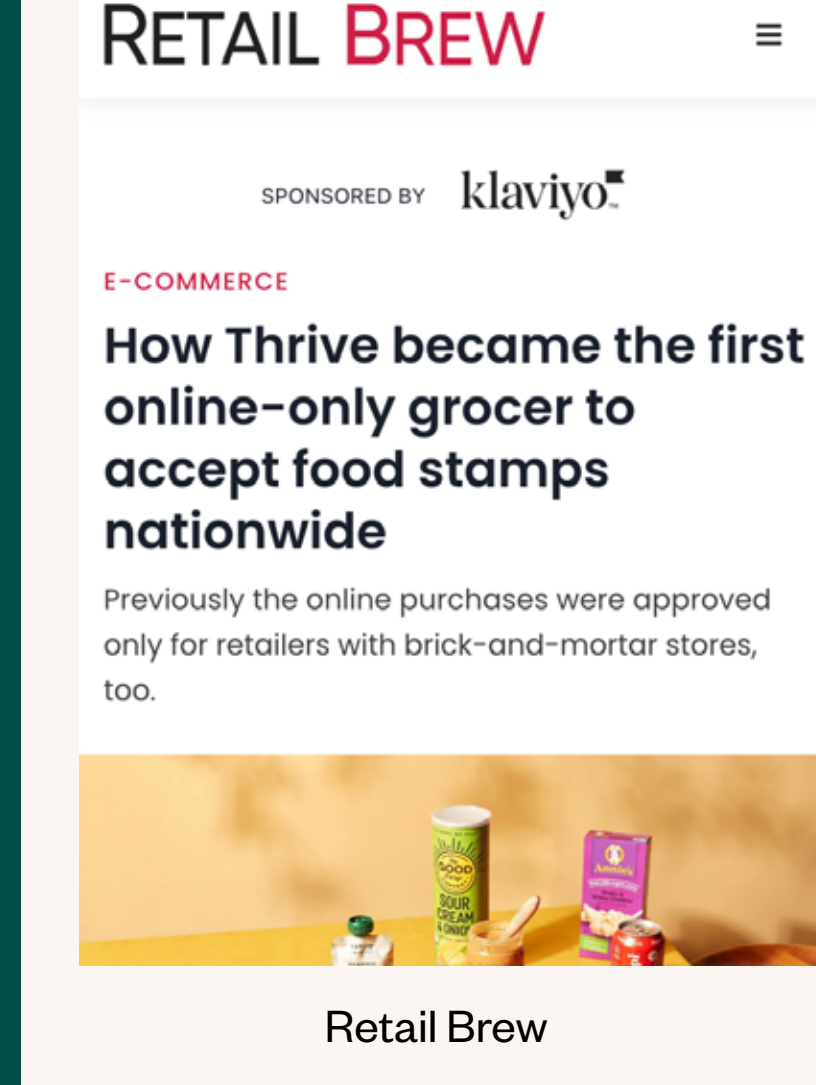
We've been working toward this moment for almost a decade. In 2016, we petitioned the USDA to bring SNAP EBT payments online so that families across the country could use their benefits to get healthy groceries delivered. We continued to advocate throughout the years, always with the same belief: Access to healthy food should be a fundamental right, not a privilege.

Now, millions of families in the U.S. who use SNAP EBT can shop with their benefits at Thrive Market, making it that much easier to access healthy and sustainable groceries—and paving the way for other online retailers to follow suit.



A major mission milestone achieved in 2024

Making Grocery History




RETAIL BREW

SPONSORED BY **klaviyo**

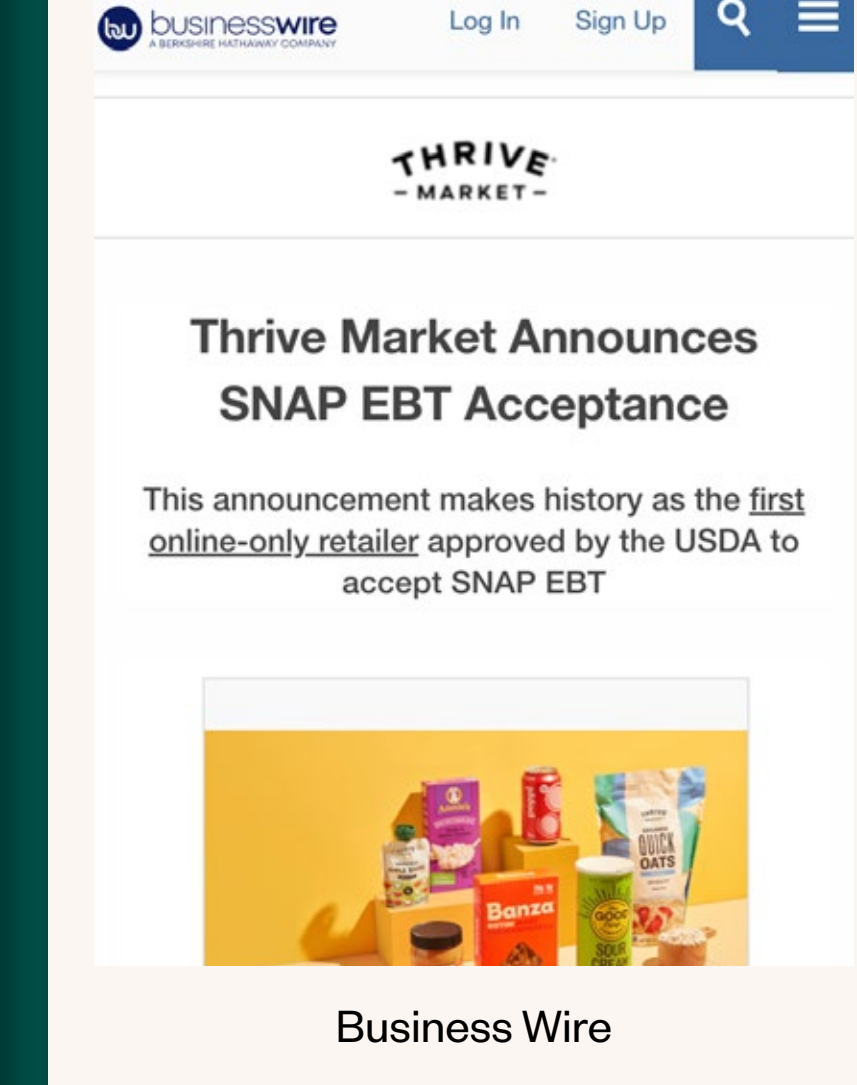
E-COMMERCE

How Thrive became the first online-only grocer to accept food stamps nationwide

Previously the online purchases were approved only for retailers with brick-and-mortar stores, too.



Retail Brew

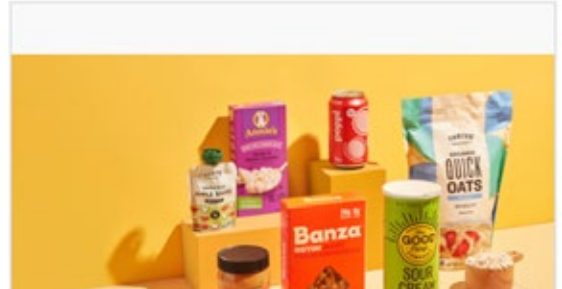


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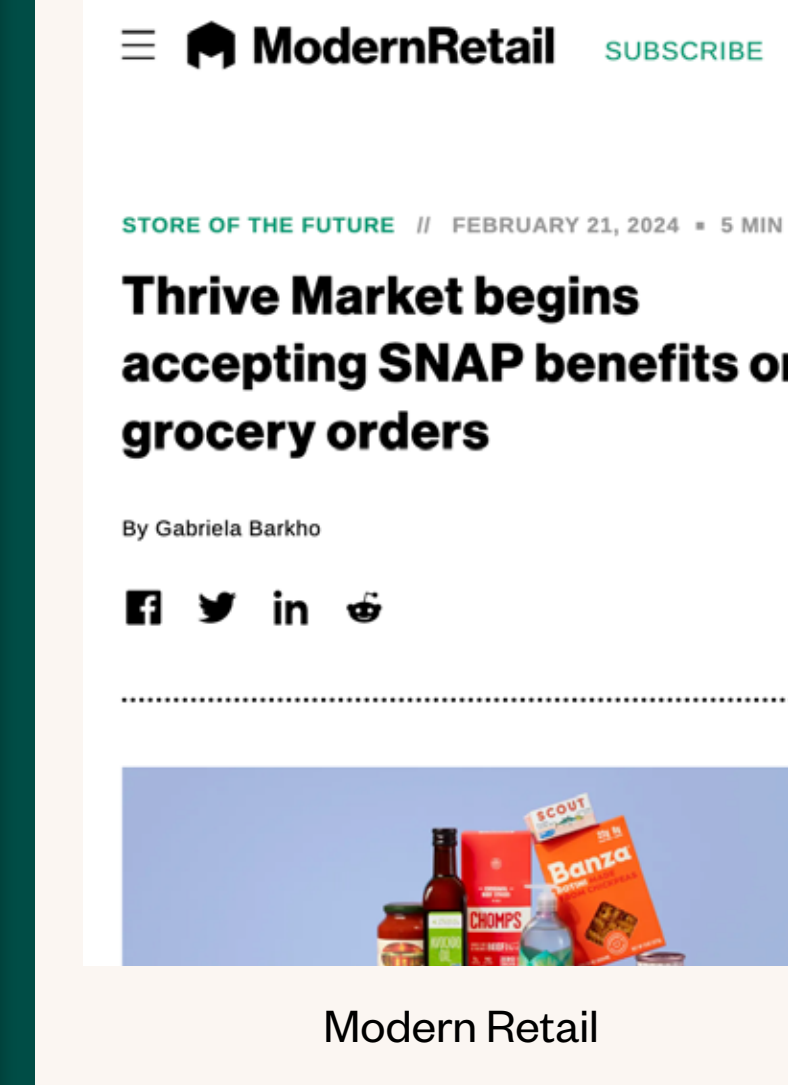
THRIVE MARKET

Thrive Market Announces SNAP EBT Acceptance

This announcement makes history as the first online-only retailer approved by the USDA to accept SNAP EBT



Business Wire




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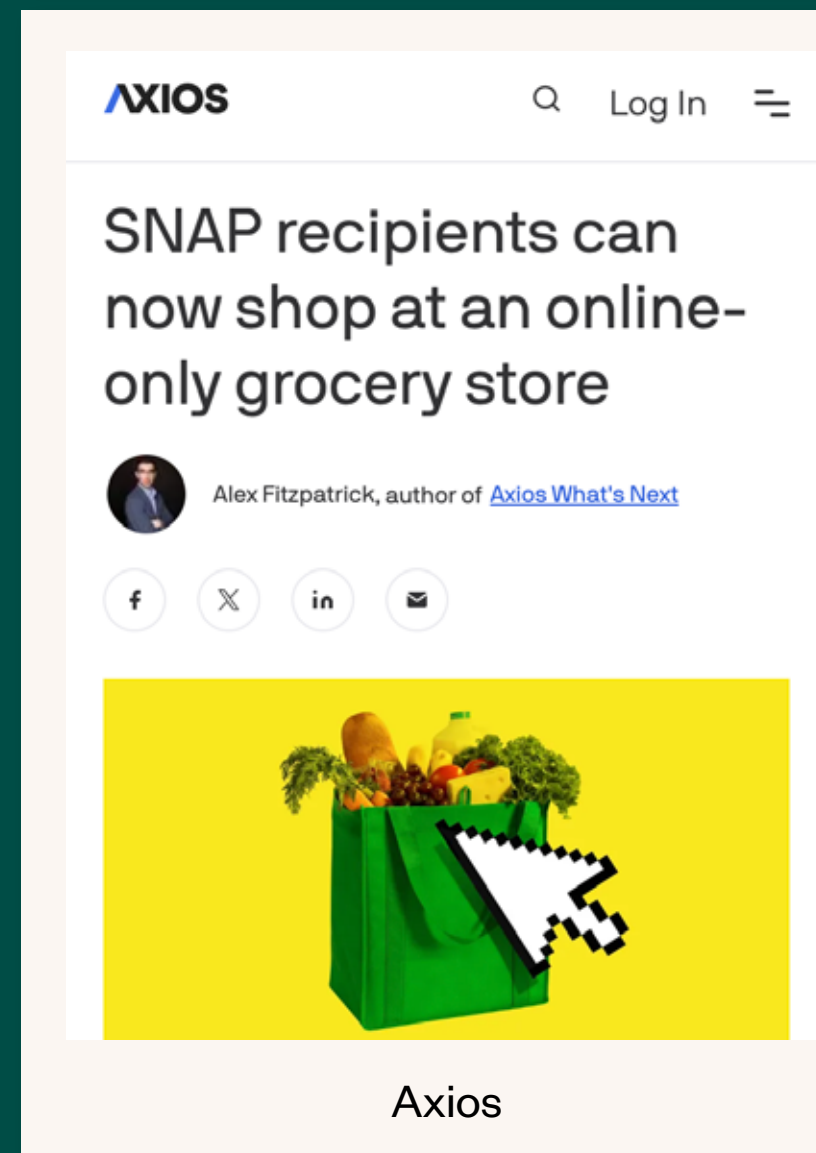
Thrive Market begins accepting SNAP benefits on grocery orders

By Gabriela Barkho

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Modern Retail




AXIOS Log In

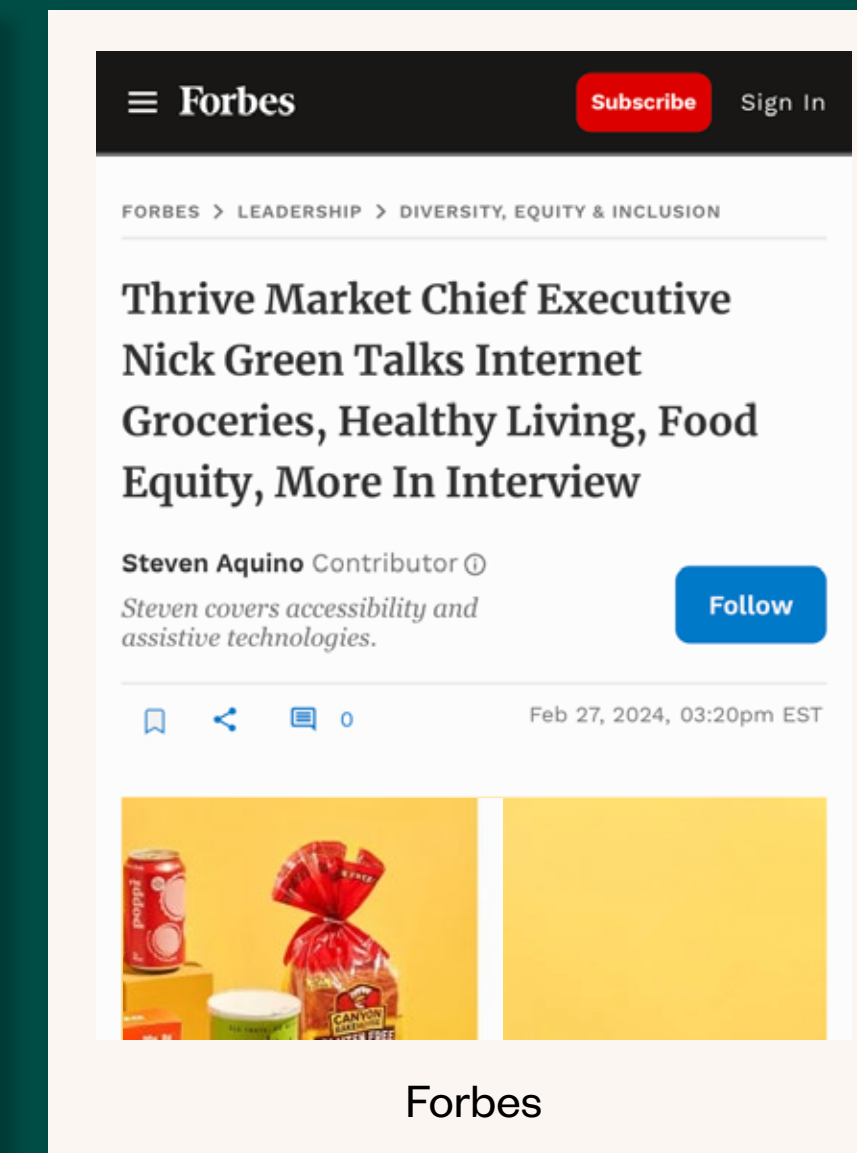
SNAP recipients can now shop at an online-only grocery store

Alex Fitzpatrick, author of [Axios What's Next](#)

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Axios



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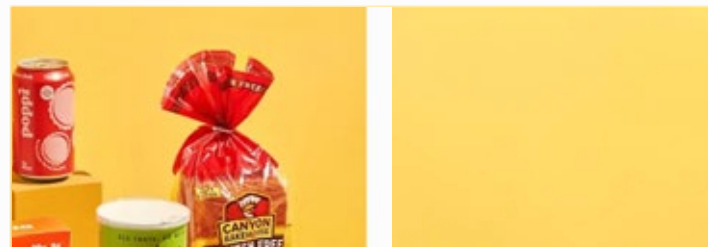
Thrive Market Chief Executive Nick Green Talks Internet Groceries, Healthy Living, Food Equity, More In Interview

Steven Aquino Contributor

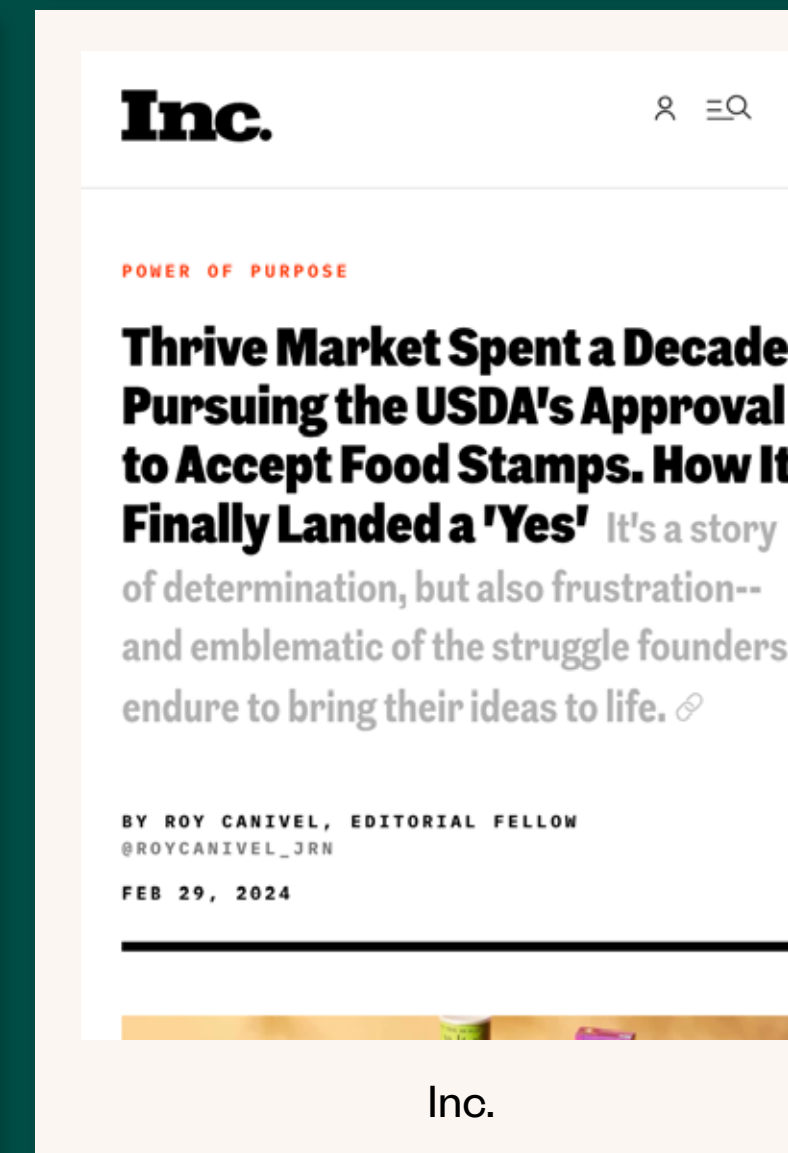
Steven covers accessibility and assistive technologies.

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Feb 27, 2024, 03:20pm EST



Forbes



Inc.


POWER OF PURPOSE

Thrive Market Spent a Decade Pursuing the USDA's Approval to Accept Food Stamps. How It Finally Landed a 'Yes'

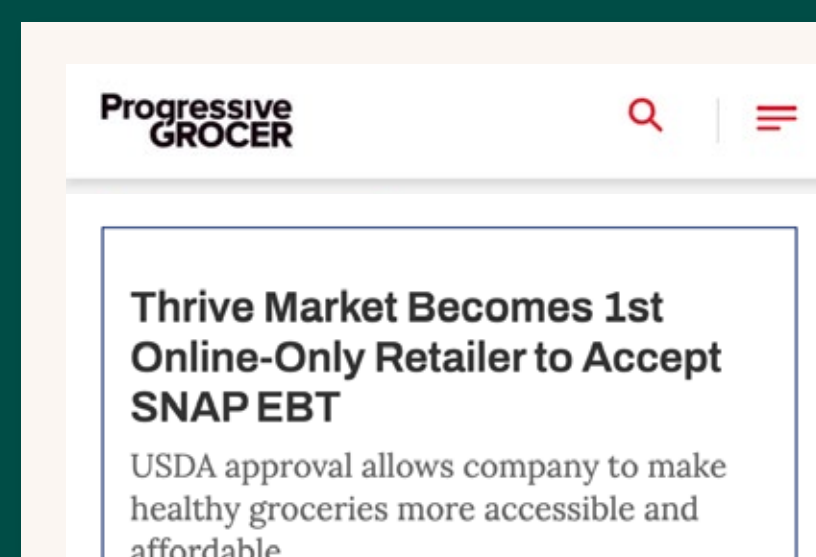
It's a story of determination, but also frustration--and emblematic of the struggle founders endure to bring their ideas to life.

BY ROY CANIVEL, EDITORIAL FELLOW @ROYCANIVEL_3RN

FEB 29, 2024



Inc.



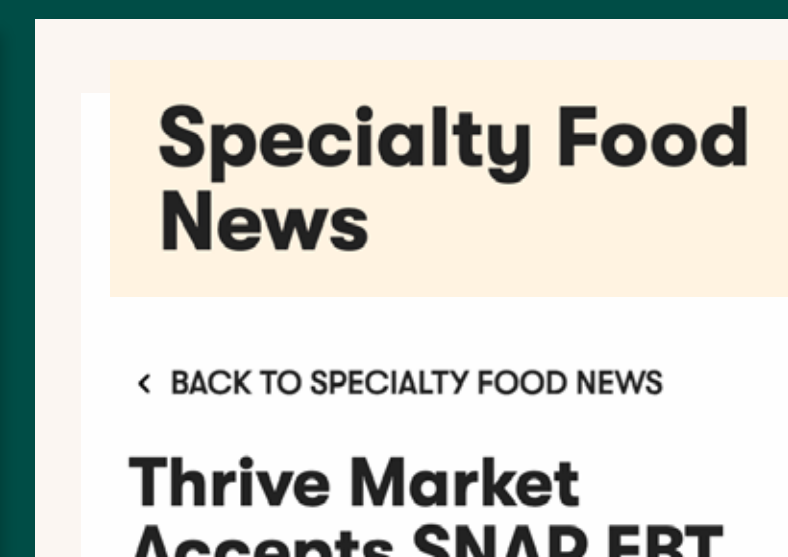

Progressive GROCER

Thrive Market Becomes 1st Online-Only Retailer to Accept SNAP EBT

USDA approval allows company to make healthy groceries more accessible and affordable



sn SUPERMARKET NEWS SEARCH



Specialty Food News

< BACK TO SPECIALTY FOOD NEWS

Thrive Market Accepts SNAP EBT



Expanding Access





A Community That Gives Back

A Thrive Market membership means more. When a new paid annual member joins, they sponsor a free one-year membership for a teacher, nurse, first responder, student, veteran, or family in financial need.

Our members' charitable spirits are most evident at checkout, when they have the option to donate toward shopping budgets for Thrive Gives members and nonprofit partners that help people across the country access healthy food and education. In 2023, members donated \$513,111, working together toward a better food future for all.

How Members Paid It Forward in 2023

 \$95,241 in healthy groceries sent to families through nonprofit partners	 2,000 kids in high-need areas learned about healthy food in school
 \$288,300 in shopping budgets funded for Thrive Gives members	 \$70,317 in disaster relief support sent through World Central Kitchen and Baby2Baby



Maui Wildfire Relief

Members raised more than \$22,000 in wholesome pantry staples, diapers, and more critical items that our nonprofit partner Baby2Baby distributed to families affected by the devastating wildfires on Maui.



Sharing the Health

To celebrate Giving Tuesday, we asked our community to nominate someone who needed a little extra holiday cheer. We were honored to surprise three deserving recipients with \$1,000 in healthy groceries.



\$13.4 Million for Food Equality

In early 2023—two years ahead of schedule—the generosity of our members helped us blow past our goal to raise and donate \$10 million in healthy groceries by 2025. By the time 2023 came to a close, we reached more than \$13.4 million donated since our founding.

So what did we do? We set a new, more ambitious goal: to raise and donate \$20 million in healthy groceries by 2030 and continue to combat food inequality in the U.S.

Every dollar goes toward wholesome pantry essentials, food access, and education for families and children across the country through our nonprofit partners and direct stipends to our own Thrive Gives members in need.

Our Nonprofit Partners



FoodCorps connects kids in high-need areas to nutritious food in school through education, healthy meals, and advocacy. In 2023, we funded FoodCorps' work for 2,000 kids in New Jersey, a state where 1 in 10 children face hunger.



FoodCycle LA redirects quality, surplus food away from landfills and to people in need. We joined them at several events throughout 2023, distributing 1,050 boxes of pantry staples alongside fresh produce they saved.

More Than a Membership

Thrive Gives™

On paper, Thrive Gives applicants are teachers, nurses, first responders, students, veterans, and families in financial need. But once we hear their individual stories, these members prove why Thrive Gives is the heart of our community.



Dori | California

At only 29 years old, Dori has already been battling endometrial cancer for more than a year. Several of her friends reached out to tell us how Thrive Market and healthy eating could help with her recovery—and days later, we were on a plane to surprise her with \$1,000 in healthy groceries and a free membership.



Roxanne | Rhode Island

As a veteran, Roxanne is no stranger to a challenge. When her twin daughters were diagnosed with celiac disease, she and her husband went 100% gluten-free right along with them. Her daughters are only 4 years old, but they already know to look for the Certified Gluten-Free label on every product that arrives in their weekly Thrive Market box.



Gretchen | Oklahoma

Gretchen knew that before caring for others, she had to learn to ask for help and care for herself. As part of her addiction recovery, she focuses on healthy eating, exercise, and even finding self-care in unexpected places, like learning to make bread from scratch for her daughter.



Yoshi | California

A Thrive Market membership is one way Yoshi finds balance as a medical school student with a packed schedule and a tight budget. Knowing her demanding lifestyle can take a toll on her mental and physical health, she prioritizes staying active and eating well to avoid burnout.



Passion With a Purpose

As part of a mission-driven company, Thrive Market employees are here for more than just work. Giving back is in our DNA, and our team showed up for our mission at pivotal moments throughout the year.



Sending Support to Turkey & Syria

Donated \$47,453 in disaster relief

In addition to member donations, Thrive Market employee donations—matched by our executive team—helped us send nourishing meals through our partners at World Central Kitchen to residents and emergency workers affected by the catastrophic earthquake.



Volunteering as a Community

Put in 1,070 volunteer hours

At our fulfillment centers across the country and in our Los Angeles backyard, Thrive Market employees volunteered together at 16 events in 2023. We packed boxes to donate to local food banks, cleaned up Venice Beach, and bought and wrapped gifts for kids' holiday wish lists, all in the spirit of our mission.



Giving Back to Coworkers in Need

Raised \$17,125 in help fund grants

Thrive Market employees have the option to contribute a portion of their paycheck toward a help fund that supports other teammates facing unexpected expenses or hardships. In 2023, we sent \$15,000 to employees through the fund.

Connecting Across the Country

2023 marked our first full year as a remote-first company. Remote employees now outnumber those at our Los Angeles HQ, allowing more flexibility for our talented team—and making it that much more important to invest in our employee resource groups (ERGs) and keep connections strong in Zoom rooms across the globe.



642
new employees joined the Thrive Market team



Feasts, Founders & Fun

From a Lunar New Year golf game and an in-office potluck to hosting guest speaker Sandra Roco, Founder & CEO of Asian-inspired sparkling water brand Sanzo, GOAT (Group of AAPI Thrivers) gathered throughout the year to celebrate their heritage.



A New Mentorship Program

WELL (Women Excelling in Leadership & Learning) launched a mentorship program in 2023 to connect women at the start of their careers to one of 14 seasoned leaders ready to share their personal and professional advice.



Always Giving Back

HOT (House of Thrive) honored Pride Month by volunteering with our partners at FoodCycle LA to donate 200 boxes of healthy groceries to LGBTQ+ youth at ProjectQ, a community center that provides a safe space.



Environmental Responsibility

We're building the world's first climate positive grocery store.

In 2021, we set critical five-year sustainability goals for our business. Two years later, we've met two goals and we're racing toward the third—all for the health of our planet.



Zero Waste

Goal achieved: 2022

We're TRUE Certified for Zero Waste at all three of our warehouses, meaning we recycle or repurpose at least 90% of materials that enter our doors.



Plastic Neutrality

Goal achieved: 2023

The plastic we use in packaging for our own brands and shipping materials for all member orders is Plastic Neutral Certified through our partnership with rePurpose Global.



Carbon Negativity

Goal forecast: 2025

In 2023, we became Climate Neutral Certified, a major step toward our goal to reach carbon negativity by 2025 and remove more carbon from the atmosphere than we emit as a business.

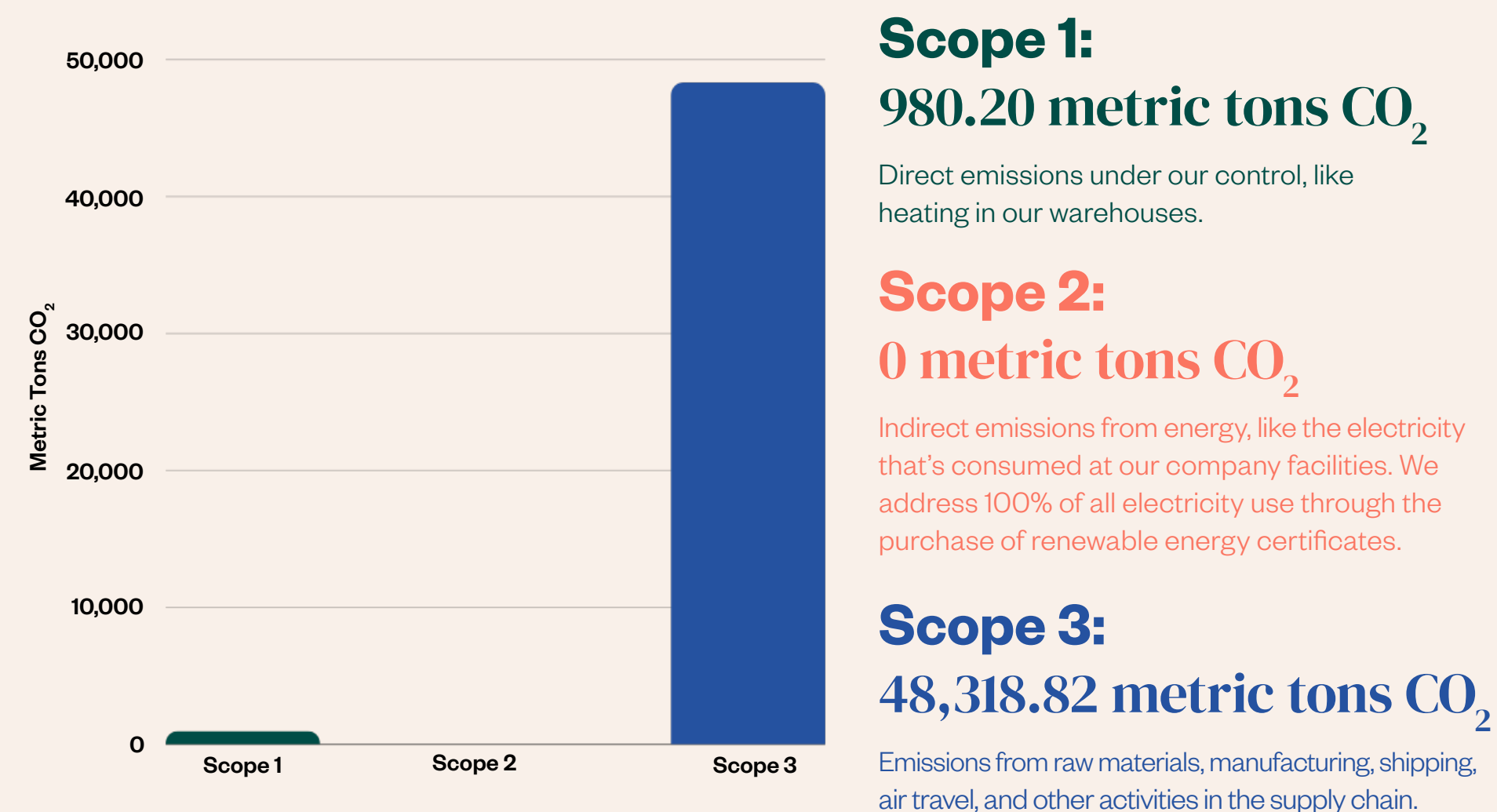


From Carbon Neutral to Negative

Every time a member places an order, they set our Climate Neutral Certified practices into action, reducing the impact every box has on our environment. We've always shipped via ground only, which emits 70% less carbon than air, and we're continuing to invest in lower-impact shipment optimizations. We don't stop at shipping—we've set goals to reduce our emissions further, help our suppliers set their own reduction targets, and increase our investments in regenerative agriculture, a farming method that can reverse some of the effects of climate change.

Accounting for Our 2023 Emissions

We measure our emissions using Climate Neutral's BEE (Business Emissions Evaluator) tool and invest in third-party verified carbon credits to account for 100% of our emissions and maintain our status as a Climate Neutral Certified company.



Why We Invest in Carbon Offsets

While the best way to lessen our impact on the environment is to eliminate our carbon footprint entirely, some emissions are unavoidable. We've chosen to neutralize those emissions by investing in carbon offset credits supporting a number of projects, all of which have been rigorously vetted to meet the Climate Neutral Certification Standard (CNCS). To account for our 2023 emissions, we're proud to support initiatives in 2024 like the Manantiales Behr (MB) wind farm project, which provides a renewable, clean alternative for electricity generation in Argentina.

Our Carbon Progress & Priorities

Reducing our carbon emissions is one of the most difficult aspects of our business, but arguably the most important for the health of our planet. As part of our Climate Neutral Certification, we worked with Change Climate to set science-aligned reduction targets and created an action plan that we began implementing in 2023. While we've made progress in each area—and even set two new goals as part of our recertification—the road to reaching our targets is complex and challenging.

Our Reduction Targets

Reduce scope 1 & 2 emissions by 42% by 2030

Reduce fossil fuel use at our facilities (Scope 1) and purchase renewable energy certificates (Scope 2)

Help 67% of our suppliers set reduction targets by 2027

Work with suppliers for our brands (Thrive Market Goods, wellmade, Rosey, f.a.e.) to set their own science-aligned emission reduction targets


Our Reduction Action Plan

SOURCE OF EMISSIONS
Upstream shipping

ACTION
20% shipment optimization

Consolidate inbound freight into fewer truckloads and reduce shipments that don't take up a full trailer by 20%

PROGRESS




COMPLETION DATE 2024 **SCOPE** Scope 3

SOURCE OF EMISSIONS
Raw materials

ACTION
84% regenerative & organic food sourcing

Increase investments in regenerative and organic sourcing for food products made by Thrive Market from 76% to 84%

PROGRESS



COMPLETION DATE 2024 **SCOPE** Scope 3

SOURCE OF EMISSIONS
Supply chain energy use

ACTION
Set science-aligned targets for 20 suppliers

Work with suppliers for our brands to acquire primary data on their carbon footprints and set science-aligned emission reduction targets to reduce our emissions from fuel and electricity usage at these facilities

PROGRESS
New goal

COMPLETION DATE 2025 **SCOPE** Scope 3

SOURCE OF EMISSIONS
Electricity

ACTION
100% solar power at our Hanover warehouse

Install onsite solar panels at our Hanover, PA warehouse to power 100% of energy use

PROGRESS
New goal

COMPLETION DATE 2026 **SCOPE** Scope 2

8,495,567

lbs of waste

diverted away from landfills to be recycled, composted, or reused



Redesign, Reduce, Reuse, Recycle

We've followed zero-waste practices at our warehouses since 2015, and all three of our facilities are TRUE Certified for Zero Waste. That means that we divert at least 90% of materials that enter our doors away from landfills, incineration (waste-to-energy), and the environment.

TRUE assigns a certification level (Certified, Silver, Gold, or Platinum) to each project or facility through a points system that accounts for categories like leadership, hazardous waste prevention, and innovation. Our Reno and Batesville warehouses will be up for recertification in 2024, and both are aiming for Gold level.



91.8%
of solid waste

diverted away from landfills at our Reno, NV warehouse



95.3%
of solid waste

diverted away from landfills at our Batesville, IN warehouse



93%
of solid waste

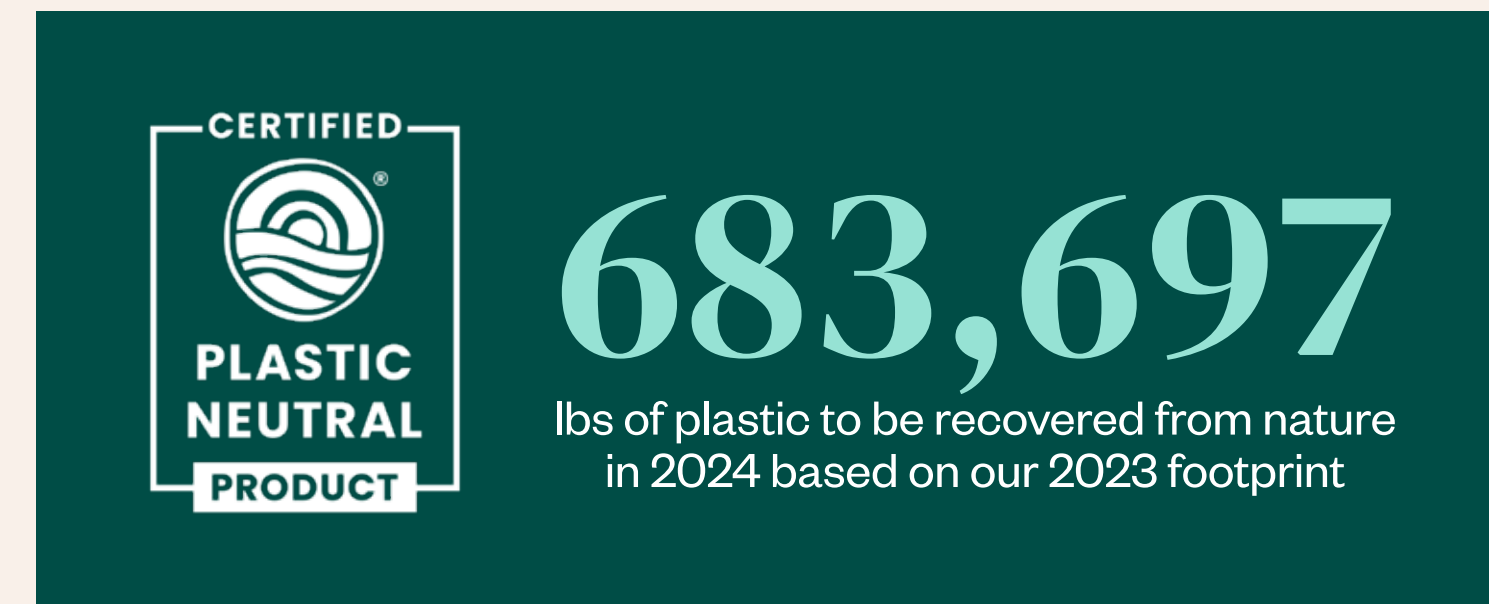
diverted away from landfills at our Hanover, PA warehouse



Plastic Action

We're Plastic Neutral Certified with rePurpose Global, meaning we measure how much plastic we use in shipping materials for all member orders and packaging for all products made by Thrive Market, then recover that same amount of plastic from nature.

In 2023, we partnered with rePurpose Global to create Thriving Together, a plastic action working group designed to unite conscious companies like ours and drive industry-wide change. 102 partner brands joined our group, through which we share innovations and best practices and help our partners develop their own plastic reduction efforts.



Keeping Plastic Out of the Home

We launched several Thrive Market-made products in 2023 that help make our members' own reduction efforts easier. They can now scrub dishes plastic-free with our Bamboo Brushes, store spices and pantry staples in our Glass Spice Jars and Canisters, recycle the plastic-free packaging for our Paper Towels, Bath Tissue, and Facial Tissue, and even compost the tubes for our Organic Herb, Ginger, and Garlic Pastes.

Supporting Workers & Our Oceans

Not only does our partnership with rePurpose Global remove plastic from nature—it helps to provide training and employment opportunities for local workers who might not have had a formal education. Through our partnership, workers go on to save thousands of pounds of plastic waste from entering our oceans.



Project Hara Kal in Kerala, India

In the mountainous region of Malappuram, India in Kerala, workers clean plastic off of beaches to protect the area's abundant wildlife along with its tea, coffee, and spice plantations.



Project Paraíso de Ballenas in Buenaventura, Colombia

Translating to "Whale Paradise," Project Paraíso de Ballenas protects the whale breeding ground along Colombia's Pacific Coast. Workers collect waste from beaches and transfer it to a partner facility, where it's sorted and recycled.



Standards & Sourcing

What It Means To Be Thrive Market Approved



Our standards—the highest in the industry—set a new bar for quality. Our goal? That you trust every product we carry to be the best option for you, your family, and our planet.

**NON
GMO**

Trusted Ingredients

Organic is always our first choice, and we study every label to search for the best, wholesome ingredients that have been vetted for safety. What we leave out is just as important: Our products are 100% non-GMO and free of 1,000+ more restricted ingredients because of their effects on your family's health and our planet.



Ethical Sourcing

We ensure every brand and partner meets our Supplier Code of Conduct, which requires fair pay and treatment for workers, strict quality standards, and safe working conditions. We go further and advocate for ethically made products with the Fair Trade Certified seal, animal welfare certifications like Global Animal Partnership (G.A.P.), and cruelty-free supply chains verified by Leaping Bunny, to name just a few values we champion.



Planet Positive

We're the leading online-only regenerative retailer, our warehouses are TRUE Certified for Zero Waste, and we use carbon-neutral ground shipping only. We prioritize partnerships with brands and suppliers that also adhere to sustainable practices so that we can strengthen our impact and work toward a healthier future together.



On a Mission

Our mission is to make healthy and sustainable living easy and affordable for everyone. It defines who we are, from the top-quality items we carry to the food equality causes we stand for. It's not only about us—we seek out mission-driven partners working to improve supply chains and support people, animals, and our planet, changing the grocery industry for good.



Tasted & Tested

Our expert team tests every single product for taste and efficacy. Even if it's the most natural, ethical, and sustainable option, we always ask: Is it delicious? Does it work great? Is it an absolute must-have for our members? Do we LOVE it? If it's a yes across the board, it's a go.



Trusted New Favorites

Our rigorous vetting process means that only 5% of brands that pitch us make it to our shelves. We were proud to welcome 67 new brands and 925 new products in 2023, and while we don't play favorites, a few planet-friendly essentials made it to the top of our list: Nora's regenerative seaweed grown in protected bays in South Korea, Patagonia Provisions' organic crackers made with regeneratively grown wheat, Dr. Bronner's new soap refills packaged in FSC-Certified paper cartons, and NOLE's plastic-free, waterless shampoo and conditioner bars.





The Best Quality, by Thrive Market

With 650+ essentials in food, cleaning, supplements, and beauty, there's a Thrive Market-branded product to get our members through every part of their day. With our focus on ethically sourced, organic, and regenerative values, our member-exclusive products don't only stand out for their sky-high standards—they're all made with quality you trust at prices you love.

170 New Member-Exclusive Essentials



In **food and home**, we introduced everything from grain-free, heat-and-eat Hearts of Palm Pasta to Organic Rwandan Blend Coffee ethically sourced directly from a co-op of female farmers to Compostable Snack Bags.



f.a.e. by Thrive Market is cruelty-free **skin & body care** for all. We launched Epsom Salt Bath Soaks to ease muscle aches and pains, and Organic Rosewater Mist to hydrate and refresh skin anytime, anywhere.



For mineral- and plant-powered **cleaning** that really works, look to Rosey by Thrive Market. Our new 100% Recycled Facial Tissue is made with forest-friendly, FSC-Certified fibers, and our Granite & Stainless Steel Cleaner cuts smudges and grease without harsh chemicals.



wellmade by Thrive Market offers high-quality and hardworking **supplements**. Our new Algae Omega-3 is a vegan source of omega-3s, and our Organic Beet Powder provides 8,000mg of superfood beetroot in every serving—no peeling or chopping required.

Stories From the Source



Simple & Sustainable Snacking

Our Regeneratively Grown Organic Dried Mango is sun-ripened Kent mango—and well, that’s it. Each fruit is grown on a small Kenyan farm that uses planet-friendly practices like composting, dried with an innovative, energy-efficient process, and sourced directly from farmers.

Small Seeds, Big Impact

The farmers who tend our Regeneratively Grown Organic Chia Seeds use techniques like rotational cropping and natural rainwater irrigation to protect and nourish the surrounding environment. We source the seeds directly from farmers to invest in their sustainable practices and ensure all workers are paid and treated fairly.



Consciously Crafted in Our Home State

Made from olives that are cold-pressed within hours of being picked, our single-origin California Extra Virgin Olive Oil comes from an award-winning, zero-waste farm. The farm sequesters 4x more carbon than the average olive grove, uses 37% percent less water, and repurposes all byproducts from the olive oil.



Leading the Regenerative Charge



We're proud to be the leading online-only regenerative organic retailer and carry hundreds of products made for a healthier planet. Regenerative farming can help combat the effects of climate change by minimizing greenhouse gases, enriching soil, conserving water, reducing erosion, promoting biodiversity, and boosting crop yields. It helps that growing food in rich, nutritious soil means it tastes better, too.

Regenerative agriculture is our future, and we source and champion regeneratively grown products any chance we get.



400+

regenerative products on
our virtual shelves



You Make Our Mission a Reality

Thank you!

THRIVE
— MARKET —